



TOWN OF OLD SAYBROOK
Economic Development Commission

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

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

David Cole
James Keating
Dr. David Shearer
Lauren Ashe, Alternate
Bruce Greenfield, Alternate

MEETING MINUTES

February 12, 2015

Economic Development Office, Old Saybrook Town Hall

7:00pm

I. CALL TO ORDER

Chair called the meeting to order at 7:07 p.m.

II. ROLL CALL

Members Present: Elizabeth Swenson, Carol Conklin, John DeCristoforo, James Keating, David Cole, Dr. David Shearer (via phone)

Members Absent: Lauren Ashe, Bruce Greenfield

Staff Present:

Susan W. Beckman, Economic Development Director
Chris Costa, Zoning Enforcement Officer
Attorney Eliza Heins

2 Members of the Public: Sandy Roberts, Paul Barry

III. PUBLIC QUESTION & COMMENT

IV. REGULAR BUSINESS

A. Approval of Minutes: January 8, 2015

MOTION: To approve the minutes of the January 8, 2015 EDC meeting as presented; **MADE:** by D. Cole. **SECONDED:** by Carol Conklin. **VOTED IN FAVOR:** D. Cole, J. DeCristoforo, D. Shearer, C. Conklin, J. Keating, E. Swenson. **OPPOSED:** None; **ABSTAINED:** None; **APPROVED** 6-0-0

B. Correspondence & Announcements
1. CEDAS membership renewal

MOTION: To approve CEDAS Membership Renewal for 2015 for \$150. **MADE:** by D. Cole. **SECONDED:** by J DeCristoforo. **VOTED IN FAVOR:** D. Cole, J. DeCristoforo, D. Shearer, C. Conklin, J. Keating, E. Swenson. **OPPOSED:** None; **ABSTAINED:** None; **APPROVED** 6-0-0

2. Chamber of Commerce Chili Fest Sponsorship

The EDC was a Bronze sponsor of the Chili Fest last year (\$100). Carol Conklin suggested we put out literature out on a table at the event. S. Beckman will send email to see if there are volunteers to pass out lit between 12-3pm. Check with the Fred Astaire studio and Chamber to share space.

MOTION: To approve supporting the Old Saybrook Chamber of Commerce Chili Fest as a Sponsor for \$100. **MADE:** by J. DeCristoforo. **SECONDED:** by J. Keating. **VOTED IN FAVOR:** D. Cole, J. DeCristoforo, D. Shearer, C. Conklin, J. Keating, E. Swenson. **OPPOSED:** None; **ABSTAINED:** None; **APPROVED** 6-0-0

3. Zoning Commission Referral: **“Eastpointe” Incentive Housing Development – 186 Units (10.78 ac)** 7 North Main Street (Map 40 / Lots 5 & ~ 6-1 and Map 39 / Lot 9) Shopping Ctr. Bus. B-2 Dist. (Ped. Node), Incentive Hsg. IH Zone (Multi-family MF Subzone) Applicant: ~Eastpointe, LLC, contract purchaser; Agent: Edward M. Cassella, Esq.

The EDC questioned C. Costa about the differences between the current application and the first application. C. Costa reviewed the changes. S. Beckman will scan the entire application and email to EDev Commissioners for review. The EDev Commissioners will review scanned documents and determine whether to have a special meeting to review the project prior to the Planning Commission meeting.

MOTION: To defer response to the referral from the Zoning Commission dated January 20, 2015 “Eastpointe” Incentive Housing Development until the next meeting; **MADE:** by J. DeCristoforo. **SECONDED:** by D. Cole. **VOTED IN FAVOR:** D. Cole, J. DeCristoforo, D. Shearer, C. Conklin, J. Keating, E. Swenson. **OPPOSED:** None; **ABSTAINED:** None; **APPROVED** 6-0-0

d The commission reviewed a letter from Attorney David Royston regarding zoning regulation changes. Attorney Royston represents some of the land owners on Mariner’s Way and would like to be part of the conversation regarding zoning regulations on Mariner’s Way. EDev Commission will develop draft regulations and solicit public input on the draft. E.Swenson will respond to Atty. Royston.

