

MINUTES

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

AUGUST 2, 2017

6PM

AXIS901

901 MAIN STREET, MANCHESTER, CT 06040

MEMBERS PRESENT: Donald DuBaldo, Chair
Stephen Carter, Vice Chair
Nicholas DuBaldo, Secretary
Bob Sulick
John Tunila, Esq.
Winfried Quast

**EX OFFICIO MEMBERS
PRESENT:** Gary Anderson, Director Planning and Development

ALSO PRESENT: None.

STAFF PRESENT: Tana Parseliti, Downtown Manager

MEMBERS ABSENT: William Bayer
Rebecca Gentile

EX OFFICIO ABSENT: April DiFalco, President, GMCC

STAFF ABSENT: None.

Call to Order

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

Roll Call

Mr. D. DuBaldo confirmed those present and absent. Mr. Sulick arrived at 6:04PM.

Minutes

July 12, 2017 and July 25, 2017 – Mr. Tunila moved approval of the Minutes. Mr. Carter seconded the motion. Under discussion, Mr. Quast requested a correction to the spelling of his name. All present voted in favor.
(5-0-0)

Public Comment

No report.

Old Business

Strategic Planning Follow-up Planning Meeting Update – Mr. Anderson reported that it was a good event. There were 30 attendees, all of whom expressed an interest in the Downtown. Many people had ideas for types of businesses to recruit for the Downtown. Quast Media shot video footage of the event which it posted on line. Mr. Quast received many positive reviews of the video. Peter Helms, a member of the Town EDC, conducted

the digital engagement portion of the workshop. He reported to Mr. Anderson that people responded positively and were very engaged. Mr. Anderson's staff is compiling the results of the workshop.

New Business

Downtown Farmers Market – Mr. Sulick had some questions regarding the Market that takes place on Saturday mornings in the Forest Street Parking Lot from the first Saturday after July 4 through the last Saturday in October. As many other Farmers Markets have grown he wondered why the Downtown Market does not have more vendors. His specific questions were:

Who manages the Market? Ms. Parseliti responded that Howard Jacobs, a Manchester farmer, is the Market Master. He initiated the Market. It was one of the first in the area. The Market takes place in the Forest Lot, which is managed by the SSD. The Market is part of the State of CT Farm Fresh program and accepts WIC coupons.

How can people become vendors at the market? Vendors apply to Mr. Jacobs who brings applications to members of the market. Both farmers and vendors must provide a Certificate of Insurance.

Does the Market restrict who can become a vendor? Farmers must file a crop plan. Both farmers and vendors must provide certificates of insurance.

Officers and Committee Reports

Report of Officers

Donald DuBaldo, Chair – Mr. D. DuBaldo deferred his report to the Downtown Economic Development agenda item.

Stephen Carter, Vice Chair – Mr. Carter deferred his report to the Finance Committee agenda item.

Mr. Nick DuBaldo, Secretary – Mr. N. DuBaldo deferred his report to the Marketing Committee agenda item.

Finance Committee, Steve Carter

Budget Reports

FY 16-17 - Mr. Carter reported that the FY 16-17 budget is almost final. We are waiting to have the accrual of parking permit funds accounted for. As of this time it appears we have a surplus this year of just under \$25,000.

FY 17-18 – Mr. Carter noted that the Finance Committee recommended some adjustments to the approved FY 17-18 budget based on new income and expense data.

- Revenue – Increase the Parking Permit Sales from \$50,000 to \$55,000. Based on FY 16-17 year end totals this increase seems likely.
- Expenses – Increase the Utilities (Office Lights & Outside Lights) from \$6,000 to \$12,000 based on FY 16-17 year end totals.
- Expenses - Increase Repairs and Maintenance from \$25,000 to \$36,000. Anticipated increase reflects increased contract costs of new maintenance and landscape contractor.

Mr. D. DuBaldo noted that we likely cannot amend our adopted budget. Mr. Carter responded that we can use these revised budget numbers for internal purposes.

Marketing Committee, Nick DuBaldo – Mr. N. DuBaldo reported that the Beller's Summer Concert Series will conclude on Aug. 10. Silk City Music will be the rain location for the Aug. 3 concert.

Cruisin' on Main Report, Tana Parseliti – Ms. Parseliti reported that all systems are go for the August 6th event.

Imagine Main Street – Mr. N. DuBaldo reported that the August Imagine Main Street will take place on Aug. 3rd.

Parking & Maintenance

Monthly Parking Violations Report - Ms. Parseliti provide the most recent Parking Violations and Wavier statistics, noting that violations decreased over June. For the past 4 months tickets issued on the streets exceeded those issued in lots. Waiver requests declined over June.

Mr. Carter expressed concern about the time lag between when tickets are issued and when submitted. He suggested we set a time limit for submission. Mr. D. DuBaldo recommended that we monitor the situation.

Downtown Economic Development Committee, Don DuBaldo

Continuation of Discussion of SSD Funding of Preliminary Design Service Program – Mr. Anderson reported that the prospect he had been working with for the purchase of the Peter's building wants to lease the building instead of buying it. Negotiating a lease will present a unique set of challenges. The list price of the building is \$1.1 million.

Mr. Carter said this is an example of what prospective tenants will face. This is why we need special programs to encourage development. He suggested an appropriation of some of the SSD Fund Balance that would be used for a zoning analysis. Another alternative for use of some of the SSD Fund Balance would be to cut taxes, but this would be difficult. Instead, Mr. Carter suggests we use monies from the SSD Fund Balance for economic development stimulus programs for the Downtown.

