

MINUTES

BOARD OF COMMISSIONERS DOWNTOWN MANCHESTER SPECIAL SERVICES DISTRICT

JANUARY 4, 2017
6PM
AXIS901
901 MAIN STREET, MANCHESTER, CT 06040

MEMBERS PRESENT: Donald DuBaldo, Chair
William Bayer
Stephen Carter, Vice Chair
Nicholas DuBaldo, Secretary
Rebecca Gentile
Bob Sulick

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

ALSO PRESENT: None

STAFF PRESENT: Tana Parseliti, Downtown Manager

MEMBERS ABSENT: John Tunila, Esq.
William Bayer

EX OFFICIO ABSENT: April DiFalco, President, GMCC

STAFF ABSENT: None.

Call to Order

Mr. D. DuBaldo called the meeting to order at 5:59PM.

Roll Call

Mr. D. DuBaldo confirmed those present and absent.

Minutes

December 7, 2016 - Deferred.

Public Comment

- **Request for Input on Selection of an Official Manchester Tree, Doug Smith** – Mr. Doug Smith asked for input on the selection of an official Manchester Town Tree on behalf of the Hockanum River Lineal Park Committee. The tree needs to be an evergreen, preferably a native species, on Town property and in a central location. The goal is to have this be a unifying symbol for the Town. The commissioners offered the following input:
 - There is a Sesquicentennial Tree in Center Memorial Park.
 - Consider a tree from the Great Lawn.

- East Cemetery may have a suitable tree.
- If a tree were to be planted, the lawn of Center Congregational Church or Town Hall may be good locations.

Old Business

- **Planning for February Strategic Planning Workshop, Gary Anderson** – Mr. Anderson presented an outline for the Workshop that included: description, objectives, roles and responsibilities, critical elements for success, background materials for Live, Work, Learn, Play. Copy attached. The Workshop will serve as a springboard to inform a more specific strategic plan for the Downtown. Mr. Anderson will issue invitations to the agreed upon list of target attendees: Town Board of Directors, Redevelopment Agency, Economic Development Commission, Downtown Redevelopment Committee.
- **Proposed Amendments to Bylaws and Ordinance** – An outline of recommended changes and copies of the Ordinance and Bylaws with recommended changes noted was distributed to all commissioners. As Mr. Tunila was absent, discussion of proposed changes was deferred to the February meeting. After commission review, we will ask Town Atty. Tim O'Neil to review proposed changes.

New Business

- **DMSSD Annual Meeting** – The commissioners engaged in a discussion of 2016 Accomplishments and 2017 Priorities in preparation for the Annual Meeting and Annual Report. All agreed that Downtown Economic Development is the top priority for the commission in 2017.

Key accomplishments for 2016 included:

- Fiscal Responsibility - continued fiscal prudence; continue to direct monies into areas of benefit to the Downtown.
- Economic Development – strong start for the Downtown Economic Development Committee with an active committee; gained the attention of the Board of Directors; variety of new business openings.
- Facilities Upgrades/ Investment – Parking Lot Improvement Project.
- Parking – Improved awareness of parking program; motivated more business owners and employees to purchase permits and park in rear lots; working with Town on a new Wayfinding Sign program.
- Maintenance – began discussion on enhanced snow removal.
- Beautification – new holiday decorations; year 2 successful banner program; spring and summer planter program.
- Marketing and Special Events – activities beneficial to businesses; three seasonal special events; successful transition of car show to town.

Priorities for 2017 include:

- Economic and Business Development - Continue 2016 initiatives: Create a big vision for the Downtown District and communicate the vision. Continue to work on filling property vacancies. Investigate capital improvement incentives for private property. Work with appropriate parties to attract investment in targeted areas.

- Relationship Building - Regularly communicate the role of the Downtown District, its accomplishments and concerns to Town elected officials. Identify ways to establish mutually supportive interaction between MCC on Main, Axis901 and the Downtown District. Continue to work with Imagine Main Street.
- Operations and Maintenance: Continue to work on a new snow clearing and removal protocol to provide improved customer access along on street parking areas and removal of snow piles when necessary. Continue to explore approaches and technology that would improve parking operations.
- Marketing and Special Events - Monitor special events for positive impact. Provide staff consulting to Cruisin' 2017 as needed.
- Committee Development - Continue to cultivate robust committees and charge them with specific jobs. Recruit more members for committees. This may include people from outside of the Downtown. Utilize Strategic Planning Meeting to surface and recruit new committee volunteers.