V. OLD BUSINESS

A. Mariner’s Way

1. Zoning Changes – Discussion of appropriate land uses for zoning

The Zoning Commission is looking to the EDev Commission to be the petitioner for zoning changes along Mariner’s Way. The Zoning Commission is paying for the zoning attorney and zoning officer to attend EDev meetings and help define the land uses and draft zoning regulations that the EDev can bring to the Zoning Commission as recommendations for zoning changes for Mariner’s Way.

Commissioners discussed the uses outlined in the Mariner’s Way Plan. Some of the uses described in the plan were very broad and EDC worked with C. Costa and E. Heins to clarify the uses in the Economics section of the Plan. E. Heins and C. Costa will be attending the next several meetings with the EDC to further refine the uses and discuss zoning tools.

2. Branding – S. Beckman met with representatives of three marketing agencies and talked with a fourth over the phone regarding their services and pricing for various marketing activities including logo development, branding strategies, marketing materials and a marketing plan. Preliminary proposals are being submitted and will be provided to the Commissioners for review before the next meeting.

3. Brownfields Assessment Grant status- no update

B. Spirit of Old Saybrook Award – moved to after item VII.

VI. NEW BUSINESS

- A. CT Trust for Historic Preservation Grant – S. Beckman provided a status update on a pre-application that was submitted to the CT Trust for Historic Preservation. The grant would provide up to \$50,000 for a market feasibility study for the old Trolley Power Plant building at the Between the Bridges Marina at Ferry Point. Initial meetings with representatives from the CT Trust, the Old Saybrook, Historical Society, Land Use staff, and property owners indicated interest from all parties in pursuing the grant. It is a rolling grant application process. The building is poured concrete which is unique and representative of what was considered state-of-the-art at the turn of the century.
- B. Saybrook Events Articles – S. Beckman explained that the EDC can submit four articles per year; one in each issue of Saybrook Events. Commissioners suggested the March article be about the zoning changes being developed for Mariner’s Way.
- C. EDC Vacancy – S. Beckman distributed a copy of the advertisement that Jim Keating drafted. The ARB is also looking for members and the advertisements could be combined requesting letters of inquiry for either the EDC or ARB. The Commissioners suggested sending the ad as a press release, placing it on the website, sending it to the Town Committees and putting the information in the March 2015 Saybrook Events.

VII. PUBLIC QUESTION & COMMENT-

S. Roberts commented that she was glad to see the zoning moving along and encouraged the EDev Commission to keep moving forward.

Spirit of Old Saybrook Award

MOTION: To enter into Executive Session to discuss the Spirit of Old Saybrook Award at 9:28p.m.
MADE: by D. Cole. **SECONDED:** by J. DeCristoforo. **VOTED IN FAVOR:** D. Cole, J. DeCristoforo, D. Shearer, C. Conklin, J. Keating, E. Swenson. **OPPOSED:** None; **ABSTAINED:** None; **APPROVED** 6-0-0

MOTION: To exit Executive Session at 9:49p.m. **MADE:** by D. Cole. **SECONDED:** by J. DeCristoforo.
VOTED IN FAVOR: D. Cole, J. DeCristoforo, D. Shearer, C. Conklin, J. Keating, E. Swenson.
OPPOSED: None; **ABSTAINED:** None; **APPROVED** 6-0-0

VIII. DIRECTOR’S REPORT -

IX. ADJOURNMENT

MOTION: To adjourn the meeting at 9:50 p.m. until the next regularly scheduled meeting of the Economic Development Commission on March 12, 2015 at 7:00 p.m. at 302 Main Street, Town Hall, EDC Office, First Floor; **MADE:** by D. Cole. **SECONDED:** by J. DeCristoforo. **VOTED IN FAVOR:** D. Cole, J. DeCristoforo, D. Shearer, C. Conklin, J. Keating, E. Swenson. **OPPOSED:** None; **ABSTAINED:** None; **APPROVED** 6-0-0

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