



TOWN OF OLD SAYBROOK
Economic Development Commission

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

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

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

SPECIAL MEETING MINUTES

June 1, 2016
2nd Floor Conference Room, Old Saybrook Town Hall
7:30 pm

I CALL TO ORDER 7:40pm

II ROLL CALL

Members present: Joseph Arcari, Carol Conklin, James Keating, John DeCristoforo, Sandra Roberts, David Cole, Elizabeth Swenson arrived at 7:55pm.

Members absent: Matthew Pugliese, Bruce Greenfield

Staff: Susan Beckman, Economic Development Director

III PUBLIC QUESTION & COMMENT - None

IV REGULAR BUSINESS

A. Approval of Minutes

MOTION to approve the minutes of May 11, 2016, **MADE** by D. Cole; **SECONDED** by J. Keating; **VOTED IN FAVOR:** J. Arcari, C. Conklin, D. Cole, J. DeCristoforo, J. Keating, S. Roberts; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 6-0-0.

B. Correspondence & Announcements

C. Conklin talked to Attorney D. Royston after the May 11 meeting to inform him of the EDC's decision to recommend approval of the zoning change request for the Heinemann & Hallisey properties in Mariner's Way. She plans to attend the Zoning Commission hearing on Monday, June 6 at 7pm at the Pavilion and invited others to join her.

V OLD BUSINESS

A. Pathways Lighting – the BOS has moved forward with efforts to improve the road

VI SUB-COMMITTEE REPORTS

A. **Town-wide Promotion: Wednesdays in Old Saybrook** – C. Conklin will be recruiting businesses to participate with special events or offers. Information on the promotion was submitted to Saybrook Events that will be published later in June.

B. **Mariner's Way BAR Planning Project** – S. Roberts reported that the Town received 5 proposals in response to the RFQ/P. Three were selected for interviews which were conducted earlier on June 1. The BAR Planning Project Advisory Committee unanimously voted to

recommend the Town engage Civic Moxie as the consultant on the project. S. Roberts distributed materials provided by Civic Moxie summarizing their proposal.

MOTION to send a recommendation to the BOS that the Town engage the services of Civic Moxie to carry out the BAR Planning Project; **MADE** by S. Roberts; **SECONDED** by J. Keating; **VOTED IN FAVOR:** J. Arcari, C. Conklin, D. Cole, J. DeCristoforo, J. Keating, S. Roberts; E. Swenson; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 7-0-0.

C. Marketing Plan – J. Keating and S. Beckman had not met again on the Marketing Plan. S. Beckman will meet with the CEO of Sound Manufacturing later in June. It was suggested that S. Beckman meet with Med Options, BLR, and Design X among others to gather information about what attracted them to Old Saybrook as the HQ for their businesses and what the Town can do to support their continued success. C. Conklin suggested researching businesses that serve youth interests. Once more data is gathered, J. Keating and S. Beckman will develop some marketing concepts. They will have a draft marketing plan by November to plan for the next budget cycle.

D. Recognition of Long-Term Businesses/Spirit of Saybrook – J. DeCristoforo and D. Cole had not had an opportunity to meet. They recommend businesses to be recognized this year.

E. Arts & Culture –

- E. Swenson is working with the Fred Astaire Studio owners to get the piano painted and in place by July 4.
- M. Pugliese was unable to attend the meeting but may work with J. Brophy to add artwork/sculptures to areas of town. E. Swenson reiterated an interest in commissioning sculptures of well-known locals for placement near their places of business to add art and interest to Main Street.

VII NEW BUSINESS

A. Re-Zoning Mariner's Way – C. Conklin and E. Swenson requested that S. Beckman draft a memo to First Selectman Carl Fortuna to request information on how much was spent to support development of the re-zoning concepts for Mariner's Way. Of particular interest is the cost to retain the services of E. Heins throughout the process.

B. Future Meeting Guests – Commissioners will re-invite Robert Friedmann, Chair of the Zoning Commission to a meeting after the zoning change decision is made for the Heinemann & Hallisey properties. S. Beckman will contact the Billion Oyster Project and Bren Smith from 3-D Ocean Farming to invite them to future meetings.

VIII PUBLIC QUESTION & COMMENT - None

IX STAFF REPORT –

The Brownfield Assessment on the Heinemann & Hallisey properties has moved into Phase II and should be complete by the end of the summer.

A public hearing was held June 1 by the town to approve two Neighborhood Assistance Act (NAA) applications from local non-profit organizations. NAA provides tax credits to the non-profit organizations that the non-profits can pass along to corporations that make contributions to approved programs such as energy efficiency improvements to their buildings. Both applications

were approved and will be forwarded to the Dept of Revenue Services for consideration. The town has no financial commitment with this program. The Town serves as the sponsor of the non-profit agencies that participate in the program.

The Bowling Alley was purchased by AFI, Inc., the same organization that renovated 75 Main Street. They have 30,000sf and are looking for a tenant.

X ADJOURNMENT

MOTION to adjourn the meeting at 9:00pm until the next regularly scheduled meeting of the Economic Development Commission on July 14, 2016 at 302 Main Street, Town Hall, 2nd floor conference room; **MADE** by D. Cole, **SECONDED** by E. Swenson; **VOTED IN FAVOR:** J. Arcari, D. Cole, C. Conklin, J. DeCristoforo, J. Keating, S. Roberts, E. Swenson,; **OPPOSED:** none; **ABSTAINED:** none; **APPROVED:** 7-0-0.