

**BOARD OF COMMISSIONERS MEETING
DOWNTOWN MANCHESTER SPECIAL SERVICES DISTRICT**

June 4, 2014

6 PM

**Office Of
Downtown Manchester Special Services District Office
983 Main Street Suite 10
Manchester, CT 06040**

MEMBERS PRESENT: Ed Firestone
 Don DuBaldo
 John Tunila
 Nick DuBaldo
 William Bayer
 Stephen Carter
 Bob Dorin

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

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

ALSO PRESENT: Lynn Sottile, Schultz Design
 Danita Sullik, Mulberry Street
 Elaine Hadge & Jim Deer, Landmark Cafe

MEMBERS ABSENT: Rob Mahoney

EX-OFFICIO MEMBERS
ABSENT: None.

1. Call to Order

- Ms. Parseliti called the meeting to order at 6:03 PM.

2. Selection of Alternate Member

- Mr. Don DuBaldo moved to elect Mr. Mahoney as the alternate. Mr. Bayer seconded the motion. The motion passed 6-1-0 with Mr. Dorin abstaining.

3. Election of Officers by Regular Members

- Mr. Bayer moved to nominate Mr. Don DuBaldo as *Chair*. Mr. Dorin seconded the motion. The motion passed 6-0-1 with Mr. Firestone opposed. Mr. DuBaldo thanked Mr. Firestone for his service and called for a motion to elect the *Vice Chair*.
- Mr. Dorin moved to nominate Mr. Carter as *Vice Chair*. Mr. Tunila seconded the motion. The motion passed 7-0-0.
- Mr. Bayer moved to nominate Mr. Nick DuBaldo as *Secretary*. Mr. Don DuBaldo seconded the motion. The motion passed 7-0-0.

4. Minutes

- May 7, 2014 - Mr. Tunila moved to accept the May 7, 2014 minutes as written. Mr. Dorin seconded the motion. The motion passed 7-0-0.

5. Administration

- Managers Report – Ms. Parseliti gave a quick overview of the attached report that she provided for each member of the BOC.
- Phone Service – Ms. Parseliti reported on the continued problem with the new phone service. She felt that she had exhausted all possibilities of having the problem solved and might have to resort to requesting a new phone numbers. Mr. DuBaldo commented that he had experienced the exact problem and was able to resolve it. He asked if he could try to work on this problem for Ms. Parseliti and if he could not resolve it in a week then he would let Ms. Parseliti know and she would make the request for new phone numbers from Cox Communications. Mr. DuBaldo's offer was gratefully accepted.

6. Outside Event Requests

- Ms. Parseliti presented applications for use of the Forest Street Parking Lot for special events. The applications were submitted by:
 - Imagine Main St. for Evening Markets on Thursday nights from 6PM to 9PM on June 12, 2014, July 10, 2014, August 7, 2014 and September 4, 2014.
 - Life Song Church for a family movie night on Thursday, July 31 from 5:30PM to 10:30PM.
- Ms. Parseliti gave the BOC some background regarding the application process. Mr. Carter asked if the neighbors were ok with this use. Ms. Parseliti responded that she personally contacted all neighboring businesses and all are ok with the parking lot use for these events. In the future she will send a letter out letting the immediate neighbors know what will be taking place in the Forest St. Parking Lot. As discussed at the last BOC meeting, the goal is to have the application refined by the next meeting. Mr. Tunila moved to accept the two applications put before the BOC. Mr. Firestone seconded the motion. The motion passed 7-0-0.

7. Budget Report

- Ms. Parseliti went over a budget report showing actual revenue and expenses through April 30, 2014 and anticipated revenue and expenses through June 30, 2014. She reviewed the budget report line by line with the BOC and answered questions. Mr. Carter asked for additional detail regarding the Repairs and Maintenance section of the budget. Ms. Parseliti indicated she would provide Mr. Carter with the requested detail.
- Ms. Parseliti will give details regarding how the Cruisin' on Main John Thrall Memorial Funds was handled.

8. Committee Reports

- Marketing – Mr. Nick DuBaldo reported that the Marketing Committee intends to sell space for the July postcard and that some of the participants were getting responses from the past postcard that was sent. He explained that the postcard is funded by the participating businesses. The committee hopes to put aside post card revenue in excess of expenses for use by the committee to fund another marketing ideas. The postcard is open to any business that would like to participate.
 - New Website – Ms. Parseliti reported that several meetings were held with the website creator to refine the content and graphic look of the site. Final review of the content is being conducted. The site is expected to be live by the end of this week or beginning of next week.

- Maintenance and Beautification
 - Banner Program – Ms. Parseliti provided background information on this program for the new board. The program was approved by the prior board. Ms. Parseliti provided a Banner Revenue and Expenses spreadsheet. Because the fabrication and installation is over \$5,000 Ms. Parseliti will put out to bid. A minimum of 20 banners must be sold. There will be a stipulation that if we do not meet the minimum number of banners then we will be able to cancel. Mr. Tunila will be providing the legal wording. There is no risk to the District.

At this time Mr. Don DuBaldo brought up the idea that he would like Officers' Reports added to the Agenda and also that the Secretary should help with drafting the monthly agendas.

Mr. Tunila brought up the subject of defining who we are (BOC) and what our role is.

