

## TOWN OF OLD SAYBROOK Economic Development Commission

302 Main Street • Old Saybrook, Connecticut 06475  
Telephone (860) 395-3139 • FAX (860) 395-3125

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

March 12, 2020

2<sup>nd</sup> Floor Conference Room, Old Saybrook Town Hall  
7:00 pm

#### I. CALL TO ORDER

The Chairman Matthew Pugliese called the meeting to order at 7:06pm.

#### II. ROLL CALL

Members present: Matthew Pugliese, Carol Conklin, Judy Ganswindt, Elizabeth Swenson, Sandra Roberts, and David Prendergast

Members absent: John DeCristoforo, David Cole, and Joseph Arcari

Staff: Susan Beckman, Director, Economic Development; Meryl Moskowitz, Recording Clerk

#### III. PUBLIC QUESTION & COMMENT

#### IV. GUEST – None

#### V. STAFF REPORT

Economic Development Director Susie Beckman distributed the staff report. S. Beckman gave an update on discussions with Joe Commerford of 9Town Transit and the possibility of bringing trolley transportation to town. State DOT is relatively supportive. 9Town can make a capital request of the State, which would require the town to commit to a yearly contribution. There's also the possibility of 9Town leasing an older trolley and have Old Saybrook pay the operating costs. S. Beckman will continue discussions with 9Town Transit. M. Pugliese proposed sending a letter of support for the trolley to the Board of Finance for their meeting next week. S. Beckman is to draft a letter and circulate to members for comment.

S. Beckman reported that a meeting date of June 4 has been set with David Lehman, Commissioner of the Connecticut Department of Economic and Community Development (DECD), to share what EDC is doing and to have a round table discussion with other local businesses.

#### VI. REGULAR BUSINESS

##### A. Approval of Minutes: February 13, 2019

**MOTION** to approve the Regular Meeting Minutes of February 13, 2020; **MADE** by E. Swenson, **SECONDED** by J. Ganswindt; **VOTED IN FAVOR:** M. Pugliese, C. Conklin, J. Ganswindt, E. Swenson, S. Roberts, D. Prendergast; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 6-0-0.



## TOWN OF OLD SAYBROOK Economic Development Commission

302 Main Street • Old Saybrook, Connecticut 06475  
Telephone (860) 395-3139 • FAX (860) 395-3125

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

### B. Correspondence & Announcements

S. Beckman reported that the CT Visit web site is requesting photographs from businesses and destinations to promote on their web site, and asked members to spread the word.

The Rockfall Foundation is hosting a repair cafe at the Estuary Council on April 19 and asked if the Town would be a sponsor. Members agreed to be a co-sponsor and to send a letter of support.

**MOTION** to send a letter of support to The Rockfall Foundation to sponsor the Foundation's Repair Cafe; **MADE** by E. Swenson, **SECONDED** by D. Prendergast; **VOTED IN FAVOR:** M. Pugliese, C. Conklin, J. Ganswindt, E. Swenson, S. Roberts, D. Prendergast; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 6-0-0.

There was a discussion to invite Zoning Enforcement Officer Chris Costa to the next meeting to have her review parking regulations on Main Street.

There was also a discussion about the EDC's web site and how many towns have an EDC web site separate from their town web site that focuses on business and is used effectively as a marketing tool.

## VII. OLD BUSINESS

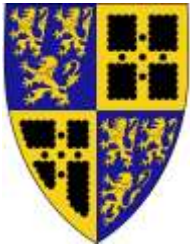
- A. Election of Officers (moved to next meeting)

## VIII. ADVISORY GROUP REPORTS

- A. Marketing Plan – S. Beckman reported that they will soon start a resident attraction campaign with geofencing. She is waiting to hear from Attorney Cronin if realtors can sponsor the link.
- B. Recognition of Long-Term Businesses/Spirit of Saybrook – no report
- C. Arts & Culture – no report
- D. The Preserve – E. Swenson reported that they are dealing with interim trails. She also reported that they are discussing options for reducing the number of deer. One option could be a sharp-shooter group that goes in and hunts the deer, and donates the meat, and would occur only when the deer population requires it.

## IX. NEW BUSINESS

- A. Econ Dev Strategy Plan- Process & Publicity  
S. Beckman reported that the Plan documents have been updated and finalized, and a memo will be delivered from M. Pugliese to the Planning Commission to consider the Economic Development Strategy Plan and have it become part of the Town Plan of Conservation & Development. If accepted by the Planning Commission, the Plan must be heard at a Public Hearing.
- B. Wayfinding Planning  
There is a concept in the new Plan for wayfinding signs. S. Beckman stated there may be funds available through Land Use Department to engage a consultant to do a sign study.



## TOWN OF OLD SAYBROOK Economic Development Commission

302 Main Street • Old Saybrook, Connecticut 06475  
Telephone (860) 395-3139 • FAX (860) 395-3125

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

**MOTION** to add discussion of Covid-19 to the agenda; **MADE** by M. Pugliese, **SECONDED** by C. Conklin; **VOTED IN FAVOR:** M. Pugliese, C. Conklin, J. Ganswindt, E. Swenson, S. Roberts, D. Prendergast; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 6-0-0.

Members discussed the business impact of the coronavirus. The SBA has a press release that EDC has circulated. It was agreed that EDC would continue to disseminate related resources for businesses.

### X. COMMENTS FROM THE CHAIR

### XI. ADJOURNMENT

**MOTION** to adjourn the meeting at 8:30pm until the next regularly scheduled meeting of the Economic Development Commission which will be held on Thursday, April 10, 2020 at 7:00P.M., Town Hall, 302 Main Street, 2<sup>nd</sup> Floor Conference Room; **MADE** by D. Prendergast, **SECONDED** by J. Ganswindt; **VOTED IN FAVOR:** M. Pugliese, C. Conklin, J. Ganswindt, E. Swenson, S. Roberts, D. Prendergast; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 6-0-0.

Respectfully submitted,

Meryl Moskowitz  
Recording Clerk