
Economic Development Commission Minutes 08/16/2018

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SPECIAL MEETING MINUTES

August 16, 2018

2nd Floor Conference Room, Old Saybrook Town Hall
7:30 pm

I. CALL TO ORDER

The Secretary/Treasurer called the meeting to order at 7:36p.m.

II. ROLL CALL

Members present: Matthew Pugliese, John DeCristoforo, Joseph Arcari, David Cole, James Keating. All members were seated.

Members absent: Carol Conklin, Elizabeth Swenson, Sandra Roberts, Judy Ganswindt

Staff: Susan Beckman, Economic Development Director

III. PUBLIC QUESTION & COMMENT - none

IV. GUEST – none

V. REGULAR BUSINESS

A. Approval of Minutes: July 12, 2018

MOTION to approve the regular meeting Minutes of July 12, 2018 as presented; **MADE** by J. Keating; **SECONDED** by J. Arcari; **VOTING IN FAVOR:** J. DeCristoforo, J. Arcari, D. Cole, J. Keating;; **OPPOSED:** None; **ABSTAINING:** 1; **APPROVED:** 3-1-0.

M. Pugliese joined the meeting at 7:48pm

B. Correspondence & Announcements

Pathway Lighting email re: intersection safety at Elm St. Ext

S. Beckman read an email from First Selectman C. Fortuna that responded to an inquiry sent my M. Pugliese asking for an update on progress on the improvements for Elm St. Ext. C. Fortuna stated he expects the Town Engineer to complete the engineering for the project in the fall. Then the town will have to find \$75,000-\$100,000 to complete the reconstruction. It was discussed that this project is complicated by the fact that Elm Street Ext. is not a Town road and there is no budget for this project in the current year. M. Pugliese will draft a response to Pathway Lighting to follow-up.

Signage update

Parks & Recreation is having a new sign created for Saybrook Point based on the design of the Welcome to Old Saybrook signs put in place and the Town gateways by the EDC several years ago. The Town is also replacing state signs along Rt. 154 using a scaled-down version of the same design. The EDC will identify other signs that should be replaced/created to provide a comprehensive wayfinding system throughout Town.

VI. OLD BUSINESS

None

VII. SUB-GROUP REPORTS

A. EDC PoCD Update—M. Pugliese and S. Beckman reported that the group will meet Aug 17 to work on a presentation, and aim to make a presentation in the fall to get input on what should be included for the update.

B. Mariner's Way BAR Planning Projections – S. Beckman reported that the Mariner's Way Redevelopment Advisory Group has selected a marketing consultant who has begun work on developing a video and print materials. The MW Redevelopment Advisory Group will also be considering a Tax Increment Financing (TIF) policy in September.

C. Marketing Plan - S. Beckman reported on the recent segment about Old Saybrook that aired on Better CT (TV) and reposted to Facebook, with over 69,000 views. The video was boosted again in Aug. Another segment will be

done for the fall. Print materials are being developed that will be used to market Old Saybrook as a business location.

D. Recognition of Long Term Businesses – S. Beckman will identify some businesses for recognition and bring the list to the September meeting. The businesses will be recognized at a coffee reception in Oct or Nov.

E. Arts & Culture – S. Beckman is seeking funding from multiple sources to purchase a hanging system for the Art Hallway. She will write up a formal request for the project and distribute to the EDC so they can present it to potential contributors.

VIII. NEW BUSINESS

A. Annual Report – the Annual Report was reviewed, edits were made and approved for submission.

MOTION to approve the Annual Report as amended; **MADE** by J. Keating; **SECONDED** by J. DeCristoforo; **VOTING IN FAVOR:** J. DeCristoforo, J. Arcari, D. Cole, J. Keating, M. Pugliese; **OPPOSED:** None; **ABSTAINING:** 0; **APPROVED:** 5-0-0.

IX. **Comments from the Chair - none**

X. **ADJOURNMENT**

MOTION to adjourn the meeting at 8:35 p.m. until the next regular meeting of the Economic Development Commission which will be held on Thursday, September 13, 2018, at 7:30 p.m., Town Hall, 302 Main Street, 2nd Floor Conference Room; **MADE** by D. Cole; **SECONDED** by J. DeCristoforo; **VOTING IN FAVOR:** J. DeCristoforo, J. Arcari, D. Cole, J. Keating, M. Pugliese; **OPPOSED:** None; **ABSTAINING:** 0; **APPROVED:** 5-0-0.

Respectfully submitted,

Susan Beckman
Economic Development Director