



**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

**SPECIAL MEETING**  
**MINUTES**

June 19, 2014

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

**I. CALL TO ORDER**

Chairman Swenson called the meeting to order at 7:03p.m.

**II. ROLL CALL**

Attendant Members

Liz Swenson, Chairman  
Dave Cole, Regular Member  
Carol Conklin, Alternate Member  
John DeCristoforo, Regular Member  
David Shearer, Regular Member

Absent Members

Jim Keating, Secretary  
Bruce Greenfield, Alternate  
Lauren Ashe, Regular Member  
Maura Richards, Regular Member

Attendant Staff

Susan W. Beckman, Economic Development Director

Guests

None

**III. APPROVAL OF MINUTES**

**MOTION** to approve the Minutes of May 8, 2014 as presented; **MADE** by D. Cole; **SECONDED** by J. DeCristoforo; **VOTED IN FAVOR:** L. Swenson, D. Cole, C. Conklin, J. DeCristoforo, D. Shearer; **OPPOSED:** None; **ABSTAINED:** None; **APPROVED:** 5-0-0.

**IV. COMMENTS FROM THE PUBLIC and CORRESPONDENCE**

Scenic Roads Plan – **MOTION** to support the addition of the Scenic Roads Plan to the Old Saybrook Plan of Conservation and Development and to support action items as applicable; **MADE** by D. Shearer; **SECONDED** by J. DeCristoforo; **VOTED IN FAVOR:** L. Swenson, D. Cole, C. Conklin, J. DeCristoforo, D. Shearer; **OPPOSED:** None; **ABSTAINED:** None; **APPROVED:** 5-0-0.

Discussion in connection with the Scenic Roads Plan included the possibility of using a mobile app to provide historic information at designated areas for anyone traveling the Scenic Roads and making information on Scenic Roads available along with bike trail and restaurant guides. Also discussed was that concessions be made for pedestrian and biker safety when road construction projects are underway.

**ACTION:** D. Shearer will draft a letter to be edited and approved by the Commission via email to send to the Board of Selectmen, Planning and Zoning Commissions and CT Department of Transportation requesting consideration of pedestrian and biker safety.

## V. OLD BUSINESS

- a. **The Lyons Property Update and Actions** – The Board of Selectmen called a Special Meeting to pass the question of bonding for the purchase of the Lyons Property (aka the Preserve) to a Town Meeting on June 30<sup>th</sup>. The Town Meeting will then adjourn to a referendum on July 8.

**ACTION:** EDC Commissioners plan to attend the June 30 meeting to ask questions.

**MOTION** to write and publicize a list of questions that need to be asked at the Town Meeting to ensure the current deal to purchase the Lyons Property is the best way forward before sending the question to referendum; **MADE** by J. DeCristoforo; **SECONDED** by D. Cole; **VOTED IN FAVOR:** L. Swenson, D. Cole, C. Conklin, J. DeCristoforo, D. Shearer; **OPPOSED:** None; **ABSTAINED:** None;

**APPROVED:** 5-0-0.

- b. **Mariner's Way** – The Town is going to apply for a grant from the Department of Community and Economic Development to assess potential brownfields issues on adjoining properties around 336 Boston Post Road.
- c. **Post Card Mailing to Existing Businesses**  
Post cards were sent June 16 and many received June 18 & 19. The mailing resulted in one telephone call to the ED Office about office space. The survey will stay up for the remainder of June. Total cost of the mailing was \$392 for printing, postage and mailing fulfillment and \$100 for design services.
- d. **Landscaping Under Welcome Signs**  
The EDC decided to forego planting under the signs this year.
- e. **Google 360 Virtual Business & Area Guide**  
The Chamber of Commerce is already working on a virtual town guide and the EDC will provide assistance and support where appropriate.

**VI. NEW BUSINESS**

**Communications and Outreach**

**MOTION** to spend up to \$250 for the email newsletter service, Constant Contact, to keep recipients updated on economic development issues and to promote Old Saybrook; **MADE** by J. DeCristoforo; **SECONDED** by D. Cole; **VOTED IN FAVOR:** L. Swenson, D. Cole, C. Conklin, J. DeCristoforo, D. Shearer; **OPPOSED:** None; **ABSTAINED:** None;

**APPROVED:** 5-0-0.

**I. ADJOURNMENT**

**MOTION** to adjourn the meeting at 8:55 p.m. until the next regularly scheduled meeting of the Economic Development Commission on July 10, 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, D.Cole, D. Shearer, C. Conklin, J. DeCristoforo; **OPPOSED:** None; **ABSTAINED:** None;

**APPROVED:** 5-0-0.

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

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Absent Members

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