



TOWN OF OLD SAYBROOK

Economic Development Commission

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

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

MEETING MINUTES

May 9, 2019

2nd Floor Conference Room, Old Saybrook Town Hall

7:30 pm

I. CALL TO ORDER

Chair called the meeting to order at 7:35pm

II. ROLL CALL

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

Members absent: David Cole, Judy Ganswindt

Staff: Susan Beckman, Economic Development Director

III. PUBLIC QUESTION & COMMENT - none

IV. GUEST – Rich Scierka – Marketing Update

Successful marketing over the past year included videos and social media. R. Scierka recommends additional videos on history, recreation, events and other topics. E. Swenson is the EDC representative to the The Preserve Ad Hoc committee and suggested it is important to mention but it may be too early to focus much on promoting it as a recreational component. Good social media momentum that we should continue to leverage and easy, less expensive options than a film crew will be researched so we can be more responsive to current events and produce videos more quickly. R. Scierka also recommended using Geo-Fencing as a business recruitment tool for targeting marketing messages to businesses. It's possible to identify locations such as start-up incubators or bio-tech/bio-med businesses or programs to target expanding businesses.

V. STAFF REPORT

The staff report was distributed. S. Beckman added that she attended the CT Tourism Conference on May 8 in Hartford. The keynote speaker was very good and spoke about branding destinations and communities. Workshops she attended continued with that theme and discussed tourism marketing toward Millennials and Generation Z. A couple of contacts were made regarding Mariner's Way and potential target markets.

VI. REGULAR BUSINESS

A. Approval of Minutes: April 11, 2019

MOTION to approve the April 11, 2019 Regular Meeting Minutes as presented; **MADE** by J. DeCristoforo; **SECONDED** by E. Swenson; **VOTING IN FAVOR:** M. Pugliese, S. Roberts, J.

DeCristoforo, J. Arcari, E. Swenson; **OPPOSED:** None; **ABSTAINING:** C. Conklin;
APPROVED: 6-0-1.

B. Correspondence & Announcements

- The Kate is celebrating its 10th Anniversary in September and has a calendar of events for the year.
- Carl Fortuna's memo regarding sidewalks was reviewed and the EDC is supportive of keeping the soldier course look of the sidewalks as they are extended in areas of town.
- The OS Chamber offered the EDC an advertising spot in the 2019 Shop, Dine, Explore Guide. The opportunity was discussed and the EDC decided to purchase one ad.

MOTION to purchase a 2x3 ad in the Chamber of Commerce 2019 Shop, Dine, Explore Guide for \$200; **MADE** by C. Conklin; **SECONDED** by M. Pugliese; **VOTING IN FAVOR:** M. Pugliese, C. Conklin, S. Roberts, J. DeCristoforo, J. Arcari, E. Swenson, J. Arcari; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

VII. OLD BUSINESS

Business Recognition Event May 23 - S. Beckman reported that the Hardware Store has responded and will attend. Other businesses have not yet responded. S. Beckman will follow-up the week of May 13.

VIII. ADVISORY GROUP REPORTS

- A. ED PoCD Update – M. Pugliese reported that the ED Strategy Group will meet Friday, May 9 to review the first draft of the ED Strategy Plan.
- B. Mariner's Way Redevelopment – Samples of marketing and advertising were displayed for commissioners to see. Information will be mailed to a targeted list of developers at the end of May.
- C. Marketing Plan – R. Scierka provided the marketing update as the guest.
- D. Recognition of Long-Term Businesses/Spirit of Saybrook – Event is planned for May 23.
- E. Arts & Culture - S. Beckman submitted a grant application to Eversource for the art hanging system.

IX. NEW BUSINESS

- A. Historical Society program on May 12 on the Battle and Siege of Fort Saybrook.
- B. C. Conklin provided comments on the permit application by the Deacon Timothy Pratt B&B and James Pharmacy B&B. The permit application has been withdrawn. The EDC will continue to support their efforts to remain a successful business in town.
- C. C. Conklin reported the town has a plan to plant trees. S. Beckman will ask C. Fortuna if he would like the EDC or another commission to request donations in a program similar to that done for the benches.

X. COMMENTS FROM THE CHAIR

M. Pugliese commented on the following:

- Upgrades to Elm Street Extension are moving forward.
- The Town Budget vote is Tuesday, May 14 noon-8pm. Everyone votes at the high school. A draft of the budget is available online.

XI. ADJOURNMENT

MOTION to adjourn the meeting at 8:45pm until the next regularly scheduled meeting of the Economic Development Commission which will be held on June13, 2019 at 7:30p.m., Town Hall, 302 Main Street, second floor conference room; **MADE** by C. Conklin; **SECONDED** by J. Arcari; **VOTING IN FAVOR:** M. Pugliese, C. Conklin, S. Roberts, J. DeCristoforo, J. Arcari, E. Swenson, J. Arcari; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

Respectfully submitted,

Susan W. Beckman
Economic Development Director