Mr. Pelligrini suggested that the BOC set time aside during the next couple of weeks and have workshops to discuss these issues. He also noted that when additional BOC meetings are added, notice to the public must be given as the DMSSD operates under the FOI. Mr. Don DuBaldo will work with Ms. Parseliti to set up meetings.

- Meeting will be set up to discuss the following:
 - Who we are?
 - What is the role of the BOC?
 - What are the BOC's goals?
 - Priority setting.

9. Other Reports

- Imagine Main Street – Ms. Parseliti reported on the DMSSD's involvement with Imagine Main St., and the upcoming event, Strollin on Main. She also, mentioned recent Imagine beautification projects that are in progress now. The Art Bench Project will be ongoing. Imagine is in the process of trying to purchase more benches and the Runners Art Project will be unveiled at Strollin' On Main/Imagine Main St., Thursday, June 12. There are about 12 runners and they will remain out on the street until November.
- Loitering & Panhandling Ordinance – Ms. Parseliti reported that the ordinance had been passed by the Board of Directors. The Police Dept. is actively intervening and researching further proactive steps that can be taken regarding 2-4 Pearl St. Capt. Darby of the Manchester Police Dept. would be happy to come to a meeting and answer questions and share whatever he can in this regard.

10. Other Business

- Mr. Pellegrini would like to meet with the BOC and show them the most updated version of the Parking Lot Improvement Project plans for the Purnell Place, Heritage Rear and Birch Street lots. Construction on these lots will be started next year.
- Mr. Pellegrini also informed Ms. Parseliti that she would be getting a phone call from Live, Work, Play inviting the commissioners to attend a focus group meeting regarding the Broad Street Redevelopment Project.
- Mr. Pellegrini also informed the BOC that the Town is preparing an amendment to the Zoning Regulations regarding structures on the sidewalks. A change is being suggested to allow restaurants to leave their café fencing and seating in place on the sidewalk overnight. Café Season is May – October so this would not impact snow season.
- Ms. Parseliti asked Mr. Don DuBaldo to sign a Grant Application to the SBM Charitable Foundation for Cruisin on Main. He felt a motion needed to be made. Mr. Dorin moved to have Mr. Don DuBaldo sign the application. Mr. Bayer seconded the motion. The motion passed 7-0-0.
- Mr. DuBaldo at this time presented a list of initiatives that he would like to see the BOC implement.

1. Create a BOC Action Item List – a list of items needing action, date of inception, individual to handle it.
2. Establish a mission statement for Downtown District.
3. Make the Secretary responsible for the agenda.
4. Create a Treasurer. This individual would take responsibility in finances and budget. Mr. DuBaldo would also like to see the previous years estimate and actual included.
5. Address vacancies, deteriorating buildings and overall decrease in perception of the downtown.
 - Photos on the web site should have available properties, not Cruisin' on Main.
 - Quarterly mailer featuring vacant properties.
 - Create an incentive program with the town for building improvements.
 - ADA compliance program.
 - Fire Code improvement program.
6. Charter clarification – i.e. DMSSD powers and responsibilities. Meet with the Department of Public Works to clarify responsibilities.
7. Create email addresses for BOC as a part of the DMSSD versus personal addresses. This way when a member leaves their address is not out there indefinitely.
8. Limit and segment email broadcasts. Some suggested categories are:
 - Emergency posts
 - DMSSD official business posts
 - DMSSD event postings
 - Advertisement posts
9. Website update and maintenance - establish a web master, who will be responsible to keep the website up to date.
10. Establish a plan to limit the financial burden of Cruisin' on Main – Transition Committee.
11. Strengthen the board and the board's relationship with the town – Create a board liaison.
12. Tie Broad Street to Main Street.
13. Tie Cheney Apartments to Main Street.
14. Better tie MCC to Main Street.
15. Expand the board's ability to accomplish tasks by expanding on committees with only one board member and other volunteer members.
16. Increase services – then increase revenue.
 - Snow Plowing
 - Sidewalk snow removal.
 - Parking Lots - better snow removal (more like it use to be).
 - Hauling snow off Main St. more often and quicker.
 - Marketing
 - Parking Constable – add additional hours.

5. Public Comment

- Lynne Sottile of Schultz Design asked the BOC for their support regarding bringing the Vietnam Moving Memorial Wall to Center Memorial Park in Downtown Manchester. She will be going to the BOD before the next BOC meeting. Ms. Sottile wanted to bring the idea of bringing the Moving Wall before the DMSSD BOC before she approaches the Town BOD. She is not asking for money, just the support of the BOC for this project. Mr. Firestone moved to support bringing the Vietnam Moving Memorial Wall to Center Memorial Park in Downtown Manchester. Mr. Nick DuBaldo seconded the motion. The motion passed 7-0-0.
- Ms. DiFalco shared information about:
 - A joint Chamber/Cox Communications promotion that offers affordable and frequent commercials.

- A new Chamber group of young businesspeople called EPIC who will meet on Thursday evenings, often in Downtown restaurants.

6. Adjourn

- There being no further business Mr. Tunila moved to adjourn at 8:15 PM. Mr. Dorin seconded the motion. The motion passed unanimously 7-0-0.

Respectfully submitted,

Sabina K. Wilson, Administrative Assistant
Recorder