



## 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  
Nick Prevost  
Elizabeth Swenson  
Susan Quish, Alternate  
Erica Cosenza, Alternate

### MEETING MINUTES

#### HYBRID MEETING

Thursday, November 10, 2022 – 7 P.M.  
Town Hall, 2<sup>nd</sup> Floor Conference Room  
302 Main Street, Old Saybrook

#### I. CALL TO ORDER

Chair, David Prendergast, called the meeting to order at 7:04 P.M.

#### II. ROLL CALL

Members present: David Prendergast, Judy Ganswindt, Carol Conklin-Virtual, Kacie Costello Hand – Virtual, Erica Cosenza, Susan Quish

Members absent: Sandra Roberts, Nick Prevost, Elizabeth Swenson

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

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

#### IV. GUESTS – None

#### V. STAFF REPORT

Ms. Donahue updated the Commission on the addition of a new marketing video on the EDC homepage of the town website. The Commission continued the discussion on how the Chamber of Commerce, the EDC, and businesses on Main Street can work together to communicate and promote events in town.

Ms. Donahue thanked everyone who participated in the Excellence in Business Awards held on October 25<sup>th</sup>. From that event Ms. Donahue had the idea to highlight local businesses by telling their origins story in a “Behind the Business” feature possibly featured quarterly in Saybrook Events and then promoted on the EDC’s social media.

#### VI. REGULAR BUSINESS

##### A. August 11, 2022 Meeting Minutes

**MOTION** to approve the meeting minutes of August 11, 2022 as presented. **MADE** by E. Cosenza  
**SECONDED** by J. Ganswindt; **VOTING IN FAVOR:** D. Prendergast, J. Ganswindt, E. Cosenza, C. Conklin **ABSTAINING:** K. Hand, S. Quish; **OPPOSED:** None. **APPROVED:** 4-2-0

##### B. August 25, 2022 Meeting Minutes

**MOTION** to approve the meeting minutes of August 25, 2022 as presented. **MADE** by S. Quish; **SECONDED** by C. Conklin; **VOTING IN FAVOR:** D. Prendergast, S. Quish, C. Conklin **ABSTAINING:** K. Hand, J. Ganswindt, E. Cosenza; **OPPOSED:** None. **APPROVED:** 3-3-0

## VII. OLD BUSINESS

### A. Starlight Festival Update

Ms. Donahue updated the Commission on the planning of the festival. All events will happen between 2-6 pm on December 3<sup>rd</sup>. The Commission has decided to have a table at the festival to promote the work of the EDC and other future events.

### B. ARPA Application Update

Ms. Donahue updated the Commission on where the ARPA application is in the approval process. The application has made it through two rounds and will now be going to the Town Meeting vote on November 28<sup>th</sup>.

### C. RFP for Marketing Services

Ms. Donahue asked for guidance as to when the RFP should be sent out to potential vendors. The Commission came to the consensus that to wait until January would be best. The Commission also discussed if there will be a subcommittee to interview candidates. Ms. Quish and Ms. Cosenza volunteered to assist Ms. Donahue in the interview process.

## VIII. ADVISORY GROUP REPORTS - None

## IX. NEW BUSINESS

### A. 2023-24 Budget

Ms. Donahue informed the Commission that they need to provide feedback on the budget at the December meeting.

### B. CT Main Street Center

Ms. Donahue updated the Commission on the meeting with Carl Rosa of CT Main Street Center. The next step would be to schedule a consulting walk of Main St with Mr. Rosa to speak about what is working, what needs work, and new ideas for town.

### C. Change of Meeting Night

The Commission made the decision to continue to meet on Thursday nights.

## X. COMMENTS FROM THE CHAIR - None

## XI. ADJOURNMENT

**MOTION** to adjourn the meeting at 8:01 Thursday November 10, 2022 until the next regularly scheduled hybrid meeting of the Economic Development Commission on December 8, 2022 at 7:00 pm, Town Hall, 302 Main Street, second-floor conference room; **MADE** by J. Ganswindt; **SECONDED** by S. Quish; **VOTING IN FAVOR:** D. Prendergast, J. Ganswindt, S. Quish, E. Cosenza, C. Conklin, K. Hand **ABSTAINING:** None **OPPOSED:** None **APPROVED:** 6-0-0

Respectfully submitted,  
Sarah Makowicki  
Recording Clerk