



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
Erica Cosenza, Alternate
Michael Bender, Alternate

MEETING MINUTES

HYBRID MEETING

Thursday, March 9, 2023 – 6:30 P.M.
Town Hall, 2nd Floor Conference Room
302 Main Street, Old Saybrook

I. CALL TO ORDER

Vice Chair, Kacie Costello Hand, called the meeting to order at 6:36 P.M.

II. ROLL CALL

Members present: Kacie Costello Hand – Virtual, Sandra Roberts, Michael Bender, Erica Cosenza, Elizabeth Swenson- Virtual.

Members absent: Judy Ganswindt, David Prendergast, Nick Prevost, Susan Quish

Staff: Jennifer Donahue, Director of Economic Development & Communications

III. PUBLIC QUESTION & COMMENT – None

IV. GUESTS – None

V. STAFF REPORT

Ms. Donahue stated that the RFP for Mariner's Way is due March 22, 2023.

Ms. Donahue updated the Commission on the new committees formed by the Chamber of Commerce. Ms. Donahue has been asked to sit on the retail committee.

Ms. Donahue updated the Commission on her meeting with Rich Scierka on social media.

Ms. Donahue updated the Commission that the Saybrook Business Social and Screening will be held at the Kate on April 4, 2023 at 5:30 with a screening of Road Trip Masters and a networking event after.

Ms. Donahue updated the Commission that the planning on the Starlight Festival has begun with a rain plan if needed.

Ms. Donahue updated the Commission that the Community Challenge Grant that the town applied for in conjunction with the owners of the old Dock and Dine site is offering a third round of funding. The funders made it clear that the proposed project does not meet their vision of funding goals. However, a DEEP Trails Grant application was submitted to try to accomplish repairs to the

seawall and deck that would allow completion of the riverwalk and a scenic overlook and that would extend a trail through Gardiner's Landing to the other historic sites in the area.

M. Bender suggested that the Commission consider using some its \$aybucks for prizes at the Goodwin Gallup on April 1.

Motion to give \$500 in \$aybucks to the Goodwin Gallup. **MADE:** M. Bender **SECONDED** by E. Cosenza **VOTING IN FAVOR:** K. Hand, E. Swenson, E. Cosenza, M. Bender, S. Roberts; **ABSTAINING:** None; **OPPOSED:** None. **APPROVED:** 5-0-0

VI. REGULAR BUSINESS

A. February 9, 2023 Meeting Minutes

MOTION to approve the meeting minutes of February 9, 2023 as presented **MADE** by E. Cosenza; **SECONDED** by S. Roberts **VOTING IN FAVOR:** K. Hand, E. Swenson, E. Cosenza, M. Bender, S. Roberts **ABSTAINING:** None; **OPPOSED:** None. **APPROVED:** 5-0-0

VII. OLD BUSINESS

A. RFP for Marketing Services

E. Cosenza updated the Commission on the applicants for the RFP. There were 19 submissions, and the advisory group is looking to narrow down that pool to three applicants to present to the Commission at a special meeting during the last week of March, no voting will be done at this meeting. During the April meeting the sub-committee will present their final recommendation.

The Commission discussed the ARPA funds and how the money will overlap with the regular marketing budget.

VIII. NEW BUSINESS

A. CT Main Street Center District Assessment

Ms. Donahue updated the Commission on the follow-up call with Carl Rosa of CT Main Street Center. Mr. Rosa recommended improvements on inventorying Main Street and bringing our Main Street up to the next level.

MOTION to investigate hiring someone to help with inventorying Main St, Mariners Way, and Rt. 1. **MADE** by E. Swenson; **SECONDED** by S. Roberts **VOTING IN FAVOR:** K. Hand, E. Swenson, E. Cosenza, M. Bender, S. Roberts **ABSTAINING:** None; **OPPOSED:** None. **APPROVED:** 5-0-0

B. Saybrook Business Social & Screening

The Road Trip Masters segment featuring Old Saybrook will be screened with a networking event after. Ms. Donahue suggested that the Commission consider donating some \$aybucks as a prize to encourage business owners who attend to provide contact information for use for promotion of other events and to involve businesses in other decisions where the commission might seek their opinions and input.

MOTION to provide one \$100 and two \$50 Saybucks certificates as raffle prizes. **MADE** by K. Hand; **SECONDED** by S. Roberts **VOTING IN FAVOR:** K. Hand, E. Swenson, E. Cosenza, M. Bender, S. Roberts **ABSTAINING:** None; **OPPOSED:** None. **APPROVED:** 5-0-0

X. COMMENTS FROM THE CHAIR - None

XI. ADJOURNMENT

MOTION to adjourn the meeting of Thursday March 9, 2023 until the next regularly scheduled hybrid meeting of the Economic Development Commission on April 13, 2023 at 6:30 pm, Town Hall, 302 Main Street, second-floor conference room; **MADE** by E. Cosenza; **SECONDED** by S. Roberts **VOTING IN FAVOR:** K. Hand, E. Swenson, E. Cosenza, M. Bender, S. Roberts **ABSTAINING:** None; **OPPOSED:** None. **APPROVED:** 5-0-0

Respectfully submitted,
Sarah Makowicki
Recording Clerk