



## 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, May 11, 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, Kacie Costello Hand, Sandra Roberts, Michael Bender, Nick Prevost, Judy Ganswindt, Erica Cosenza, Elizabeth Swenson- Virtual

Members absent: Susan Quish

Staff: Jennifer Donahue, Director of Economic Development & Communications

#### III. PUBLIC QUESTION & COMMENT –

Ron Lyman gave public comment on upcoming Zoning Commission matters, including Big Y Foods concerning a gas pump regulations amendment.

Don Poland Planning, Zoning, and Economic Development Consultant, from Goman & York commented on the proposed gas pump regulations amendment. Spoke about the history of the gas pump regulations separation distances, why they were originally imposed and why he and his client believe these regulations are an impediment for economic development. The regulations amendment would reduce the burden that is created by separation distances.

Ron Lyman continued his public comment on the draft on drive-thru regulations. Max's place is looking to expand the property to the east to Route 1. Proposing to build four restaurants with drive-thrus on the new parcel. Also, expanding to the parcel on Spencer Plains to include a restaurant. The draft regulations as they stand are onerous to the commitments that have been made to the tenants. Lyman stated that he perceives the draft drive thru regulations to not regulate but to eliminate.

Don Poland gave public comment concerning the draft drive thru regulations. Believes that the regulations are contrary to trends. Since the pandemic the trend has moved towards companies, restaurant, and retail, adding drive-thrus to their buildings. Mr. Poland believes that drive thru regulations can be engineered to better manage traffic flow and stacking onto the lot. He will be making additional comments to the Zoning Commission.

Dave Ziaks, P.E. commented regarding traffic patterns. Mr. Ziaks commented that the regulations promote overregulation in that the restaurant corporations have very specific regulations and designs that need to be followed. Recommends that the regulations be separated into two distinct categories, such as larger shopping centers and stand-alone sites.

#### **IV. GUESTS – None**

#### **V. STAFF REPORT**

Ms. Donahue stated that Camoin Associates has been chosen from the RFP process for the Mariner's Way project.

Ms. Donahue asked the commission to comment on the Miranda Creative contract. The Commission did not have comments.

Ms. Donahue updated the Commission on the Main Street inventory that will be spearheaded by the clerk Sarah Makowicki.

Ms. Donahue updated the Commission on the newsletter with 40% open rate. She asked the Commission for feedback.

Ms. Donahue updated the Commission that the Middlesex County Revitalization Commission grant application for up to \$25,000 is open until May 19. There is a five-year period that this grant will be open with applications each year. To qualify businesses needed to be open for two years with under 80 employees.

Ms. Donahue updated the Commission on the art hallway which opened earlier in the night with artist Andria Alex who will also be hosting a meet the artist hour once a month on a night that features a concert on the green.

Ms. Donahue updated the Commission on the Celebrate Saybrook event. Vendors/food trucks will be able to register through Parks and Rec. There is a goal of 20 more vendors to be recruited. There will be two bands on the main stage, Wicked Peach and Soul Sound Revue. Ms. Donahue stated that the next focus will be to promote the event.

Ms. Donahue updated the Commission on the Starlight Festival, there are monthly planning sessions, at the next meeting a holiday lighting plan with a unified theme will be discussed.

Ms. Donahue stated that the town did not receive the Trails Grant for the Saybrook Point lot.

The Commission inquired about more crosswalks for Main St. Ms. Donahue stated that she has inquired, but the First Selectman has stated there are three projects ahead of the crosswalk updates that the town engineer is currently working on.

#### **VI. REGULAR BUSINESS**

##### **A. April 13, 2023 Meeting Minutes**

**MOTION** to approve the meeting minutes of April 13, 2023 as presented **MADE** by E. Cosenza; **SECONDED** by J. Ganswindt **VOTING IN FAVOR:** D. Prendergast, K. Hand, E. Swenson, E. Cosenza, J. Ganswindt, **ABSTAINING:** M. Bender, S. Roberts, N. Prevost; **OPPOSED:** None.  
**APPROVED:** 5-3-0

## VII. OLD BUSINESS

- A. Marketing update with Maria Miranda from Miranda Creative. Ms. Miranda spoke about the options for marketing opportunities for the end of the fiscal year.
- a. Ad Words
  - b. Micro Site/ Word press
  - c. Photo Shoot
  - d. Calendar – Use ARPA funds for this element.

Ms. Miranda updated the Commission on Celebrate Saybrook and the marketing strategies, including sponsored social media posts and techniques for expanding media messaging.

Ms. Miranda spoke about newsletter email contact list and expanding the list through departments that have collected email addresses of residents. She spoke of a potential sponsor with Dominion/Millstone.

Moving forward Ms. Miranda will put out bids for photo shoots and other elements of the marketing options the Commission spoke about. Ms. Miranda will provide a report to the commission with updates on future plans.

Mr. Prendergast stated that the new marketing agency should be working in conjunction with the Main Street Programs to optimize the work that is being done.

## VIII. NEW BUSINESS

- A. Planning Commission Referral of the draft PoCD  
N. Prevost, Chairman of Planning Commission updated the EDC on the updates to the PoCD. He stated that the economic development section has not been updated but will be reformatted to match the newly completed sections, along with updated language. The Planning Commission has asked for input by June 1. Mr. Prendergast stated that the Commission should look at the pertinent information in regard to the EDC and provide comments to Ms. Donahue by May 18.
- B. The Commission asked to see referrals from the Zoning Commission that pertain to business development. Also, the commission would like to see updates on the draft regulation for drive-thrus.

## X. COMMENTS FROM THE CHAIR – None

## XI. ADJOURNMENT

**MOTION** to adjourn the meeting of Thursday May 11, 2023 until the next regularly scheduled hybrid meeting of the Economic Development Commission on June 8, 2023 at 6:30 pm, Town Hall, 302 Main Street, second-floor conference room; **MADE** by N. Prevost; **SECONDED** by E. Cosenza **VOTING IN FAVOR:** D. Prendergast, E. Swenson, E. Cosenza, M. Bender, S. Roberts, J. Ganswindt, N. Prevost **ABSTAINING:** None; **OPPOSED:** None. **APPROVED:** 7-0-0

Respectfully submitted,  
Sarah Makowicki  
Recording Clerk