Officers and Committee Reports

- **Report of Officers**
 - **Donald DuBaldo, Chair** – Mr. D. DuBaldo reported on the Economic Development Committee work. Alan Lamson, Architect and Bob Pagani, SIOR, Principal, Hartford and New Haven Offices, Colliers International joined the committee. Chief Town Inspector, Greg Smith and Fire Marshall Larry Talbot, were invited to meet with the committee to discuss obstacles to Downtown development. Ms. Parseliti was asked to schedule a meeting at the end of January.

Mr. D. DuBaldo further noted that we will continue to work on enhanced snow removal for the next snow season. He discovered that an important piece of equipment that could make sidewalk snow removal easier has come down considerably in price.
 - **Stephen Carter, Vice Chair** – No report.
 - **Nicholas DuBaldo, Secretary** – Mr. N. DuBaldo spoke about what should be on the Downtown District website. Mr. D. DuBaldo emphasized the importance of real estate listings.

Marketing Committee, Nick DuBaldo – Covered under Secretary's Report.

Parking & Maintenance

Ms. Parseliti is working on an Invitation to Bid for the Downtown Maintenance Contract. It is the desire of the commission to have a lump sum contract. She further noted that Ms. Allison Standish Plimpton will be joining the Parking and Maintenance Committee. Ms. Standish Plimpton is with Key Bank and has expressed an interest in parking issues.

Mr. Sulick reported on issues with the 2 hour time limit in light of new business models in the Downtown. He questioned if we should extend the time limit to 3 hours in the public parking lots and leave Main Street at 2 hours? Mr. Carter moved to start the approval process to change the time limit from 2 hours to 3 hours in the off street public lots. Mr. Sulick seconded the motion.

Discussion – Commissioners inquired if this change in hours would impact the new signage program? Ms. Parseliti noted that the sign copy had not yet been determined. The motion passed (5-0-0).

Downtown Economic Development Committee, Steve Carter – No report.

Other Reports

- **Director of Planning & Development, Gary Anderson** – No report.
- **President, GMCC, April DiFalco** – Absent.

Administration

- **Manager's Report** – Report attached. Ms. Parseliti was asked to prepare a letter commending Construction Inspector David Slossar for his work with the DMSSD and impacted businesses and property owners during the Parking Lot Improvement Project.

New Business

None.

Public Comment

None.

Adjourn

Mr. Sulick moved to adjourn at 7:02PM. Mr. Carter 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
Jan. 4, 2017**

ADMINISTRATION

Annual Meeting notices sent to Downtown business and property owners.

CONSTITUENT CONCERNS/REQUESTS

None.

PARKING

Parking Committee

No formal meeting took place in December.

St. James Lease

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

Parking Tickets

Issued:

December - 98

Waivers Requested by Parking Committee:

December – 65

Waivers Denied by Parking Committee:

December - 1.

Parking Lot Improvement Project

I suggest that we send a letter to the General Manager commending the work of the Chief Construction Inspector for working with the Downtown Manager to provide information on construction progress for transmission to Downtown constituents.

MAINTENANCE & BEAUTIFICATION

Beautification

Banner Program

Sponsorship letters for new banner season sent to current sponsors offering the right of first refusal for 2017-18 Banner Season. Response deadline is Jan. 10. Thereafter, sponsorship opportunities will be offered to other Downtown businesses. Public Notice of the Request for banner production bids will go out the week of Jan. 19.

ECONOMIC DEVELOPMENT

Business Openings and Closings

Closings

Design to Order will close at the end of January. - retiring

Monroe Staffing – moved out of town

Opening

Healthy Spa.

MARKETING

Special Events

None.

Outside Event Requests

None.

Advertising & Promotions

None.

OTHER

Request for input on selection of Official Manchester Tree from Doug Smith.

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