



## TOWN OF OLD SAYBROOK Economic Development Commission

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

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

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

### MEETING MINUTES

April 9, 2020

2<sup>nd</sup> Floor Conference Room, Old Saybrook Town Hall

7:00 pm

Recording of Meeting is Available Online:

<https://www.youtube.com/playlist?list=PLKX0JMf1KPp88CfX53olhq9wSlNEINEK9>

#### I. CALL TO ORDER

The Chair, Matt Pugliese, called the meeting to order at 7:02pm.

#### II. ROLL CALL

Meeting held via teleconference.

Members present: Matt Pugliese, Carol Conklin, Judy Ganswindt, David Cole, Joseph Arcari, Sandra Roberts, Joseph Arcari, Elizabeth Swenson, David Prendergast

Members absent: John DeCristoforo

#### III. PUBLIC QUESTION & COMMENT

#### IV. GUEST

#### V. STAFF REPORT – Covid-19 Response

Economic Development Director Susie Beckman discussed her response to the Covid 19 impact. She has been scouring sources from state and federal governments and distributing information via the web site, email, and social media. The SBDC and Economic Developers Group have been particularly helpful.

S. Beckman reported that Jim Randolph, owner of Stencilease has switched operations and is making face masks. She also mentioned a program from Hartford Economic Development Corporation that offers qualifying minority and women-owned small businesses a zero-interest line of credit for up to \$20,000.

#### VI. REGULAR BUSINESS

##### A. Approval of Minutes: March 12, 2020

**MOTION** to approve the Regular Meeting Minutes of March 12, 2020; **MADE** by J. Ganswindt, **SECONDED** by D. Prendergast; **VOTED IN FAVOR:** M. Pugliese, C. Conklin, D. Cole, J. Ganswindt, S. Roberts, E. Swenson, J. Arcari, D. Prendergast; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 8-0-0.

## B. Correspondence & Announcements

## VII. OLD BUSINESS

### A. Election of Officers

Dave Cole and Liz Swenson proposed the slate of officers for 2020-21: Matt Pugliese as Chair, Carol Conklin as Vice Chair, and John DeCristoforo as Secretary/Treasurer.

**MOTION** to approve the proposed slate of officers for 2020-21: Matt Pugliese as Chair, Carol Conklin as Vice Chair, and John DeCristoforo as Secretary/Treasurer, **MADE** by E. Swenson, **SECONDED** by D. Cole; **VOTED IN FAVOR**: M. Pugliese, C. Conklin, D. Cole, J. Ganswindt, S. Roberts, E. Swenson, J. Arcari, D. Prendergast; **OPPOSED**: none; **ABSTAINED**: none; **APPROVED**: 8-0-0.

## VIII. ADVISORY GROUP REPORTS

- A. Marketing Plan – marketing is on hold
- B. Recognition of Long-Term Businesses/Spirit of Saybrook
- C. Arts & Culture
- D. The Preserve

## IX. NEW BUSINESS

### A. Budget Review

S. Beckman reviewed funds available as of April 12, those funds not spent or encumbered, totaling \$2,735.62. With unspent funds allocated for wayfinding signage of more than \$4,000, there is approximately \$6,700 available. M. Pugliese asked members their thoughts on how EDC can use the money to have an impact on the community and support businesses.

Members discussed options for spending. There was agreement on the importance of repairing some of the wayfinding signs, and of the need for marketing. Members also discussed wanting to support O.S. Youth & Family Services and Shoreline Soup Kitchen & Pantries. C. Conklin suggested some type of gift card program, perhaps in conjunction with Harbor News, possibly a promotion around Mother's Day. With the uncertainty of the Covid pandemic members agreed it was difficult to know where and when to place the remaining funds particularly with regard to marketing. S. Beckman offered that unused Saybucks (the Chamber of Commerce's gift certificates) from the Mariner's Way marketing program that could somehow be used as well.

M. Pugliese proposed a memo to First Selectman Carl Fortuna stating that EDC proposes using its unspent funds to repair some of the wayfinding signage as that has a significant impact on the community, and depending on the length of the shutdown, it's important to support our small businesses through some type of marketing effort. If that is not possible, the funds should go to O.S.Y.F.S. There was general agreement among members. M. Pugliese and S. Beckman will plan to meet with Chamber of Commerce Executive Director Judy Sullivan to brainstorm how best to use the unspent funds to support businesses.

## X. COMMENTS FROM THE CHAIR

M. Pugliese expressed appreciation for everyone being on the call, especially during this stressful time, when it is even more important that EDC meets to discuss what's going on.

## XI. ADJOURNMENT

**MOTION** to adjourn the meeting at 7:56pm until the next regularly scheduled meeting of the Economic Development Commission which will be held on Thursday, March 12, 2020 at 7:00 P.M., Town Hall, 302 Main Street, 2nd Floor Conference Room; **MADE** by E. Swenson, **SECONDED** by D. Cole; **VOTED IN FAVOR:** M. Pugliese, C. Conklin, D. Cole, S. Roberts, E. Swenson, J. Arcari, D. Prendergast; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 7-0-0.

Respectfully submitted,

Meryl Moskowitz  
**Recording Clerk**