



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

MEETING MINUTES

August 11, 2016

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

I. CALL TO ORDER

Chairman Carol Conklin called the meeting to order at 7:33pm.

II. ROLL CALL

Members present: Carol Conklin, James Keating, John DeCristoforo, Sandra Roberts, Matthew Pugliese, David Cole, Bruce Greenfield, Elisabeth Swensen arrived at 7:50pm

Members absent: Joseph Arcari

Staff: Susan Beckman, Economic Development Director, Meryl Moskowitz, Recording Clerk

Also in attendance: Jerry Brophy

III. PUBLIC QUESTION & COMMENT

IV. REGULAR BUSINESS

A. Approval of Minutes: July 14, 2016

MOTION to approve the July 14, 2016 regular meeting Minutes; **MADE** by D. Cole; **SECONDED** by J. Keating; **VOTING IN FAVOR:** C. Conklin, J. Keating, J. DeCristoforo, S. Roberts, M. Pugliese, D. Cole, B. Greenfield; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

B. Correspondence & Announcements

Way-finding

Members discussed signage of Old Saybrook cultural and heritage sites, possibly at a Route 9 exit. Economic Development Director Susan Beckman received information from Stephen Tagliatela of the Saybrook Point Inn, who suggested signage be considered for Fort Saybrook Monument Park. S. Beckman asked the Commission to consider other attractions appropriate for signage, such as scenic roads. She will do further research and report back.

S. Beckman stated that First Selectman Carl Fortuna received a letter from Attorney David Royston requesting to be part of any public comment for the Brownfield Area-Wide Revitalization planning process, and asked Commissioners if they know others whom they think should also be included.

Bruce Greenfield has been re-appointed an alternate to this Commission.

OSYFS Family Day is August 25. Members discussed displaying EDC brochures. S. Beckman is to investigate.

The Commission received a thank you letter from the O.S. Chamber of Commerce for the Commission's support of the Arts & Crafts Festival.

V. OLD BUSINESS

Pathways Lighting – no update

MOTION to amend the agenda to hear a discussion of meeting with the Zoning Commission; **MADE** by M. Pugliese, **SECONDED** by J. DeCristoforo; **VOTING IN FAVOR:** C. Conklin, J. Keating, J. DeCristoforo, S. Roberts, M. Pugliese, D. Cole, B. Greenfield; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

Members agreed that preference is for Zoning Commission to attend the September 8 regularly scheduled EDC meeting, with the purpose of reviewing the decisions of Zoning with regard to the Mariner's Way petitions, specifically to hear their concerns, what they envision in that area, what type of business or industry might they consider, and what they felt was missing.

VI. SUB-COMMITTEE REPORTS

A. Town-wide Promotion: Wednesdays in Old Saybrook – Carol/Susie

Chairman Carol Conklin reported that Wednesdays in Old Saybrook has been advertised online in several places, and that the plan is to get more businesses involved going into the Fall and Spring. She reviewed a draft of a “Wednesdays in Old Saybrook” flyer.

B. Mariner's Way BAR Planning Project – Sandi/Susie

S. Beckman reported that the contract for the BAR Planning Project was completed, and in July staff met with the firm, Civic Moxie. In the fall outreach and stakeholder meetings will begin. C. Conklin suggested having a member of the Zoning Commission on the advisory panel.

C. Marketing Plan – Jim/Susie

S. Beckman plans to have concrete information for the next meeting. C. Conklin suggested breaking down a budget into percentages, parsing out how the money will be sent. The October meeting is targeted for submitting a marketing plan.

D. Recognition of Long-Term Businesses/Spirit of Saybrook – John/Dave

E. Arts & Culture – Matt/Liz

Matthew Pugliese gave some background on public art and the interest by The Kate in bringing public sculpture to the town, possibly along the edge of the sidewalk on the side of The Kate that runs perpendicular to Main Street. The Kate has a donor who would cover the cost. Liability insurance would need to be covered by the town. The Foundation would cover insurance for the individual pieces. S. Beckman spoke to Zoning Enforcement Officer Chris Costa, who stated concerns about the amount of space the sculptures would occupy. Jerry Brophy, board member of The Kate has spoken to Judy Sullivan of

the Chamber of Commerce, Ray Allen of Parks & Recreation, and Larry Bonin of Public Works and has received favorable support from all. Members unanimously support the public art idea and agreed that a letter be drafted to the Board of Selectman for advise on how to proceed.

S. Beckman shared information the Southeastern CT Arts Coalition and will invite Executive Director Wendy Bury to a future meeting to speak about resources available to communities wishing to encourage more arts and culture activities.

Elizabeth Swenson gave an update on the piano project and requested funds to pay for a graphic artist, movers and other related costs in the amount of \$300.

MOTION to approve appropriation of \$300.00 to Elizabeth Swenson to pay for expenses related to the piano project, including moving, graphic design, lock removal and church donation; **MADE** by D. Cole; **SECONDED** by J. Keating; **VOTING IN FAVOR:** C. Conklin, J. Keating, J. DeCristoforo, S. Roberts, M. Pugliese, D. Cole, B. Greenfield, E. Swenson; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 8-0-0.

VII. NEW BUSINESS

A. Annual Report Submission – reviewed

S. Beckman distributed a draft of the Annual Report.

D. Cole left the meeting at 8:52pm.

B. Update Economic Development Section of the Town's PoCD

The last update was done in 2006. S. Beckman suggested the Commission partnering with the Planning Commission to update the Economic Development section of the Town's Plan of Conservation and Development. S. Beckman will ask to get on the Planning Commission's agenda to ask to work with them. It may be valuable to hire a consultant to assist with the update.

VII. ADJOURNMENT

MOTION to adjourn the meeting at 9:00pm until the next regularly scheduled meeting of the Economic Development Commission on Spetember 8, 2016 at 302 Main Street, Town Hall, 2nd Floor conference room; **MADE** by B. Greenfield; **SECONDED** by J. DeCristoforo; **VOTING IN FAVOR:** C. Conklin, J. Keating, J. DeCristoforo, S. Roberts, M. Pugliese, B. Greenfield, E. Swenson; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

Respectfully submitted,

Meryl Moskowitz
Recording Clerk