

**BOARD OF COMMISSIONERS MEETING  
DOWNTOWN MANCHESTER SPECIAL SERVICES DISTRICT  
August 6, 2014**

**6 PM  
AXIS901  
901 Main St.  
Manchester, CT 06040**

MEMBERS PRESENT:       Ed Firestone  
                              Donald DuBaldo, Chair  
                              Stephen Carter, Vice Chair  
                              Nicholas DuBaldo, Secretary  
                              William Bayer  
                              George R. Dorin

EX-OFFICIO MEMBER:     Mark Pellegrini, Planning & Neighborhood Services

STAFF PRESENT:         Tana Parseliti, Downtown Manager  
                              Sabina Wilson, Administrative Assistant

ALSO PRESENT:         Lynn Schultz, Schultz Design  
                              Elaine Hadge, Landmark Café  
                              Jim Mayer, Town Engineer

MEMBERS ABSENT:        Robert Mahoney, John Tunila, Esq.

EX-OFFICIO MEMBERS  
ABSENT:                 April DiFalco, GMCC

1. Call to Order

- Mr. DuBaldo called the meeting to order at 6:01 PM

2. Roll Call

- Mr. Don DuBaldo conducted a roll call. Mr. Carter, Mr. Nicholas DuBaldo, Mr. Dorin, Mr. Firestone, and Mr. Bayer were present. Mr. Tunila and Mr. Mahoney were absent with prior notice.

3. Minutes

- Mr. Dorin moved to accept the minutes of the July 9, 2014 Meeting and July 23, 2014 Special Meeting as written. Mr. Bayer seconded the motion. The motion passed 6-0-0 and passed unanimously.

4. Public Comment

- Ms. Elaine Hadge from the Landmark Café questioned the issue of handicap parking places. It was addressed later in the meeting.

5. Officers and Committee Reports

- Chair – Mr. Donald DuBaldo discussed the upcoming meeting of August 13, 2014 at 6:00pm at AXIS 901. Participants in the meeting will include representatives of the Town Board of Directors, Imagine Main Street, and the DMSSD Board of Commissioners. Mr. John Shemo has agreed to act as facilitator. Mr. Donald DuBaldo met in advance with General Manager Scott Shanley, Mr. Pellegrini, Mr. Steve Gates of Imagine Main Street and Mr. John Shemo to review what all parties wished to accomplish at

the meeting. Mr. Donald DuBaldo led a board discussion that reviewed: 1) How the commission would approach the meeting? 2) What the commissioners wish to communicate at the meeting?

- Vice Chair, Stephen Carter – No report.
- Secretary, Nicholas DuBaldo – No report.
- Parking & Maintenance, John Tunila – No report. Absent.
- Marketing, Nicholas DuBaldo – No report as the committee has not met.
- Cruisin', Ed Firestone – Cruisin' was postponed due to weather and will take place on August 10. Plans are in place and on track.

#### 6. Administration

- Managers Report – Ms. Parseliti reported that for the last four weeks the majority of her time has been spent on Cruisin on Main and the Banner Sales Bids.

#### 7. Other Reports

- Imagine Main Street – Ms. Parseliti reported that the next Imagine Main Street First Thursday will be August 7. She distributed the program for the evening.

