

MINUTES

BOARD OF COMMISSIONERS DOWNTOWN MANCHESTER SPECIAL SERVICES DISTRICT

FEBRUARY 1, 2017
6PM
AXIS901
901 MAIN STREET, MANCHESTER, CT 06040

MEMBERS PRESENT: Donald DuBaldo, Chair
William Bayer
Nicholas DuBaldo, Secretary
Rebecca Gentile
John Tunila, Esq.

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

ALSO PRESENT: None

STAFF PRESENT: Tana Parseliti, Downtown Manager

MEMBERS ABSENT: Stephen Carter, Vice Chair
Bob Sulick

EX OFFICIO ABSENT: April DiFalco, President, GMCC

STAFF ABSENT: None.

Call to Order

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

Roll Call

Mr. D. DuBaldo confirmed those present and absent.

Minutes

Mr. Tunila moved to accept the minutes of

-December 7, 2016

-January 4, 2017

-January 11, 2017.

Mr. Bayer seconded the motion. There was no discussion. The motion carried (4-0-1). Mr. D. DuBaldo abstained.

Public Comment

None.

Old Business

- **Planning for February Strategic Planning Workshop, Gary Anderson** – Mr. Anderson reviewed additional details of the meeting. The Town Board of Directors, Redevelopment Agency, and Economic Development Commission were invited to attend as well as Downtown business and property owners. Live, Work. Learn, Play is completing preparations.
- **Proposed Amendments to Bylaws and Ordinance** – Mr. Tunila led the commissioners through a review of proposed changes. The majority of changes are to clean-up language and clarify definitions. An outline of proposed changes is attached. A decision on recommended changes was deferred pending further discussion at the March meeting.

New Business

- **Approval of FY 17-18 Downtown Manchester Special Services District Budget**
Mr. Bayer moved to accept the FY 17-18 budget for the Downtown Manchester Special Services District as presented to constituents at the January 11, 2017 Annual Meeting. Ms. Gentile seconded the motions. There was no discussion. All voted in favor (5-0-0).

Officers and Committee Reports

- **Report of Officers**
Donald DuBaldo, Chair – Mr. D. DuBaldo reported on the Downtown Economic Development Committee. Due to travel schedules the committee deferred meeting until after the Strategic Planning Workshop. The committee is anxious to send a report on the committee's activities to the Board of Directors. Mr. Anderson felt that waiting until after the Strategic Planning Workshop will allow us to include workshop results in our report. The near term goals of the committee are to: select several target buildings, assign possible uses to the buildings, get approximate development costs and identify ways to fill the funding gaps.
Nicholas DuBaldo, Secretary – No report.

Marketing Committee, Nick DuBaldo

- **Business Spotlight Digital Series** – Mr. N. DuBaldo reported that Mr. Vinni Quast of Quast Media is interested in filming and producing a video spotlighting Downtown business success stories. 3 to 5 businesses would be selected. There would be no cost to the businesses. Mr. N. DuBaldo suggested that the SSD might consider investing monies to help expand the digital reach of the videos.

Parking & Maintenance

- **Review of Parking Time Limits in Public Lots** – Ms. Parseliti reviewed a recommendation by the Parking & Maintenance Committee to increase the time limit in the Downtown Municipal Parking Lots from 2 hours to 3 or 4 hours. She noted that the business model for several new Downtown businesses differs from the existing businesses with longer customer visits. The result is a significant uptick in parking violations and waiver requests. Ms. Parseliti provided data on tickets and waivers over the past 12 months. She also provided an Analysis on the Impact on Enforcement of Extending Hours in Downtown Lots provided by Constable Swetzes. Constable Swetzes concluded that extending the time limit will still allow enforcement with chronic violators while not unduly penalizing customers. After some discussion the commissioners agreed that an increase in the time limit in Downtown Municipal Parking Lots from 2 hours to 3 hours is desirable. On street parking limits would remain at 2 hours. The commissioners asked Ms. Parseliti to prepare a letter to Chief Montminy requesting that he exercise his powers as the Parking Authority for the Town of Manchester to increase the time limit in the Downtown Municipal Lots from 2 hours to 3 hours.

