



TOWN OF OLD SAYBROOK

Economic Development Commission

302 Main Street • Old Saybrook, Connecticut 06475
Telephone (860) 395-3139
www.oldsaybrook.gov/economic-development

Matthew Pugliese, Chair
Carol Conklin, Vice Chair
John DeCristoforo,
Secretary/Treasurer

David Cole
Judy Ganswindt
Sandra Roberts
Elizabeth Swenson
Joseph Arcari, Alternate
David Prendergast, Alternate

MEETING MINUTES

September 12, 2019

2nd Floor Conference Room, Old Saybrook Town Hall

7:30 pm

I. CALL TO ORDER

Chairman Matthew Pugliese called the meeting to order at 7:34 pm.

II. ROLL CALL

Members present: Matthew Pugliese, Judy Ganswindt, Joseph Arcari, John DeCristoforo, Elizabeth Swenson, Carol Conklin (arrived at 7:45pm), Sandra Roberts (arrived 8:05)

Members absent: David Cole, David Prendergast

III. PUBLIC QUESTION & COMMENT

IV. GUEST - Rich Scierka, Marketing Consultant

Rich provided an update on testing geo fencing over the summer to attract growing businesses in co-working and incubator spaces. The results doubled traffic to the website. He presented a proposal to use geo fencing to increase tourism in the off-season with a method of measuring how many visits result from the campaign. The Commission approved 3-month plan proposal.

Commissioners asked S. Beckman to learn how the summer season was for retailers.

V. STAFF REPORT

S. Beckman distributed a monthly report. Social Media continues to grow.

Research into creating an Economic Development Corporation discovered that Clinton is also considering an Economic Development Corporation. An economic development study commissioned by the RiverCOG in 2015 also recommended creation of an Economic Development Corporation on a regional scale. An Economic Development Corporation would operate independently from the EDC with a board (business leaders and community leaders) and staff overseeing its operations. A number of CT municipalities and regions have created Economic Development Corporations in addition to their EDCs. S. Beckman distributed an Office of Legislative Research (OLR) Report on Economic Development Corporations.

Not included in the report is an update on a development at the corner of Elm and Lynde Streets. The Zoning Commission approved the applications for a mixed-use development that will include office, retail and restaurant space on the first floor and 6 rental units, some affordable, on the second floor.

VI. REGULAR BUSINESS

A. Approval of Minutes: July 11, 2019

MOTION to approve the meeting minutes of July 11, 2019; **MADE** by E. Swenson , **SECONDED** by C. Conklin; **VOTING IN FAVOR:** M. Pugliese, C. Conklin, J. Ganswindt, E. Swenson, J. DeCristoforo, J. Arcari, and S. Roberts; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

B. Correspondence & Announcements

- The First Selectman sent an email regarding the creation of an Old Saybrook 2020 Census Complete Count Committee. The first meeting will be October 8 at 3:30pm. He is seeking appointments from town boards, commissions and organizations to participate and assist in obtaining the most accurate census count possible.
- The OS Chamber sent a thank you letter for the EDC sponsorship of the Arts & Crafts Festival.
- Letter from CT DOT responding to a request for information about the Westbrook/Old Saybrook Welcome Center.
- The OS Chamber sent copies of postcards given to them of the former Dock'n'Dine facility.
- The Kate sent an invitation to join the celebration of the restoration and lighting of the building facade on October 3 at 6pm. C. Conklin shared information about The Kate's Walk of Fame fundraiser.
- Vice Chairman C. Conklin shared photos via email of simple beautification strategies that we may use for Route 1 and Main St. Some ideas to get businesses involved to plant pots or create sitting areas with colorful seating. C. Conklin and J. Ganswindt will work together to encourage a similar effort in OS.
- Member D. Cole called the office and wanted the EDC to discuss a potential map and zoning change being requested for the Marine Industrial property on Sheffield Street. The Zoning Commission plans to open the hearing on October 7. S. Beckman explained the map and text changes being requested. The Commission asked S. Beckman to get the referral and application materials and send them electronically.

VII. OLD BUSINESS

VIII. ADVISORY GROUP REPORTS

A. Economic Development PoCD Update – Matt/Susie

A draft of the document has been completed and the Economic Development Strategy Group will complete a review by early November.

B. Mariner's Way

The first set of 35 packets went out in August. More will be sent as contacts are generated.

C. Marketing Plan – update was provided by the Guest earlier in the meeting.

D. Recognition of Long-Term Businesses/Spirit of Saybrook – no activity

E. Arts & Culture - the Eversource grant and Rotary funding are now available. Quotes for the lighting and hanging system have been requested. A Grand Opening Reception will be planned for January to recognize Eversource, the Rotary Club and introduce the local artist of the first exhibit.

E. Swenson asked the EDC to consider putting money aside to repaint and seal the piano. The Commission was pleased with the community response to the piano and agreed it should be maintained.

MOTION to set aside up to \$150 to repaint and seal the community piano; **MADE** by E. Swenson, **SECONDED** by C.Conklin; **VOTING IN FAVOR:** M. Pugliese, C. Conklin, J. Ganswindt, E. Swenson, J. DeCristoforo, J. Arcari, and S. Roberts; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

IX. **NEW BUSINESS**

X. **COMMENTS FROM THE CHAIR - none**

XI. **ADJOURNMENT**

MOTION to adjourn the meeting at 8:55pm until the next regularly scheduled meeting of the Economic Development Commission which will be held on October 10, 2019 at 7:30pm, Town Hall, 302 Main Street, second floor conference room; **MADE** by M. Pugliese , **SECONDED** by C.Conklin; **VOTING IN FAVOR:** M. Pugliese, C. Conklin, J. Ganswindt, E. Swenson, J. DeCristoforo, J. Arcari, and S. Roberts; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

Respectfully submitted,

Susan Beckman
Economic Development Director