



TOWN OF OLD SAYBROOK

Economic Development Commission

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

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

MEETING MINUTES

November 14, 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 7:36pm.

II. ROLL CALL

Members present: Matthew Pugliese, Carol Conklin, John DeCristoforo, David Cole, Judy Ganswindt, Sandra Roberts, Elizabeth Swenson (arrived at 7:45pm)

Members absent: David Prendergast, Joseph Arcari

III. PUBLIC QUESTION & COMMENT - Bruce Carlson introduced himself as an interested observer.

IV. GUEST – None

V. STAFF REPORT

S. Beckman distributed a monthly staff report. Of particular interest was that Stencil Ease was the first company in Old Saybrook to use the C-PACE program. A press release was sent to the paper with a subsequent write-up about the project and the program that help businesses finance energy efficiency and alternative energy sources for their operations resulting in cost savings. More press and a possible event to encourage other local property owners to take advantage of the program will be pursued in the spring.

VI. REGULAR BUSINESS

A. Approval of Minutes: October 10, 2019

MOTION to approve the meeting minutes of October 10, 2019; **MADE** by J. DeCristoforo, **SECONDED** by D. Cole; **VOTING IN FAVOR:** M. Pugliese, J. DeCristoforo, D. Cole, S. Roberts, E. Swenson; **OPPOSED:** None; **ABSTAINING:** C. Conklin, J. Ganswindt; **APPROVED:** 5-0-2.

B. Correspondence & Announcements

- The O.S. Chamber of Commerce is running a holiday promotion called Peppermint Perks with 29 businesses offering \$5 off of a purchase of \$25. The coupon card will be distributed through the Harbor News and sister newspapers to 65,000 households.

- A letter was received from the CT State Dept. of Agriculture soliciting advertiser sponsorships for the *Connecticut Grown* magazine. S. Beckman asked R. Scierka for input and both agreed that funding should not be diverted from the current Geo-Fencing Campaign to place an advertisement. The Commission agreed.
- The Daniels project and the Sheffield Street project are both on hold until new applications are submitted.

VII. **OLD BUSINESS** - None

VIII. **ADVISORY GROUP REPORTS**

- A. ED PoCD Update – The plan is nearly complete. The EDC agreed to hear the draft report at a joint presentation to both the EDC and Planning Commission on December 18. The Commission members agreed to cancel their regular meeting in December and hold a joint meeting with the Planning Commission.
- B. Marketing Plan – the Geo-Fencing program has had good results. S. Beckman provided a hard copy of the results as of Nov. 14: 119 visits to Old Saybrook since the campaign started and 40 new visits in the past 10 days; 534 total clicks to the website at a .14 click through rate which is very good; 61 of our total visits came to main street. R. Scierka recommended updating the ads and target locations for next phase through the holidays and will deploy them the week of Thanksgiving.
- C. Recognition of Long-Term Businesses/Spirit of Saybrook – no report
- D. Arts & Culture – S. Beckman recommended a call for artists go out soliciting applications from local artists for the first installation of the Art Hallway.
- E. E. Swenson reported that The Preserve is still planning to build trails and The Preserve Commission is applying for a Public Land Grant to mark trails, provide in-ground posts and repairs to the kiosk at Ingham Hill Rd, improve boundary markings as well as add signage for sensitive and historic areas and points of interest.

IX. **NEW BUSINESS**

- A. 2020 Meeting Dates - The Commission discussed the meeting dates and decided to change the meeting time in 2020 to 7:00pm.

MOTION to approve the 2020 Meeting Dates with the change in meeting time to 7:00pm;
MADE by J. DeCristoforo, **SECONDED** by D. Cole; **VOTING IN FAVOR:** M. Pugliese, J. DeCristoforo, D. Cole, J. Ganswindt, S. Roberts; **OPPOSED:** E. Swenson;
ABSTAINING: C. Conklin; **APPROVED:** 5-1-1.

- B. FY2021 Budget - S. Beckman passed out a copy of last year's budget request. The Commission discussed the budget and determined that an increase in the advertising budget to \$17,500 would allow greater reach through the new Geo-Fencing program which is demonstrating a positive impact via clicks to the website. Commissioners discussed a desire to improve potential business and visitor attraction along Route 1 with a beautification program. Because simple additions such as coordinated flower pots and better signage have proven to have a positive impact on business and visitor attraction, the Commission will submit a request for \$4,000 in capital funds to support the first phase of a beautification project on Route 1. In addition to listing goals on the budget request, Commissioners recommended using more data and listing the tactics being used

to reach goals. S. Beckman will make the budget available via Google Docs to Commissioners to receive their comments as the budget is constructed.

- X. **COMMENTS FROM THE CHAIR** - C. Conklin recommended inviting Chief Spera to discuss safety and crime issues that may impact economic development. Commissioners agreed. S. Beckman will extend an invitation to the Chief for a meeting in early 2020.

M. Pugliese thanked C. Conklin for her service on the Board of Selectmen and for her leadership on the EDC.

M. Pugliese shared information about the ongoing Sustainable CT efforts. Monthly meetings are bringing together stakeholders and actors in an effort to work together on projects.

D. Cole asked whether plans have been discussed for the former Benny's property at Spencer Plain Rd. No specific plans have been discussed but the Town Planner has met with a principle of the Carpionato development company. S. Beckman will send a link to the Carpionato website so Commissioners can view examples of projects completed by the company.

XI. **ADJOURNMENT**

MOTION to adjourn the meeting at 8:50pm until the joint meeting of the Economic Development Commission and Planning Commission which will be held on December 18, 2019 at 7:00pm, Town Hall, 302 Main Street, first floor conference room; **MADE** by D. Cole **SECONDED** by C. Conklin; **VOTING IN FAVOR**: M. Pugliese, C. Conklin, J. DeCristoforo, D. Cole, J. Ganswindt, S. Roberts, E. Swenson; **OPPOSED**: None; **ABSTAINING**: None; **APPROVED**: 7-0-0.

Respectfully submitted,

Susan W. Beckman
Economic Development Director