



TOWN OF OLD SAYBROOK

Economic Development Commission

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EDC Minutes Thursday, January 12, 2012

Present: Lauren Ashe, David Cole, John DeCristoforo, Bruce Greenfield, Jim Keating, Liz Swenson, Todd Roberts and Wilma Asch.

Absent: Charles Polka and David Papandrea

Guest: Carol Conklin

1. Chairman Roberts called the meeting to order at 7:05PM in the EDC Office in Town Hall.
2. The Commission welcomed new Alternate Commissioner Lauren Ashe.
3. On a motion (Greenfield/Cole) the Minutes of December 8, 2011 were accepted.
4. Old Business
 - a. **Old Saybrook Signs** John DeCristoforo met with Larry Bonin, Chris Costa and state representatives. We must have a survey done, then go to the Architectural Review Board and the Zoning Commission. Bonin has the budget to do the survey and will have it done. There was discussion about the precise appearance of the signs and the EDC's interest in maintaining control of the appearance. The target completion by Memorial Day is at risk.
 - b. **Marketing Old Saybrook Plan** Wilma Asch and Carol Conklin led a discussion about our plans. Wilma will contact Old Saybrook resident Kip Bergstrom, the Executive Director of the Connecticut Commission on Culture and Tourism and invite him to our February 9th meeting. Since we are scheduled to have First Selectman Fortuna at that meeting we will ask Kip to join us at about 8PM. One key question is about regionalism.
 - c. We still do not have a candidate for the Inland Wetlands representative
5. New Business
 - a. Catherine Smith, Commissioner of the Connecticut Department of Economic and Community Development (DECD) presented at Clinton Town Hall on December 19, 2011 from 8:30 to 10AM on "Reinventing Connecticut". Commissioners John DeCristoforo, Bruce Greenfield, Jim Keating and Executive Director Wilma Asch attended. Carl Fortuna, our new First Selectman also attended.

- b. Chairman Roberts led a discussion about the need for the EDC to have a Resume or brochure describing our activities and results. He will pursue creation of such a document.
- c. Bruce Greenfield reported that Sal Aresco is interested in the EDC and will attend a future meeting.
- d. Liz Swenson expressed interest in the EDC seat on the Land Acquisition Committee. Howard Huelsman had been our representative.
- e. The Commissioners discussed "Green Initiatives" and our potential role on them.

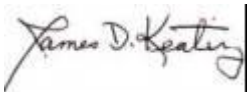
6. Executive Director's Report Wilma distributed her report.

7. Action Steps

- a. John DeCristoforo and Liz Swenson will continue to pursue the welcome sign project.
- b. Wilma Asch will continue the Marketing Old Saybrook project.
- c. Todd Roberts will pursue development of an EDC Brochure.
- d. Todd Roberts will also contact David Papandrea about his continued interest in membership in the EDC.

8. On a motion (Keating/Cole) Chairman Roberts adjourned the meeting at about 8:30PM.

Respectfully submitted,



James D. Keating – Secretary