

TOWN OF OLD SAYBROOK Economic Development Commission

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EDC MEETING MINUTES December 12, 2013

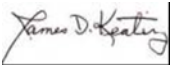
Present: John Decristoforo, David Cole, Bruce Greenfield, Jim Keating, Liz Swenson, Todd Roberts and Susan Beckman,

Absent: Lauren Ashe, Carol Conklin and Maura Richards

1. Chairman Swenson called the meeting to order at 7:03 P.M.
2. On a motion (Cole Decristoforo) the Minutes from November 14, 2013 were accepted as modified. Modified copy attached. The motion passed unanimously.
3. Guest Dr. David Shearer, Rt. 1 East Task Force Chair was to speak about "Attracting High Tech Businesses to Old Saybrook". Dr. Shearer agreed to postpone his appearance until January 9, 2014 in light of the planned absence of several Commissioners.
4. Chairman Swenson asked each Commissioner to speak briefly about their participation in the Economic Development Commission to assist our new Executive Director in her new role.
 - a. Commissioner Cole spoke of his interest in growing the business elements in town. He also spoke of his other activity, the Harbor Management Commission. This led to a discussion of the town fishing industry.
 - b. Commissioner Decristoforo also spoke of attracting business to town and of his other commissions and roles.
 - c. Commissioner Greenfield spoke of calling on businesses in town, often with Bill McLaughlin of the Chamber. He also spoke of the Mullen study and the associated Charette.
 - d. Commissioner Keating spoke of using the Mullen report to update the EDC section of the Old Saybrook plan for Conservation and Development.
 - e. Commissioner Roberts spoke of the Yale Study and its influence on development even today. He also spoke of the idea that the EDC should be supportive of the economic base of the town
NOTE each of the previous Commissioners are longtime members and previous Chairmen.
 - f. Current Chairman Swenson spoke of continuing these efforts and emphasized our partnerships with other groups in town.
5. Old Business
 - a. The CT Tourism Letter (Re: CTVISIT.COM) was sent Nov 18 with photos.
 - b. The Saybrook Events Article was submitted for the Winter issue.
 - c. Each Commissioner was given a small packet of EDC Business Cards.
 - d. The Main Street Business Association Dues were paid and the Saybrook Stroll Program Support was sent.
 - e. Max's Place Kiosk Proposal – Update
 - i. There appears to be an opportunity to obtain a grant from the State Tourism agency. There was discussion of a Kiosk with a touch screen computer and possibly a mural. We might need a partnership with a Non Profit such as the chamber. This will be a continuing project
 - ii. On a related matter most of our "Rack Cards" have been used and we need to order a new batch.
 - f. The River COG Questionnaire will be completed early next year.

6. New Business
 - a. The Connecticut Economic Resource Center (CERC) will conduct an Orientation on January 9, 2014 at 11am at CERC HQ in Rocky Hill. Executive Director Beckman will attend; others are invited to join her.
 - b. On a motion (Roberts/Greenfield) the EDC will purchase an additional quantity of "Rack Cards" using several budget lines for up to \$600. The motion passed unanimously
7. Executive Director's Report
 - a. Susie Beckman plans to begin an effort to update the EDC section of the Old Saybrook Plan for Conservation and Development. Everyone will be asked to participate.
 - b. The Town Clerk recommended purchase of archival paper and a binder for the EDC Minutes.
 - c. The possible use of Tax Incentives is a work in progress and will be discussed at the next meeting.
 - d. Development of the EDC plan for implementation of the Mariners Way proposal will begin early next year.
 - e. YTD Budget Review
 - i. The various line items in the budget were discussed. The major focus was on our proposal for the next year's budget which will be discussed in January within Town Hall. There was a consensus that we should plan on \$150 for CDAS, and that we should add a \$750 line item for Professional Development. There was discussion of reassessing the amounts in the various line items.
 - ii. On a motion (Greenfield/Cole) the EDC will propose a budget of \$28,783 for the 2014/2015 budget year. The details are attached. The motion passed unanimously.
8. Comments from Chairman Swenson
 - a. Generally the Chairman's comments were made in the course of discussions. In particular Liz Swenson spoke of the vacant property next to Starbucks and asked Executive Director Beckman to see if a retailer (Echo Trading in Deep River or Fish Sisters in East Haddam) might be interested.
9. On a motion (Cole/Greenfield) Chairman Swenson adjourned the meeting at 8:29. Several Commissioners moved to the Red Hen for Christmas Cheer.

Respectfully submitted,



James D. Keating – Secretary

Attachments

1. Revised November 14, 2013 minutes
2. Budget Proposal for 2014 - 2015



