



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, August 10, 2023 – 6:30 P.M.
Town Hall, 2nd Floor Conference Room
302 Main Street, Old Saybrook

I. CALL TO ORDER

Chairman, David Prendergast, called the meeting to order at 6:32 P.M.

II. ROLL CALL

Members present: David Prendergast, Sandra Roberts-Virtual, Nick Prevost, Judy Ganswindt, Erica Cosenza, Susan Quish-Virtual, Kacie Costello Hand - Virtual

Members absent: Elizabeth Swenson, Michael Bender

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 new Mariner's Way study which had a kickoff meeting along with identifying stakeholders. The Mariner's Way Committee will have bi-weekly zoom meetings and public sessions will also be identified.
- B. Ms. Donahue contacted 15 businesses who have participated in many of the town events inquiring if they would be interested in participating in a visitor site or calendar sponsored by the EDC. The Kate said that they would be interested in using the calendar.
- C. The summer marketing video should be up on the EDC YouTube page soon.
- D. Starlight Festival Planning will resume this month. There will be a focus on creating a multi-year lighting plan to upgrade and produce a cohesive lighting design.
- E. Celebrate Saybrook will have an early bird special for vendors starting in September.
- F. Ms. Donahue is working on a STEAP Grant to provide new radios for the Fire Department.
- G. Some of the town budget surplus along with ARPA and additional funds will be going to cross-walk installation on Main Street.
- H. Ms. Donahue has been working on the Annual Report.

VI. REGULAR BUSINESS

A. July 13, 2023 Meeting Minutes

MOTION to approve the meeting minutes of July 13, 2023 as presented **MADE** by E. Cosenza **SECONDED** by N. Prevost; **VOTING IN FAVOR:** D. Pendergast, S. Roberts, S. Quish, K. Hand, E. Cosenza; **ABSTAINING:** N. Prevost, J. Ganswindt; **OPPOSED:** None. **APPROVED:** 5-2-0

VII. OLD BUSINESS

- A. Marketing planning with Maria Miranda from Miranda Creative. Ms. Miranda spoke about options for marketing opportunities going into the Fall.
- a. Photo/Video Shoot to promote the Fall/winter season.
 - b. Review of branding activities for commissioners to participate in to help unify the focus of future efforts with a common theme. The Commission was asked by Ms. Miranda to narrow down the domain choices. A ballot with the top choices will be voted on in the coming week.
 - 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.
- B. Ms. Makowicki reported that work is continuing on the Main Street and Route 1 inventories.

VIII. NEW BUSINESS

- A. Ms. Miranda covered the new business items along with old business.

X. COMMENTS FROM THE CHAIR – None.

XI. ADJOURNMENT

MOTION to adjourn the meeting of Thursday August 10, 2023 until the next regularly scheduled hybrid meeting of the Economic Development Commission on September 8, 2023 at 6:30 pm, Town Hall, 302 Main Street, second-floor conference room; **MADE** by E. Cosenza; **SECONDED** by J. Ganswindt **VOTING IN FAVOR** D. Pendergast, S. Roberts, S. Quish, K. Hand, E. Cosenza, N. Prevost, J. Ganswindt; **ABSTAINING:** None; **OPPOSED:** None. **APPROVED:** 7-0-0

Respectfully submitted,
Sarah Makowicki
Recording Clerk