



TOWN OF OLD SAYBROOK
Economic Development Commission

302 Main Street • Old Saybrook, Connecticut 06475
Telephone (860) 395-3139 • FAX (860) 395-3125

Elizabeth Swenson, Chair
Lauren Ashe, Vice Chair
Jim Keating, Secretary/Treasurer

Dave Cole
Carol Conklin
John DeCristoforo
Bruce Greenfield
Maura Richards

MEETING MINUTES

May 8, 2014

Economic Development Office, Old Saybrook Town Hall
7:00pm

I. CALL TO ORDER

Chairman Swenson called the meeting to order at 7:15p.m.

II. ROLL CALL

Attendant Members

Liz Swenson, Chairman
Jim Keating, Secretary
Dave Cole, Regular Member
Carol Conklin, Regular Member
John DeCristoforo, Regular Member
David Shearer, Regular Member

Absent Members

Lauren Ashe, Regular Member
Maura Richards, Regular Member

Attendant Staff

Susan W. Beckman, Economic Development Director

Guests

Tony Bacewicz – Google Trusted Photographer

III. APPROVAL OF MINUTES

MOTION to approve the Minutes of April 10, 2014 as presented; **MADE** by D. Cole; **SECONDED** by B. Greenfield; **VOTED IN FAVOR:** L. Swenson, J. Keating, C. Conklin, J. DeCristoforo, D. Shearer; **OPPOSED:** None; **ABSTAINED:** None; **APPROVED:** 7-0-0.

MOTION to approve the Minutes of April 23, 2014 as presented; **MADE** by J. Keating; **SECONDED** by D. Shearer; **VOTED IN FAVOR:** L. Swenson, D. Cole, C. Conklin, J. DeCristoforo, B. Greenfield; **OPPOSED:** None; **ABSTAINED:** None; **APPROVED:** 7-0-0.

IV. COMMENTS FROM THE PUBLIC and CORRESPONDENCE

Letter of introduction from Tony Bacewicz regarding Google Virtual Tours (attached).

V. OLD BUSINESS

- a. **The Lyons Property Update and Actions** - C. Conklin, J. DeCristoforo and D. Cole discussed the May 6, 2014 Board of Finance (BOF) meeting regarding purchase of the Lyons Property. A lot of questions were brought up by BOF members including questions about the appraisal values vs. assessment values. At least one member of the BOF indicated a preference for Old Saybrook to purchase the property without partnering with the state to ensure the town all the rights of owning the property. A Public Hearing is scheduled for Tuesday, May 20, 2014. Of particular interest is a land swap of the town-owned 30 acres for an equivalent parcel abutting the Pointkowski property with the quarry.
- ACTION:** EDC Commissioners plan to attend and present the major points they want addressed in any purchase agreement in both a letter and in speaking points. All Commissioners should be prepared to speak about the key elements individually at the Public Hearing.
- b. **Mariner's Way** – Commission members reviewed the action items for the development of Mariner's Way and agreed to take the lead on a number of items (see attached) in response to a request from the Planning Commission.

ACTIONS:

- D. Shearer agreed to be the liaison between the EDC and Zoning Commission to move zoning changes forward.
 - D. Shearer will share the website he used for logo development.
 - S. Beckman will make copies of the 8.5x11 Mariner's Way Plan for all Commissioners.
 - S. Beckman will contact Kristin Roberts regarding marketing.
 - S. Beckman will learn about Boating events on the CT River to explore the possibility of them being Signature Events.
 - S. Beckman will learn what needs to be done to rename Mariner's Way as Mariner's Way.
- c. **Post Card Mailing to Existing Businesses**
MOTION to approve expenditure of \$750 for the design, printing and mailing of a post card; **MADE** by J. Keating; **SECONDED** by D. Shearer; **VOTED IN FAVOR:** L. Swenson, D. Cole, C. Conklin, J. DeCristoforo, B. Greenfield; **OPPOSED:** None; **ABSTAINED:** None; **APPROVED:** 7-0-0.
ACTION: S. Beckman will contact Michael Skiles to design the post card and arrange for printing and mailing.
- d. **Landscaping Under Welcome Signs**
The EDC would like to plant Day Lilies under the signs.
- ##### **ACTIONS:**
- S. Beckman to investigate who owns the land under the signs and whether or not we can plant anything there.

- C. Conklin will contact the Weed Whackers to ask their assistance in planting and will ask if the Garden Club has any Day Lilies to contribute after their Garden Market May 9 &10.

B. Greenfield left the meeting at 8:25pm.

VI. NEW BUSINESS

Google 360 Virtual Business & Area Guide

Creating a virtual tour of Old Saybrook was discussed and the EDC wants to explore the concept and its application for Economic Development.

Tony Bacewics provided information about his experience with virtual tours of individual businesses and organizations.

Example: Old Saybrook General William Hart House

<https://www.google.com/maps?layer=c&z=17&sll=41.287364,-72.37541&cid=1001134190741637491&panoid=FMxpFOKrJoYAAAQIt5t4ng&cbp=13,154.27316243114672,,0,0&q=general+william+hart+house&sa=X&ei=Bv1sU5HEAvjMsQS294GwCw&ved=0CIoBEKAfMAs>

S.Beckman was called by an organization called Places Mobile

(www.placesmobile.com) that has done whole town virtual tours.

Example: Buffalo, NY - <http://www.seeinsidebuffalo.com/>

ACTIONS: S. Beckman will gather more information and discuss the concept with the Chamber of Commerce to get their input as they have already done a virtual tour of their operation.

I. ADJOURNMENT

MOTION to adjourn the meeting at 8:52 p.m. until the next regularly scheduled meeting of the Economic Development Commission on June 12, 2014, at 7:00

p.m., 302 Main Street, Town Hall, EDC Office; **MADE:** by D. Cole;

SECONDED: by D. Shearer; **VOTED IN FAVOR :** L. Swenson, J. Keating,

C. Conklin, J. DeCristoforo; **OPPOSED:** None; **ABSTAINED:** None;

APPROVED: 6-0-0.

Respectfully Submitted,
Susan W. Beckman, Economic Development Director
Acting Clerk