MEETING MINUTES
March 12, 2020
2nd 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.
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.

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, 2nd 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