



TOWN OF OLD SAYBROOK  
Economic Development Commission

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

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Joseph Arcari  
David Cole  
James Keating  
Matthew Pugliese  
Bruce Greenfield, Alternate  
Sandra Roberts, Alternate

**SPECIAL MEETING MINUTES**

March 16, 2016  
Economic Development Office, Old Saybrook Town Hall  
7:30 pm

**CALL TO ORDER**

**ROLL CALL**

Members present: Carol Conklin, Elizabeth Swenson, James Keating, John DeCristoforo, Bruce Greenfield, Sandra Roberts  
Members absent: Joseph Arcari, David Cole, Matthew Pugliese  
Staff: Susan Beckman, Economic Development Director  
Members of the Public: Brigitte Frank, Pathway Lighting

**PUBLIC QUESTION & COMMENT**

**REGULAR BUSINESS**

A. Approval of Minutes: February 25, 2016

**MOTION** to approve the minutes of the special meeting February 25, 2016, **MADE** by E. Swenson, **SECONDED** by J. DeCristoforo; **VOTED IN FAVOR:** C. Conklin, E. Swenson, J. DeCristoforo, B. Greenfield, J. Keating, S. Roberts; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 6-0-0.

B. Correspondence & Announcements

C. Conklin reported that the Board of Selectmen are considering multiple options to replace 10-12 public benches of the 30-40 that were removed due to deterioration and safety concerns. S. Beckman and C. Conklin will draft a letter, to be presented at the April EDC meeting, to ask civic organizations for donations to replace more of the benches.

**OLD BUSINESS**

A. Mariner’s Way Zoning Update

C. Conklin, E. Swenson and S. Beckman reported on the last Zoning Commission meeting during which the ZC closed the public hearing on the EDC’s petitions proposing new and amended zoning regulations and maps for Mariner’s Way. The Zoning Commission will discuss the petitions at their next meeting on Monday, March 21 at 7pm at the Saybrook Point Pavilion. S. Beckman, E. Swenson and C. Conklin plan to attend.

B. Budget – Capital Budget for Marketing

To create a capital line item in the EDC Budget for Marketing, Commissioners determined that they need to determine marketing goals and develop a plan to reach the goals. J. Keating volunteered to work with S. Beckman to draft goals and a plan for presentation at the April meeting.

E. Swenson shared information on the periodical, *American Road*. It may be a good magazine in which to advertise Old Saybrook as a place to visit. It will be considered among other possibilities. S. Beckman reported that the advertisement in Business Facilities Magazine resulted in 6 inquiries about Old Saybrook. S. Beckman followed-up on the inquiries. The response indicates that the advertisement received some attention and it may be worth investing additional money into more ads in Business Facilities Magazine.

## NEW BUSINESS

### A. BAR Planning Grant

S. Beckman reported that the closing process is complete. S. Beckman, C. Nelson and C. Fortuna will meet with Binu Chandy from DECD March 22 to do a site visit and go over next steps which include convening the Advisory Committee, developing the RFQ/P and putting it out to bid.

The BAR Planning Grant requires an Advisory Committee. A member from the EDC, the Planning Commission and the Architectural Review Board will provide a cross-section of perspective and expertise that would be appropriate for guiding the BAR Planning process. S. Roberts volunteered to serve as the EDC representative on the Advisory Committee. She is a homeowner/resident of the Mariner's Way area on Springbrook Rd., operates a business in Mariner's Way and owns another property on Ferry Point Rd.

### B. Pathway Lighting Cross Walk

The EDC reviewed the issue brought to their attention in a letter to C. Conklin from Brigitte Frank, Pathway Lighting, regarding a crosswalk to allow safe street crossing for Pathway Lighting employees moving between the two buildings the company owns on Elm Street Ext. The EDC will draft a letter for review at the April meeting encouraging the Town to resolve the issue to ensure the businesses on that section of the road and their employees are safe and have a better quality roadway serving their properties.

#### A.

**MOTION** to send a letter to the Board of Selectmen supporting efforts to ensure the safety and infrastructure needs of Pathway Lighting and other businesses on Elm Street Ext., **MADE** by J. DeCristoforo; **SECONDED** by J. Keating; **VOTED IN FAVOR:** C. Conklin, E. Swenson, J. DeCristoforo, B. Greenfield, J. Keating, S. Roberts; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 6-0-0.

### C. Recognition of Long-Term Businesses/Spirit of Saybrook

The EDC were provided a list of businesses that have been in operation since at least 1977 compiled by the Assessor's Office. The EDC will use this list and do additional research to identify businesses that have been operating in town 40 years or more. The EDC plans to recognize those businesses in some way.

**STAFF REPORT** – S. Beckman Distributed a written report

## ADJOURNMENT

**MOTION** to adjourn the meeting at 9:15pm until the next Regular Meeting of the Economic Development Commission on April 14, 2016 at 302 Main Street, Town Hall, 2<sup>nd</sup> floor conference room; **MADE** by J. Keating; **SECONDED** by E. Swenson; **VOTED IN FAVOR:** C. Conklin, E. Swenson, J. DeCristoforo, B. Greenfield, J. Keating, S. Roberts; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 6-0-0.

Respectfully submitted,  
Susan W. Beckman  
Economic Development Director