



TOWN OF OLD SAYBROOK Economic Development Commission

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

David Prendergast, Chair
Kacie Costello Hand, Vice Chair
Sandra Roberts, Secretary/Treasurer

Judy Ganswindt
Nick Prevost
Elizabeth Swenson
Susan Quish
Michael Bender, Alternate
Erica Cosenza, Alternate

MEETING MINUTES

HYBRID MEETING

Thursday, April 11, 2023 – 6:30 P.M.
Town Hall, 2nd Floor Conference Room
302 Main Street, Old Saybrook

I. CALL TO ORDER

Chair, David Prendergast called the meeting to order at 6:36 P.M.

II. ROLL CALL

Members present: David Prendergast, Kacie Costello Hand, Susan Quish, Erica Cosenza

Members absent: Sandra Roberts, Judy Ganswindt, Nick Prevost, Elizabeth Swenson, Michael Bender

Staff: Lisa Strickland, Clerk

III. PUBLIC QUESTION & COMMENT – None

IV. GUESTS – Maria Miranda, Miranda Creative - Virtual

V. STAFF REPORT - None

VI. REGULAR BUSINESS

A. Approval of Minutes: March 14, 2024

MOTION to approve the meeting minutes of March 14, 2024, as presented. **MADE** by S. Quish
SECONDED by K. Costello Hand; **VOTING IN FAVOR:** K. Costello Hand, S. Quish
ABSTAINING: D. Prendergast, E. Cosenza **OPPOSED:** None. **APPROVED:** 2-2-0

B. Correspondence & Announcements - None

VII. OLD BUSINESS

A. Marketing Report – Maria Miranda, Miranda Creative – virtual

Paid social media for March through April promoting “get outside” has had 304,000 impressions within last 30 days with CTR .44%. That is 10,000 impressions a day, which is great.

Celebrate Saybrook logo update and mini brand guide are done and ready for sharing with other town departments. Still working on flyers, posters and social media creatives for marketing. An event has been posted to Facebook which already has 44 attending and 430 interested as of April 10th.

Say Old Saybrook is the official name on the Facebook page now.

Celebrate Saybrook landing page is now hosted through the town and not through Chamber of Commerce. Ms. Donahue will be loading information. Next steps are training Ms. Donahue and GOSC staff to input the information.

B. Review and Vote on Art Hallway Exhibitor Applications

MOTION to approve Beth Crawford application making sure all of application is submitted made by E. Cosenza; **SECONDED** K. Costello-Hand
VOTING IN FAVOR: D. Prendergast, E. Cosenza, K. Costello-Hand, S. Quish
ABSTAINING: None. **OPPOSED:** None. **APPROVED:** 4-0-0

D. Prendergast recommended discussion with Ms. Donahue of the remaining application submitted by Susan Consoli at the next meeting.

VIII. **ADVISORY GROUP REPORTS**

Appointed E. Cosenza as the Advisory Group Chair for the Art Hallway Exhibit.

IX. **NEW BUSINESS - none**

X. **COMMENTS FROM THE CHAIR**

D. Prendergast attended Judy Collins' show at The Kate. It was a packed house, still a beautiful singer at 82 years old.

XI. **ADJOURNMENT**

MOTION to adjourn the meeting of Thursday April 11, 2024 at 7:26 p.m. until the next regularly scheduled hybrid meeting of the Economic Development Commission on May 9, 2024 at 6:30 pm, Town Hall, 302 Main Street, second-floor conference room; **MADE** by E. Cosenza **SECONDED** by S. Quish; **VOTING IN FAVOR:** D. Prendergast, K. Costello Hand, S. Quish, E. Cosenza **ABSTAINING:** None **OPPOSED:** None. **APPROVED:** 4-0-0

Respectfully submitted,
Lisa Strickland
Recording Clerk