



TOWN OF OLD SAYBROOK
Economic Development Commission

*Carol Conklin, Chair
Elizabeth Swenson, Vice Chair
John DeCristoforo,
Secretary/Treasurer*

302 Main Street
Old Saybrook, Connecticut 06475

oldsaybrookct.gov

*Joseph Arcari
David Cole
James Keating
Matthew Pugliese
Bruce Greenfield, Alternate
Sandra Roberts, Alternate*

SPECIAL MEETING MINUTES

Thursday, April 20, 2017 at 7:30 P.M.
Town Hall, 2nd Floor Conference Room
302 Main Street, Old Saybrook

CALL TO ORDER

Chairman Carol Conklin called the meeting to order at 7:30pm.

ROLL CALL

Members present: Carol Conklin, James Keating, Sandra Roberts, David Cole, Bruce Greenfield, Elizabeth Swenson, John DeCristoforo

Members absent: Joseph Arcari, Matthew Pugliese,

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

Guests: Rich Scierka, Scierka Lang; Jan Peruccio, Superintendent of Schools

PUBLIC QUESTION & COMMENT

Chairman Carol Conklin explained that a sub committee has been exploring marketing, how to grow the town, looking at what our needs are, how to do something on a shoestring budget. The Board of Finance approved \$10,000 for a marketing budget for Economic Development. At the same time, the Board of Education is also exploring marketing the school system, thus Superintendent Jan Peruccio was invited to hear and join the EDC discussion tonight.

REGULAR BUSINESS

A. Approval of Minutes: March 16, 2017

MOTION to approve the March 16, 2017 regular meeting Minutes; **MADE** by D. Cole, **SECONDED** by J. Keating; **VOTING IN FAVOR:** C. Conklin, J. Keating, S. Roberts, D. Cole, B. Greenfield, E. Swenson, J. DeCristoforo; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

B. Correspondence & Announcements

Economic Development Director Susie Beckman reported that, regarding representation to the Inland Wetlands & Waterways Commission (IWWC), First Selectman Carl Fortuna suggested that a member of the IWWC be asked to be a liaison to the Economic Development Commission.

OLD BUSINESS

A. Benches- S. Beckman reported that five benches have been ordered, and three new benches have been requested.

B. Marketing Discussion with Scierka Lang – see below

SUB-COMMITTEE REPORTS

A. Town-wide Promotion—Wednesdays in Old Saybrook. C. Conklin reported that a meeting is being coordinated.

B. Mariner's Way BAR Planning Project – no update

C. Marketing Plan – see below

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

E. Arts & Culture – Arts Group – no update

NEW BUSINESS - None

Marketing Discussion with Scierka Lang

Rich Scierka of Scierka Lang, a media firm in Old Lyme, reviewed his company's marketing proposal in response to an RFP from the EDC to create a marketing campaign to attract business to Old Saybrook. S. Beckman had received three proposals from three firms, and invited Rich Scierka to review his proposal with the commission.

The discussion included many topics, among them:

- ways to use free advertising, are there state-offered incentives?
- Old Saybrook as a destination
- defining the marketing goal: tourism vs business
- identifying the unique challenges O.S. faces and how to market them positively

J. Perruccio described the decreasing school enrollment and the need to preserve the school population. A marketing effort by the B.O.E. could show what's special about O.S. and capture the genuine nostalgia and affinity people have for the town.

MOTION to hire Scierka Lang to market Old Saybrook on behalf of the Economic Development Commission, in the amount of \$10,000; **MADE** by E. Swenson, **SECONDED** by J. Keating; **VOTING IN FAVOR:** C. Conklin, J. Keating, S. Roberts, D. Cole, B. Greenfield, E. Swenson, J. DeCristoforo; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

ADJOURNMENT

MOTION to adjourn the meeting at 9:00pm until the next regularly scheduled meeting of the Economic Development Commission which will be held on May 11, 2017 at 7:30p.m., Town Hall, 302 Main Street, second floor conference room; **MADE** by J. Keating, **SECONDED** by D. Cole; **VOTING IN FAVOR:** C. Conklin, J. Keating, S. Roberts, D. Cole, B. Greenfield, E. Swenson, J. DeCristoforo; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

Respectfully submitted,

Meryl Moskowitz
Recording Clerk