



TOWN OF OLD SAYBROOK  
**Economic Development Commission**

302 Main Street  
Old Saybrook, Connecticut 06475  
[oldsaybrookct.gov](http://oldsaybrookct.gov)

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

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

**REGULAR MEETING MINUTES**

Thursday, January 10, 2019 at 7:30 P.M.  
Town Hall, 2nd Floor Conference Room  
302 Main Street, Old Saybrook

**I. CALL TO ORDER**

Vice Chairman Carol Conklin called the meeting to order at 7:35pm.

**II. ROLL CALL**

Members present: Carol Conklin, John DeCristoforo, Sandra Roberts, Judy Ganswindt

Members absent: Matthew Pugliese, Joseph Arcari, David Cole, Elizabeth Swenson

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

**III. PUBLIC QUESTION & COMMENT**

A discussion of retail and vacancy rates. C. Conklin suggested inviting a commercial realtor to a Commission meeting to provide relevant data and analysis of current area retail trends. Guest Dave Prendergast offered that retail statistics and information may be obtained from the CT Economic Resource Center (CERC).

**IV. GUEST**

Dave Prendergast introduced himself to Commission members and spoke of his extensive background in economic development.

Rich Scierka, Town Marketing & MW Marketing Update

R. Scierka gave a report of EDC's online media performance, noting that the two segments produced by Better Connecticut have been well-received and attracted over 100,000 views and interactions on social media, and will continue to be used in EDC's marketing efforts. Two video projects are nearing completion, one on Mariner's Way and the second on the Town, and are expected to be released by the end of January.

C. Conklin expressed that she would like the videos to be available to those not on social media or the internet and that perhaps the public could be invited to a viewing, or the videos could be displayed in public places.

**V. REGULAR BUSINESS**

A. Approval of Minutes: December 13, 2018

**MOTION** to approve the December 13, 2018 Regular Meeting Minutes as presented;  
**MADE** by J. DeCristoforo, **SECONDED** by C. Conklin; **VOTING IN FAVOR:** C. Conklin, S. Roberts, J. Ganswindt, J. DeCristoforo; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 4-0-0.

## B. Correspondence & Announcements

Economic Development Director Susie Beckman announced that an Inter-Commission Meeting will take place January 31, 2019, 6pm at the Vicki Duffy Pavilion and invited members to attend. All of Old Saybrook's Land Use agencies will be represented.

It was unanimously agreed to support the Old Saybrook Chamber of Commerce's 23<sup>rd</sup> Annual Chili Fest in the amount of \$100.00.

## VI. OLD BUSINESS

A. FY20 Budget BOF Presentation January 29, 6:30pm

S. Beckman submitted the approved EDC budget to the Board of Finance, distributed to members, and will present the FY20 budget to the Board of Finance on January 29.

B. OS Schools PR Committee Joint Video Launch - no report.

## VII. ADVISORY GROUP REPORTS

A. ED PoCD Update – no update.

B. Mariner's Way Redevelopment

TIF town meeting Jan 22 to vote on TIF District in Mariner's Way

C. Marketing Plan

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

E. Arts & Culture - no update

## VIII. NEW BUSINESS

A. Date of February meeting

A discussion about possibly rescheduling the February meeting, currently scheduled for Thursday, February 14.

## IX. COMMENTS FROM THE CHAIR

C. Conklin mentioned a book entitled “Dancing at the Castle,” by Jane Gullong, a memoir about growing up in Old Saybrook during the 1950s, that may be of interest to others.

C. Conklin also brought to the Commission's attention regional Tourism meetings. S. Beckman will be attending one of these upcoming meetings and invited other members to carpool with her.

## X. PUBLIC QUESTION & COMMENT

## XI. STAFF REPORT

## XII. ADJOURNMENT

**MOTION** to adjourn the meeting at 8:43pm until the next regularly scheduled meeting of the Economic Development Commission which will be held on February 14, 2019 at 7:30p.m., Town Hall, 302 Main Street, second floor conference room; **MADE** by J. Ganswindt; **SECONDED** by S. Roberts; **VOTING IN FAVOR:** J. Ganswindt, J. DeCristoforo, C. Conklin, S. Roberts; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 4-0-0.

Respectfully submitted,

Meryl Moskowitz  
Recording Clerk