



TOWN OF OLD SAYBROOK Economic Development Commission

302 Main Street • Old Saybrook, Connecticut 06475
Telephone (860) 395-3139 • FAX (860) 395-3125

David Prendergast, Chair
Carol Conklin, Vice Chair
Sandra Roberts, Secretary/Treasurer

Judy Ganswindt
Kacie Costello Hand
Norman "Nick" Prevost
Elizabeth Swenson
Susan Quish, Alternate
Erica Cosenza, Alternate

REGULAR MEETING MINUTES

HYBRID MEETING

Thursday, June 9, 2022 – 7 P.M.
Town Hall, 2nd Floor Conference Room
302 Main Street, Old Saybrook

I. CALL TO ORDER

Chair, David Prendergast, called the meeting to order at 7:06 P.M.

II. ROLL CALL

Members present: David Prendergast, Carol Conklin (phone zoom), Kacie Costello Hand, Nick Prevost, Susan Quish, Erica Cosenza

Members absent: Sandra Roberts, Judy Ganswindt, Elizabeth Swenson

Staff: Jennifer Donahue, Director
Julie Nordberg, Recording Clerk

III. PUBLIC QUESTION & COMMENT- None

IV. GUESTS – None

V. STAFF REPORT-

2020 STEAP Grant: Working on completing final report and requesting reimbursement.

Community Challenge Grant: Will re-submit another application.

Signed up to receive notice from HGTV when "Beachfront Bargain Hunt: Renovation" episode filmed in Old Saybrook will air.

Digital Newsletters: no additional reports

Facebook page: growing with 824 followers, top post being Mini Golf.



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Digital Advertising: The campaign is targeting Long Island Sound up to Newport, RI and runs from May 1 through June 13. An update will be provided next month.

Business Contacts: J. Donahue attended two ribbon cuttings on Main Street, “Driftwood” and “Lisa Ludwig Art”.

VI. REGULAR BUSINESS

A. Minutes May 12, 2022

MOTION to approve the minutes of the May 12 meeting MADE: K. Costello Hand
SECONDED: C. Conklin **VOTING IN FAVOR:** D. Prendergast, C. Conklin,
K. Costello Hand, N. Provost, S. Quish, E. Cosenza **OPPOSED:** None
ABSTAINING: None **APPROVED:** 6-0-0

Discussion followed regarding revisions:

Guests- Add Jennifer Donahue, incoming Economic Development Director.

Budget was passed “by referendum on May 10, 2022”.

Update on Preserve: The letter was sent to the “First Selectman and DEEP representative, Will Hochholzer”.

Jennifer agreed to “keep an eye on her hours” with the EDC and other responsibilities.

ARPA: The Town of Old Saybrook “will receive nearly” three million dollars to help “fuel economic recovery as a result of the pandemic”. Nearly “250,000” has been spent.

Some EDC recommendations included allocating money to transportation-oriented development, a footbridge to the industrial park and Mariner’s Way, and funding for the Town Center where the Farmers Market resides; to provide a small visitor’s center and bathrooms; or a makerspace in the building in the back.

Suggestion from K. Costello Hand to present up to “three” EDC recommendations to the ARPA committee for possible funding.

1. Revisit the list and “provide new ideas” at the next meeting



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MOTION to amend the previous motion to approve minutes of May 12, 2022 as revised **MADE:** K. Costello Hand **SECONDED:** C. Conklin **VOTING IN FAVOR:** D. Prendergast, C. Conklin, K. Costello Hand, N. Provost **OPPOSED:** None **ABSTAINING:** S. Quish, E. Cosenza **APPROVED:** 4-0-2

B. Correspondence & Announcements-

Zoning Commission Referral: **"Fine Fettle Dispensary" Application for Special Exception Use** for a 4,000 s.f. adult use marijuana dispensary, 233 Boston Post Road, Assessor's Map 44/Lot 11, Gateway Business B-4 District.

Applicant: FFDN ELV, LLC ("Fine Fettle) Agent: Attorney Amy Souchuns

Discussion tabled until the July 14, 2022 meeting to focus on the ARPA workshop and to give more time to review the materials.

VII. ARPA PROJECT WORKSHOP

Recommendations and suggestions were discussed regarding potential projects to submit to the ARPA Committee for funding consideration. Many suggestions from previous EDC discussions and the May 12, 2022 meeting were discussed by commission members to compile a list of the three strongest recommendations to present to the ARPA committee. Discussion included:

- Mariner's Way connection to train station area: funding for the research thereof
- Affordable Housing/ land to develop on
- Farmers Market site as a visitors Center/ possibly moving it to a larger space and/or combining with the Chamber of Commerce to also have someone working the weekends.
- Trolley
- Four Seasons Promotions; \$aybucks eGift Cards for Visitors
- Bike-Share Program locations, charging stations
- Business development, revolving loan funds to improve facades and property, affordable housing above existing businesses

After discussion, commission members suggested the following for presentation:

1. A business development program that would consist of loans and grants;



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2. A four-season marketing promotion, including use of \$ayBucks eGift cards;
3. Planning and design development for a footbridge from Saybrook Railroad Station to the industrial park and to Mariner's Way.

Commissioners also expressed a strong sentiment to support affordable housing as it is also a strong component of economic development by providing workforce housing.

Ms. Donahue will draft a letter from the EDC to the ARPA Committee outlining its proposed funding recommendations.

MOTION to accept and recommend these three projects to the ARPA Committee
MADE: S. Quish **SECONDED:** N. Provost **VOTING IN FAVOR:** Prendergast, C. Conklin, K. Costello Hand, S. Provost, S. Quish, E. Cosenza **OPPOSED:** None
ABSTAINING: None **APPROVED:** 6-0-0

VIII. OLD BUSINESS- None

IX. ADVISORY GROUP REPORTS- None

X. NEW BUSINESS

- A. Interim Marketing Services: Scierka Lang contract is up the end of June, 2022. We will continue to use them month to month while researching other agencies.
- B. Marketing Services: Will continue to research other agencies and get RFP's. Any recommendations are welcomed.
- C. Zoning Commission Referral: "Fine Fettle Dispensary" postponed to next meeting.

MOTION to continue with Scierka Lang month to month **MADE:** N. Provost **SECONDED:** E. Cosenza **VOTING IN FAVOR:** D. Prendergast, C. Conklin, K. Costello Hand, N. Provost, S. Quish, E. Cosenza **OPPOSED:** None **ABSTAINING:** None **APPROVED:** 6-0-0

XI. COMMENTS FROM THE CHAIR: Request to move meetings to another day if



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possible.

XII. ADJOURNMENT:

MOTION to adjourn the meeting at 8:38 P.M. until the next regularly scheduled hybrid meeting of the Economic Development Commission on July 14th, 2022 at 7:00 pm, Town Hall, 302 Main Street, second floor conference room; **MADE:** N. Provost **SECONDED:** K. Costello Hand **VOTING IN FAVOR** D. Prendergast, C. Conklin, K. Costello Hand, N. Provost, S. Quish, E. Cosenza **OPPOSED:** None **ABSTAINING:** None **APPROVED:** 6-0-0.

Respectfully submitted,

Julie Nordberg,
Recording Clerk