



TOWN OF OLD SAYBROOK  
Economic Development Commission

Carol Conklin, Chair  
Elizabeth Swenson, Vice Chair  
John DeCristoforo, Secretary/Treasurer

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Joseph Arcari  
David Cole  
James Keating  
Matthew Pugliese  
Bruce Greenfield, Alternate  
Sandra Roberts, Alternate

**SPECIAL MEETING MINUTES**

March 16, 2017

Economic Development Office, Old Saybrook Town Hall

7:30 pm

**I. CALL TO ORDER**

Chair C. Conklin called the meeting to order at 7:31pm.

**II. ROLL CALL**

Members present: Carol Conklin, Elizabeth Swenson, John DeCristoforo, Joseph Arcari, David Cole, James Keating, Bruce Greenfield, Sandra Roberts,

Members absent: Matthew Pugliese

Staff: Susan Beckman, Economic Development Director

**III. PUBLIC QUESTION & COMMENT - None**

**III. REGULAR BUSINESS**

A. Approval of Minutes

**MOTION** to approve the minutes of February 16, 2017; **MADE** by J. Keating, **SECONDED** by J. Arcari; **VOTED IN FAVOR:** C. Conklin, J. DeCristoforo, J. Arcari, J. Keating, B. Greenfield, S. Roberts **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 6-0-0.

E. Swenson and D. Cole joined the meeting at 7:36pm

B. Correspondence & Announcements

- Inlands/Wetlands Commission requested a volunteer from EDC to join their Commission. C. Conklin noted that all EDC Commissioners were already committed to other sub-committees and Town Commissions. S. Beckman was asked to talk with the First Selectman about appointing a business person or someone interested in the EDC or a town business owner to sit on the Inlands/Wetlands Commission to represent the EDC. S. Beckman will also ask if a member of the Inlands/Wetlands Commission would be willing to come to EDC meetings to get feedback on Inlands/Wetlands issues.

-The FY 2018 budget as of Feb 23, 2017 was distributed so Commissioners could review the Economic Development Budget as presented on that date.

- A receipt for the \$100 Sponsorship Old Saybrook Chamber of Commerce Chili Fest was received.

**IV. OLD BUSINESS**

**A. Benches** – Five contributions were received from organizations for benches. The benches have been ordered and will arrive in approximately 8 weeks. Larry Bonin kindly agreed to store them at the Town Garage and place them as requested when the weather improves. A next round of letters asking businesses to support benches will go out in the spring. The Board of Selectmen have also requested funding in the next budget to purchase additional benches.

## V. SUB-COMMITTEE REPORTS

**A. Town-wide Promotion** – C Conklin and S Beckman will meet with Judy Sullivan of the Chamber to plan for summer promotion of Wednesdays in Old Saybrook and other programs. Historical Society programs marking the 250<sup>th</sup> Anniversary of the William Hart House will be incorporated.

**B. Mariner's Way BAR Planning Project** - CivicMoxie held focus groups with area property and business owners in February to discuss the redevelopment concepts in Mariner's Way that would affect their properties. CivicMoxie then held a Public Meeting March 9 to share their work to date, the redevelopment concepts and get public input on the concepts. CivicMoxie's presentation can be viewed on the EDC website (<http://bit.ly/2mAsqji>) . Feedback will be summarized and incorporated into the redevelopment concepts for presentation at a final public meeting in early summer.

**C. Marketing Plan** – S. Beckman reported exploring and implementing no and low-cost options to begin building awareness of Old Saybrook as a destination for visitors and location for businesses. The EDC now has a Facebook page which can be found at @saybrookbiz (Economic Development Town of Old Saybrook).

**D. Recognition of Long-Term Businesses/Spirit of Saybrook** – Ideas for potential recipients were shared by Commissioners.

**E. Arts & Culture** – S Beckman reported a second meeting of local artists had been held. Approximately 12 people are now on the email distribution list. Various ideas for increasing public art opportunities are being explored.

## VI. NEW BUSINESS

**A. Review Proposals for Marketing Plan and Vote** – three proposals were received from firms interested in working with the EDC to develop and implement a marketing plan with the \$10,000 appropriation made for this purpose. The Commissioners will take two weeks to review the proposals and send questions to S. Beckman so that answers can be obtained prior to the next regular meeting April 13. The EDC will discuss and vote on the proposals at the next meeting. C. Conklin noted that the schools now have a budget line item for marketing. She will talk with the Superintendent and invite her to an EDC meeting to learn more about marketing goals of the schools and be sure those marketing efforts and those of EDC are complementary and not repetitive.

**VII. STAFF REPORT** - A written staff report was distributed.

**VIII. COMMENTS FROM THE CHAIR** – None

## IX. ADJOURNMENT

**MOTION** to adjourn the meeting at 9:01pm until the next regularly scheduled meeting of the Economic Development Commission which will be held on Thursday, April 13, 2017, at 7:30 P.M., Town Hall, 302 Main Street, 2<sup>nd</sup> Floor Conference Room; **MADE** by B. Greenfield; **SECONDED** by J. DeCristoforo; **VOTED IN FAVOR:** C. Conklin, E. Swenson, J. DeCristoforo, J. Arcari, D. Cole, J. Keating, B. Greenfield, S. Roberts  
**OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 8-0-0.

Respectfully submitted,

Susan W. Beckman  
Acting Recording Clerk