Mr. D. DuBaldo said he supports stimulus programs in smaller amounts to make bigger impact.

Mr. Quast asked how this type of business assistance could work.

Mr. D. DuBaldo responded that the three prong economic development assistance program developed by the Downtown Economic Development Committee is intended to provide assistance to property owners and business tenants. He explained each of the program elements: Preliminary Design Services (gap financing resources), Assistance with Code Work (help businesses identify what it will take to get them into their desired space), and Tax Abatements.

Mr. Anderson commented that in order to make a successful case for the program we need to attach it to a real project.

Mr. Carter suggested that we look at a generic application of the program. Ex: code compliance analysis could be generic – i.e. Analysis of restaurant use for a potential restaurant site.

Mr. Sulick stated that \$10 to \$20 K would be a big help to businesses, helping them to fund necessary build out expenses like a new water heater, AC, etc.

Other Reports

President, GMCC, April DiFalco – Absent.

Gary Anderson, Director of Planning and Development – Mr. Anderson reported that the Town is working with an engineer on a concept plan for the old SBM Drive Thru area behind 901-903 Main. He showed the plans to Ms. Gentile, who is the branch manager. The plan would increase the number of parking spaces and make the ATM site a public square area with a water feature. He is working to gain local support before bringing the concept to the Key Bank corporate leaders.

Administration

Manager's Report- Report attached. Ms. Parseliti distributed copies of the Downtown Manager's 2017-18 Fall/Winter Work Plan to the commissioners in order to make them aware of what she will be working on over

the next 5 to 6 months. She also reminded commissioners that 2018 is a Biennial Election Year for the commission. She distributed an example of the election timeline from 2016.

Public Comment – None.

Adjourn

Mr. Tunila moved to adjourn. Mr. Sulick seconded the motion. There was no discussion. The motion carried (6-0-0). The meeting adjourned at 6:55PM.

Respectfully submitted,

Tana Parseliti, Downtown Manager
Recorder

**Manager's Report
Downtown Manchester Special Services District
Board of Commissioners Meeting
August 2, 2017**

ADMINISTRATION

CONSTITUENT CONCERNS/REQUESTS

Carried over from June Report - Complaint by Ken Burkamp that Parking Lot Improvement Project plantings were very sparse at the north end of the Purnell Lot. Project plans also represented plants on Purnell Place that are currently nonexistent. Mr. Burkamp asked the SSD to add planters to Purnell Place and some plantings to the north end of the Purnell Lot.

FALL/WINTER WORK PLAN

Fall and winter of 2017 have a variety of marketing events and organizational requirements that will make it a very busy season for the SSD office. Please see the attached work plan.

PARKING

Parking Committee

No report. Unable to coordinate meeting due to vacation schedules. Hope to be able to hold a meeting in mid-August.

St. James Lease

Month to Month Lease of St. James Parking Lot continues.

Parking Tickets

Issued:

July- 124

Waivers Requested by Parking Committee:

July - 36

Waivers Denied by Parking Committee:

July - 1

Waiver requests from Silk City Coffee:

July - 1

July total tickets issued are a decrease over June. For the past 4 months tickets issued on the street exceeded those issued in the lots. Waiver requests declined over June. The number of waiver requests submitted by Silk City Coffee declined dramatically over June. July being a significant vacation month may account for some of these variations.

Wayfinding Sign Program

Awaiting results of second bid.

MAINTENANCE & BEAUTIFICATION

Mountain View Landscapes is performing in a consistent and professional manner. Two issues that have arisen are:

- 1) Difficulty getting in to the clean the street curbs line and lots as the Town noise ordinance dictates we may not use noisy power equipment until after 7AM.
- 2) Request by Mountain View to spray weed killer to remove weeds along curb line and sidewalk. The Town requires posting of use of weed killer. It is more effective and efficient than the use of a weed

whacker. The Town only uses it on lawn areas, not on sidewalk. I am looking for guidance on how to proceed.

I authorized additional hourly services to clean several Downtown District side streets not a part of the base contract prior to Cruisin'.

Painting of Downtown planters and trash receptacles has been completed.

Parking Lot Improvement Project

Awaiting install of electric charging station.

ECONOMIC DEVELOPMENT

Business Openings and Closings

Closings

Goodale Jewelers, 844 Main as of August 31, 2017.

Openings

LeBrun Realty, 1073 Main July 2017

Moved

Manchester Adult Education from 901 Main to 555 Main.

MARKETING

Special Events

Beller's Summer Concerts

Aug. 3, 10.

2017 Imagine Main Street Events

August 3 – Join-Up, A Celebration of Volunteerism

Sept. 7 – Steam-punk – Rollin!

Cruisin' on Main - August 6

Article on Downtown and Downtown full page ad provided for the Cruisin' Program.

Outside Event Requests

Art Fud event on Sept. 16 – SSD approval forwarded to Town.

Steam Punk Rollin' on Sept. 7 – SSD approval forwarded to Town.

Advertising & Promotions

Downtown Food & Beverage Guide – Updated and distributed at Downtown's Next Move event. Copy attached.

Downtown Passport – Approximately 50 copies distributed at the Downtown's Next Move event. 4 restaurants offered discounts. Copy attached.

Downtown Commercials

"Who Knew" Commercial - Marketing Committee will consider production of a second commercial at its August meeting.

"Downtown Success Stories" The first of a video series produced by Quast Media featured Bray Jewelers.

Both commercials are posted on the Downtown Facebook page.

Road Race Saturday Promotion on Nov. 18 – Marketing Committee will consider at their August meeting.

OTHER

None.

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