



## 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  
Kacie Costello Hand, Vice Chair  
Sandra Roberts, Secretary/Treasurer

Judy Ganswindt  
Nick Prevost  
Elizabeth Swenson  
Susan Quish  
Michael Bender, Alternate  
Erica Cosenza, Alternate

### MEETING MINUTES

#### HYBRID MEETING

Thursday, July 13, 2023 – 6:30 P.M.  
Town Hall, 2<sup>nd</sup> Floor Conference Room  
302 Main Street, Old Saybrook

#### I. CALL TO ORDER

Chairman, David Prendergast, called the meeting to order at 6:33 P.M.

#### II. ROLL CALL

Members present: David Prendergast, Sandra Roberts, Michael Bender, Erica Cosenza, Elizabeth Swenson, Susan Quish, Kacie Costello Hand - Virtual

Members absent: Nick Prevost, Judy Ganswindt

Staff: Jennifer Donahue, Director of Economic Development & Communications  
Sarah Makowicki, Clerk

#### III. PUBLIC QUESTION & COMMENT – None

#### IV. GUESTS – Maria Miranda, Miranda Creative

#### V. STAFF REPORT

A. Ms. Donahue updated the commission on the progress of the Rt.1 sidewalk installation along with the 2023 STEAP Grant.

B. Maria Miranda updated the Commission on the Celebrate Saybrook Outreach and how the EDC can keep the momentum going after the event.

#### VI. REGULAR BUSINESS

##### A. June 8, 2023 Meeting Minutes

**MOTION** to approve the meeting minutes of June 8, 2023 as presented **MADE** by S. Quish;  
**SECONDED** by E. Cosenza; **VOTING IN FAVOR:** D. Prendergast, E. Swenson, E. Cosenza, S. Roberts,  
M. Bender, S. Quish; **ABSTAINING:** None; **OPPOSED:** None. **APPROVED:** 6-0-0

#### VII. OLD BUSINESS

A. Marketing planning with Maria Miranda from Miranda Creative. Ms. Miranda spoke about the options for marketing opportunities for the next three months going into the Fall.

- a. Photo/Video Shoot to promote the summer season was shot at the end of June. Discussion followed about video and photos with fall elements for the upcoming season.
  - b. Review of branding activities for commissioners to participate in to help unify the focus of future efforts with a common theme. Getting this done is essential to having a site we control to capture information from those interested in and attending our events.
  - c. Microsite creation including a calendar function where businesses could add their own information was discussed. Ms. Donahue would like to follow up with some local businesses about the calendar feature to ensure interest.
  - d. Creating a You Tube channel focusing on relevant Old Saybrook videos, including the new summer promotional video was discussed. The channel would be a place to drive people to in the absence of a visitor page, which cannot begin development until after branding exercises are completed.
  - e. Budget for next three months was agreed upon; 30-day, summer visitor; 60-day, fall visitor; 90-day holiday visitor will be the focus.
- B.** Ms. Makowicki reported that work is continuing on the Main Street and Route 1 inventories.

**MOTION** to approve the \$5500 media budget thru October as discussed **MADE** by E. Cosenza; **SECONDED** by E. Swenson; **VOTING IN FAVOR:** D. Pendergast, E. Swenson, E. Cosenza, S. Roberts, M. Bender, S. Quish, K. Hand; **ABSTAINING:** None; **OPPOSED:** None. **APPROVED:** 7-0-0

## VIII. NEW BUSINESS

- A.** Art Hallway-  
Discussion of the application of Kim Coughlin for September-December.

**MOTION** to approve Kim Coughlin for the Art Hallway from September thru December **MADE** by S. Quish; **SECONDED** by M. Bender; **VOTING IN FAVOR:** D. Pendergast, E. Swenson, E. Cosenza, S. Roberts, M. Bender, S. Quish, K. Hand; **ABSTAINING:** None; **OPPOSED:** None. **APPROVED:** 7-0-0

- X. COMMENTS FROM THE CHAIR** – Inquired about if the Commission could take the month of August off. As it is a busy time with all of the new marketing initiatives, commissioners agreed to wait and see what is coming up and take the suggestion into consideration.

## XI. ADJOURNMENT

**MOTION** to adjourn the meeting of Thursday July 13, 2023 until the next regularly scheduled hybrid meeting of the Economic Development Commission on August 10, 2023 at 6:30 pm, Town Hall, 302 Main Street, second-floor conference room; **MADE** by E. Cosenza; **SECONDED** by E. Swenson **VOTING IN FAVOR:** D. Pendergast, E. Swenson, E. Cosenza, S. Roberts, M. Bender, S. Quish, K. Hand; **ABSTAINING:** None; **OPPOSED:** None. **APPROVED:** 7-0-0

Respectfully submitted,  
Sarah Makowicki  
Recording Clerk