#### 8. New Business

- Town of Manchester Initiative to Relocate Handicapped Parking Spaces – Mr. Jim Mayer, Traffic Engineer for the Town of Manchester, was present to review the Proposal to Relocate Handicapped Parking Spaces in the Downtown and answer questions. After much discussion it was decided that the District had no issues regarding the proposed relocation of handicap parking spaces, the issue is with the snowplowing. Ms. Parseliti will reach out to the businesses located on the Pearl St. to Brainard Place block of Main Street to: 1) Confirm that the two businesses who initiated the request for the addition of a second handicapped parking space on their block still support their request. 2) Make sure all impacted business on that block understand that they will be losing two regular parking spaces in order to add one handicapped space. Mr. Carter moved to accept the plan that the town is proposing with the exception of the proposed modifications in front of 945 Main St. (Heritage Building). The commissioners want the two handicap spaces that are currently there left alone. Mr. Dorin seconded the motion. The motion passed unanimously. 6-0-0.
- Banner Sales Bid Review – Ms. Parseliti reviewed the responses to the July 2014 Invitation to Bid with the commissioners. Prior to the commission meeting Ms. Parseliti also met with the Town Director of Purchasing to review the bid responses and discuss her concerns regarding the completeness of the bid. Based on that discussion, one option that can be exercised by the District is to re-bid the project with a quick response turnaround. After much discussion the BOC decided that Ms. Parseliti should check with the Director of Purchasing because they felt that the 2<sup>nd</sup> bidder might not meet the specs. If he does not meet the specs then the board will go ahead and grant the bid to the other contractor. If, after consultation with the Purchasing Director, Ms. Parseliti needs to re-bid she may go ahead and not wait for the next BOC meeting.
- Strategic Planning - Mr. Donald DuBaldo posed the following question to the commissioners: What would the commission, as the governing body for the DMSSD, like to accomplish within the next 4-5 years? Mr. Donald DuBaldo felt that they should have their planning in place or at least a good outline of goals before the August 13, 2014 meeting with the Board of Directors. After much discussion a basic list of goals was compiled.
  - Goals
    - Economic and Business Development
      - Create a big vision and spread the word.
      - Fill vacancies.

- Create capital improvement incentives for private property.
- Attract investment in targeted areas. Ex. Former Great Harvest site.
  
- Relationship Building and Roles
  - Establish better relationships with Board of Directors, Imagine Main Street and MCC.
  - Improve coordination between all parties.
  - Confirm roles and responsibilities of each of these groups in regards to Main St.
  
- Operations and Maintenance
  - Improve snow plowing.
  - Improve parking operations.
  
- How will the BOC realize these goals?
  - Establish more robust committees and charge them with specific jobs.
  - Recruit more members for committees. This may include people from outside of the Downtown.
  - Economic growth
    - Find money.
    - Secure a leads coordinator.
    - Use website/mailings to promote property vacancies.
  - Revenue
    - How do we accomplish these goals with flat revenue?
      - Streamline processes.
      - Identify other funding sources.

Mr. Bayer will prepare a few comments for the meeting regarding the role of the DMSSD based on language in the ordinance establishing the DMSSD:

- DMSSD Committee Charges

Commissioners reviewed and confirmed the following committee charges and chairs.

- Financial Committee – Stephen Carter, Chair  
 Charge: Work with the Downtown Manager to prepare periodic financial reports, review and prepare the annual budget. Emphasis for the current year will be placed on identifying and implementing a better accounting program and developing an easier way to present the annual budget.  
 Committee Members:
  
- Economic Development Committee – \_\_TBD\_\_, Chair  
 Charge: Work with all available parties to develop and fund Downtown development incentives. Develop programs to market Downtown properties.  
 Potential Committee Members: realtors, bankers, Board of Director liaison.
  
- Marketing Committee – Nicolas DuBaldo, Chair  
 Charge: To develop marketing and promotional programs to promote and raise awareness of the Downtown District. These have included image ads, informational pieces, cooperative business advertising opportunities, social media promotion, best practices business workshops and special events.  
 Committee Members:
  
- Parking Committee – George Robert Dorin, Chair

Charge: Ordinance Article II. 285-25D. To advise the commissioners on parking operations, management and policy, and assist in the preparation of the parking portion of the district's budget.

Committee Members:

- Compensation Committee – Donald DuBaldo, Chair  
Charge: To review staff compensation and make a recommendation to the BOC during budget considerations.  
Committee Members: Stephen Carter and Nicholas DuBaldo.
- Nomination Committee – tabled.
- Cruisin' Committee – tabled.
- BOD Liaison – tabled.
- Restaurant Committee – tabled.

The Board of Commissioners agreed by consensus to form the committees as noted above. Committee chairs will invite existing members to serve and involve new people.

#### 9. Public Comment

- Lynne Schultz of Schultz Design commented on the discussion regarding the charge of the Marketing and Promotions Committee. She wanted to make it clear that the goal in marketing the Downtown is to market it as a whole, not just individual business. Downtown marketing should focus on positive branding/image building for Downtown.

#### 10. Adjourn

- There being no further business Mr. Dorin moved to adjourn at 8:10 PM. Mr. Carter seconded the motion. The motion passed unanimously 6-0-0.

Respectfully submitted,

Sabina K. Wilson, Administrative Assistant  
Recorder