



## 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, October 12, 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 6:32 P.M.

#### II. ROLL CALL

Members present: Elizabeth Swenson, David Prendergast, Sandra Roberts, Erica Cosenza, Michael Bender, Judy Ganswindt, Susan Quish

Members absent: Nick Prevost, Kacie Costello Hand

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

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

#### IV. GUESTS – Hunter Gillen, Miranda Creative - Virtual

#### V. STAFF REPORT

- A. Ms. Donahue updated the commission that an insert was included in a recent assessor's mailing asking for business contact information.
- B. Starlight Festival promotions will begin in November this includes, restaurant specials, stocking walk/elf hunt. The date of the festival is December 2, 2023, with a rain plan at the middle school.
- C. Main Street shops will be open until 9pm on December 1 & 8.
- D. Ms. Donahue reported that the Fire Department received the \$500,000 STEAP grant to help the Fire Department upgrade their radio system.
- E. November 27<sup>th</sup> is the Annual Town Meeting, the Annual Reports will be distributed. Consultants for Boston Post Rd East will give the first public update to the town.
- F. Early Registration is open for Celebrate Saybrook, booths are \$75 until the end of the year, after that the fee is \$100.

## VI. REGULAR BUSINESS

### A. September 14, 2023 Meeting Minutes

**MOTION** to approve the meeting minutes of September 14, 2023 with a correction to the website (sayoldsaybrook.com). **MADE** by E. Cosenza **SECONDED** by M. Bender; **VOTING IN FAVOR:** S. Roberts, S. Quish, M. Bender, E. Cosenza, D. Prendergast, E. Swenson, J. Ganswindt; **ABSTAINING:** None **OPPOSED:** None. **APPROVED:** 7-0-0

## VII. OLD BUSINESS

- A. Marketing planning with Hunter Gillen from Miranda Creative. Mr. Gillen updated the Commission on the marketing promotions currently happening and future plans.
  - a. Photo/Video Shoot to promote the Fall/winter season was previewed and suggestions were made by the commission.
  - b. Mr. Gillen updated the Commission on the Visit New England ad blast. The ad received a 31.8% open rate, which pushed people to the videos on the YouTube channel.
  - c. Mr. Gillen presented the Commission with logo/ brand development ideas, along with a brand guide for the Starlight Festival marketing.
  - d. A second photo/video shoot is scheduled to highlight peak foliage and holiday displays in the windows of Main St shops.
- B. Ms. Makowicki reported on the continuing work to the Main Street and Route 1 inventories.

## VIII. NEW BUSINESS

- A. Ms. Donahue updated the Commission on the FY25 budget. The Commission members suggested adjustments to the requested budget. The Commission will vote on the final proposal at the November meeting.
- B. Ms. Donahue informed the Commission that there will be a gathering on October 18th of the Land Use Committees along with stakeholders to discuss Boston Post Rd East (Mariner's Way)

## X. COMMENTS FROM THE CHAIR – None.

## XI. ADJOURNMENT

**MOTION** to adjourn the meeting of Thursday October 12, 2023 until the next regularly scheduled hybrid meeting of the Economic Development Commission on November 9, 2023 at 6:30 pm, Town Hall, 302 Main Street, second-floor conference room; **MADE** by E. Swenson; **SECONDED** by E. Cosenza; **VOTING IN FAVOR:** S. Roberts, M. Bender, E. Cosenza, D. Prendergast, E. Swenson, J. Ganswindt; **ABSTAINING:** None; **OPPOSED:** None. **APPROVED:** 6-0-0

Respectfully submitted,  
Sarah Makowicki  
Recording Clerk