- **Banner Sales and Bid** – Ms. Parseliti reported that 25 of 28 potential banner locations have been sold. An invitation to bid went out on 1-25-17. Bids are due Feb. 8, 2017. We may need to convene a special commission meeting to accept the winning bid.

Downtown Economic Development Committee

Mr. D. DuBaldo provided his report under the Report of Officers section of the agenda.

Outside Events Request

Ms. Parseliti anticipates receiving a request from Taste of Manchester for their annual event to be held on May 9, 2017.

Other Reports

- **Director of Planning & Development, Gary Anderson** – Mr. Anderson reported under the Planning for February Strategic Planning Workshop agenda item.
- **President, GMCC, April DiFalco** – Absent.

Administration

- **Manager's Report** – Please see attached report.

New Business

Mr. D. DuBaldo reported that there has been no movement of the conclusion of the agreement for the lease of the St. James Church Parking Lot for public parking. The month-to-month agreement remains in place.

Public Comment

None.

Adjourn

Mr. Bayer moved to adjourn the meeting at 7:27PM. Ms. Gentile seconded the motion. There was no discussion. All voted in favor. (5-0-0).

Respectfully submitted,

Tana Parseliti, Downtown Manager
Downtown Manchester Special Services District
Recorder

**Manager's Report
Downtown Manchester Special Services District
Board of Commissioners Meeting
February 1, 2017**

ADMINISTRATION

Parking administration continues to take-up a significant amount of time. A minimum of 8 hours a week is spent on accepting and processing waiver requests; communicating with customers who have received tickets, are unhappy and are requesting waivers; educating businesses regarding parking regulations and recording and tabulating parking data.

CONSTITUENT CONCERNS/REQUESTS

Continued concern expressed with customer ticketing. The Parking Committee met with the owners of Silk City Coffee. They explained their business model, noting that many customers stay and work in the coffee shop for 4 to 6 hours. They are concerned that the ticketing is causing them to lose customers. They asked for the commission's help in addressing the issue.

PARKING

Parking Committee

Committee met on Jan.

St. James Lease

No report.

Parking Tickets

Issued:

January - 184

Waivers Requested by Parking Committee:

January- 84

Waivers Denied by Parking Committee:

January -1

MAINTENANCE & BEAUTIFICATION

Beautification

Banner Program

25 of 28 banners have been sold.

Invitation to bid went out on 1-25-17. Bids are due Feb. 8. We will need to convene a short commission meeting shortly thereafter to accept a bid.

ECONOMIC DEVELOPMENT

Business Openings and Closings

Closings

No report.

Opening

Massage therapist and acupuncturist to open in March in the Watkins Building. Hagerty Insurance to open on Purnell Place.

MARKETING**Special Events**

Imagine event on Feb. 4 at MCC on Main. This will be an inside market featuring crafters, art, music, and an English tea.

Outside Event Requests

Taste of Manchester, May 9, 2017.

Advertising & Promotions

Met with Vinni Quast of Quast Media and Nick DuBaldo regarding a digital media campaign to spotlight different downtown businesses and tell their story. Several potential businesses were identified. Mr. Quast's goal is to spotlight 3 to 5 businesses in year one. This is an image campaign the goal of which is to tell the story of why various businesses decided to locate in the Downtown.

OTHER**Shared Downtown Video Camera Purchase**

I spoke with Chief Montminey regarding our allocation of funds to pay for one half of a video camera to be positioned on Main Street and provide coverage of business frontages. We allocated funds in the FY 16-17 budget and FY 17-18 budget. Previous technology issues that held-up purchase appear to be resolved. The Town will be changing out some light poles in the Spring. When that is completed the Chief will be able to move forward with the camera purchase. The Chief asked that we keep the monies for camera purchase set aside until they are set-up to utilize the monies.

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