



# 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 12, 2020

Video conference

7:00 pm

#### I. CALL TO ORDER

The Chair, Matt Pugliese, called the meeting to order at 7:07pm.

#### II. ROLL CALL

Meeting held via video conference.

Members present: Matthew Pugliese, John DeCristoforo, David Cole, David Prendergast, Sandra Roberts, Elizabeth Swenson, Carol Conklin

Members absent: Joseph Arcari, Judy Ganswindt

Staff: Susie Beckman, Economic Development Director, and Meryl Moskowitz,  
Recording Clerk

Members of the Public: Bruce Carlson

#### III. PUBLIC QUESTION & COMMENT

Bruce Carlson wished to acknowledge the work of the Commission in putting together an economic strategy and he suggests the Commission look at taking on one or two priority items to implement in the coming year.

#### IV. GUESTS

#### V. STAFF REPORT

S. Beckman pointed out that the State has now rolled back Phase 3 of Reopening to Phase 2.1. The concern is that as we approach the winter months we help our businesses remain viable.

More detailed information is in the Director's Report of November 12, which was distributed to members.

M. Pugliese thanked S. Beckman for reaching out to Congressman Joe Courtney's office regarding public access by the railroad bridge.

#### VI. REGULAR BUSINESS

A. Approval of Minutes: September 10, 2020

**MOTION** to approve the Meeting Minutes of September 10, 2020 with the date corrected in the 'Adjournment Motion' to "Thursday, October 8"; **MADE** by D. Cole; **SECONDED** by D. Prendergast; **VOTED IN FAVOR**: M. Pugliese, C. Conklin, J. DeCristoforo, D. Cole, E. Swenson, S. Roberts, and D. Prendergast; **OPPOSED**: none; **ABSTAINED**: none; **APPROVED**: 7-0-0.

B. Correspondence & Announcements

VII. **OLD BUSINESS**

A. Small Business & Employment Recovery Update

The Town's long term recovery committee meets monthly, focused on how to adapt to a changing environment. The Emergency Management's newsletter now goes out weekly.

DECD is opening a \$5,000 grant program to qualifying small businesses and non-profits—the application is expected to be available today.

Covid testing is now available at Saybrook Point, 9am – 4pm, Monday – Friday.

B. Geo-Fencing Ad Buy-In

S. Beckman reviewed the Geo-fencing promotional flyer. The offer is being promoted via press release, web site, and email. To date, two businesses are interested.

VIII. **ADVISORY GROUP REPORTS**

IX. **NEW BUSINESS**

A. TIF - Update

S. Beckman explained that extending the TIF district came up in discussion recently when someone expressed interested in Ferry Point, and was the Town interested in extending the TIF area? S. Beckman will ask the First Selectman to convene a meeting of the TIF advisory board and to include on the agenda extension of the TIF district to include Ferry Point.

**MOTION** to send a letter to First Selectman Fortuna asking to convene a meeting of the TIF Advisory Board and that an agenda item be included to discuss extension of the TIF District to include Ferry Point; **MADE** by E. Swenson; **SECONDED** by D. Prendergast; **VOTED IN FAVOR**: M. Pugliese, C. Conklin, J. DeCristoforo, D. Cole, E. Swenson, S. Roberts, and D. Prendergast; **OPPOSED**: none; **ABSTAINED**: none; **APPROVED**: 7-0-0.

B. FY22 Budget

S. Beckman screen-shared the FY22 budget, noting the pandemic may affect the Town's revenue stream.

C. Conklin remarked about web site updates, stating that previous conversations had been in favor of updating the web site, and with many people home-bound due to the pandemic the web site might be useful to attract people to visit in the future. S. Beckman will talk to Larry Hayden about the web site. C. Conklin acknowledged that budget considerations would need to be taken into account.

E. Swenson spoke about the idea of vignettes on the web site as a way of showing visitors what they might want to see.

M. Pugliese stated that the two items the Commission could tackle up front are facade improvements with a revolving funds program and the 9 Town Trolley idea.

S. Beckman stated she has been in contact with the director of 9Town Transit, and spoke about the possibility of a grant to purchase the trolley. 9 Town would manage the program, which would include housing the trolley, and hiring the driver. The Town would need to print brochures and trolley stop signs. She will inquire if there is an app for the trolley schedule and stops.

Regarding the revolving loan fund, she stated that the Middlesex County Revitalization Commission (MCRC) has a program, and they would be willing to share resources. She will report back at the December meeting.

#### C. ARB Design Awards

The Architectural Review Board will be recognizing outstanding architectural design and has asked if the EDC would like to help celebrate the businesses that will win the awards. S. Beckman explained the awards would likely be given via Zoom early next year, and that the EDC could help with promotion. There was general agreement that the Commission will support the ARB's awards.

#### D. Gingerbread House Decorating Contest

S. Beckman explained the idea is to make a gingerbread house at your home and display them at Pursuit of Pastry, and at Dagmar's as well. It would be a fundraiser with Saybrook Cares. There would be no entry fee. Funds would come from voting, with a \$1 per vote fee. Money will be used to help those impacted by Covid 19. The completed gingerbread houses will be on view from the shop windows.

C. Conklin left the meeting at 7:55pm.

### X. COMMENTS FROM THE CHAIR

M. Pugliese reported the following:

- the cul de sac at the top of Ingham Hill is almost completed, and has improved ease of access to The Preserve;
- several new businesses have opened including Sip Wine Bar at 85 Main Street;
- we received a STEAP grant; the money is to fund two bathrooms, one at the pickle ball courts, and the other was supposed to be at Saybrook Point, however it's been determined that since the location is in a flood zone, it's an environmental issue which the State won't fund, and an alternative site needs to be located. He asked that discussion of a location be placed on next month's agenda.

### XI. ADJOURNMENT

**MOTION** to adjourn the meeting at 8:20pm until the next regularly scheduled meeting of the Economic Development Commission which will be held on Thursday, December 10, 2020 at 7:00 P.M., via video conference; **MADE** by D. Prendergast, **SECONDED** by D. Cole; **VOTED IN FAVOR:** M. Pugliese, J. DeCristoforo, D. Cole, S. Roberts, E. Swenson and D. Prendergast; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 6-0-0.

Respectfully submitted,

Meryl Moskowitz  
Recording Clerk