

MINUTES

BOARD OF COMMISSIONERS DOWNTOWN MANCHESTER SPECIAL SERVICES DISTRICT

SEPTEMBER 6, 2017
6PM
AXIS901
901 MAIN STREET, MANCHESTER, CT 06040

MEMBERS PRESENT: Donald DuBaldo, Chair
Stephen Carter, Vice Chair
Nicholas DuBaldo, Secretary
William Bayer
Rebecca Gentile
John Tunila, Esq.
Winfried Quast

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

ALSO PRESENT: Jeff Daniels, Primary Residential Mortgage

STAFF PRESENT: Tana Parseliti, Downtown Manager

MEMBERS ABSENT: Bob Sulick

EX OFFICIO ABSENT: April DiFalco, President, GMCC

STAFF ABSENT: None.

Call to Order

Mr. D. DuBaldo called the meeting to order at 6:00PM.

Roll Call

Mr. D. DuBaldo confirmed those present and absent.

Minutes

August 2, 2017 – Mr. Bayer moved approval of the Minutes of August 2, 2017. Mr. Tunila seconded the motion. All present voted in favor. (7-0-0)

Public Comment

Mr. Jeff Daniels of Primary Residential Mortgage, 873 Main Street, Manchester, CT was present to request waiver of recently received overtime parking tickets and express his frustration with ticketing, zoning regulations and panhandling

Mr. Daniels' company has been on Main Street for two years. His downtown location employees 26 people.

Mr. Daniels stated that he occasionally parks on Main Street in front of his business when he is running late for an appointment. He recently received a ticket for parking overtime in a space designated as 30 minute parking.

He stated that sometimes people move the 30 Minute Parking signs in front of Manchester Hardware resulting in surprise tickets for parkers returning to their cars.

Mr. Daniels stated that he purchases \$6,000 in permits annually for his 26 employees in the Main Street office. Other businesses have told him they do not purchase permits, they just move their cars around to avoid ticketing. He feels it is an annoyance and hassle to request waivers. He further mentioned that Mr. Dorin did not advise him of the parking situation before he leased space in his building. Mr. Daniels suggested that each Downtown business be assessed for parking that would allow them a specific number of free spaces.

Mr. Daniels expressed further frustration with the Town's Zoning Regulations as they relate to signs. He felt the regulations were obstacles to improvement of their building façade and efforts to install a projecting sign on the second floor frontage of the building.

Panhandling has been a problem for his employees that has improved after he spoke with Off. Dwy.

Mr. D. DuBaldo stated that enforcement is a necessary evil. If there were no rules there would be no parking available for customers. Issuance of tickets is based on an evaluation of facts. It is not based on favoritism. He said it was unfortunate that Mr. Dorin did not advise him of the Downtown parking regulations before he signed a lease.

Mr. D. DuBaldo stated he will ask the Parking Committee to take action on movement of the 30 Minute Parking signs. He further stated that we address people who do not purchase permits and move their cars around to avoid ticketing with the regulatory tool of Same Zone Violations. We are making an honest effort to get people to purchase permits.

Mr. Tunila noted that it is not equitable to bill every business for parking as some businesses have their own private parking.

Mr. Carter noted that the District makes \$53,000 in parking permit revenue. Those funds are used to help offset costs associated with maintaining Downtown parking lots.

Mr. Daniels feels that he should be granted the occasional waiver in consideration of the amount he pays for permits. With respect to the ticket fines, it is not the money, it is the principal. Why can't he get an occasional waiver when he pays for permits and so many other businesses do not?

Mr. Anderson said that parking regulation is an imperfect science but we are trying to make it better.

Mr. Daniels suggested that parking in the lots should be free and we should bill each office individually on a monthly basis.

Mr. Quast stated that his employees all pay for their own parking or park in the free Cottage Street Lot. His business was previously located in Hartford and he paid a great deal more for parking there.

Mr. Tunila expressed concern with waiving the 30 minute parking violation and noted that Mr. Daniels had not said that it won't happen again.

Mr. Daniels said he parks on Main St. approximately one time per week if he is running late. He does not expect any of his tickets to be waived.

Mr. Bayer asked why we have 30 Minute Parking. Ms. Parseliti explained that some businesses requested short term parking as their customer visits were short in duration and parking stalls in their area were taken up for the full 2 hour limit. There are two areas on Main St. that have 30 Minute Parking stalls.

Mr. Carter suggested that Mr. Daniels request be referred back to the Parking Committee. Mr. Tunila suggested the commission consider action on this request under new business.

Old Business

Strategic Planning Meeting Results, Gary Anderson - Mr. Anderson stated that a report on meeting results is being worked on by his staff. He hoped to have something to send out prior to the next meeting.

Downtown Farmers Market, Tana Parseliti – No report.

Wayfinding Signs Status, Gary Anderson – Wayfinding signs were put out to bid for a second time as the first round of bid responses came back very high. The new bid stipulated that installation would be separate from fabrication. The winning bid was approximately \$16,000 for sign manufacture. The contract is signed and October installation is the goal. Signs showing parking rules were an addendum to the bid.

New Business

Axis901 Rebranding, Gary Anderson – Mr. Anderson stated that the Axis901 and MCC on Main spaces at 901-903 Main Street are being re-branded starting in November. The spaces will be branded as one unit. The new name is Work_Space. Hours will be 8am-4:30pm. Chris Silver has made a presentation to the Board of Directors.

The newly hired program coordinator for Work_Space, Stacey Zakin, will attend the October commission meeting. She has ideas on parking she would like to share with the Parking Committee.

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 reviewed the final FY16-17 budget report, a copy of which was provided to the commission

FY 17-18 – Mr. Carter noted that we are projecting a deficit due to increased maintenance costs necessitated by hiring a new contractor mid-season as our original contractor ceased operations.

Marketing Committee, Nick DuBaldo – Mr. N. DuBaldo reported that the Marketing Committee is working with the Road Race Committee to create a Downtown Road Race Saturday event for Nov. 18th. Plans for the annual Safe Trick-or-Treat and Scarecrow Contest are coming along.

New Commercial, Vinnie Quast – Mr. Quast reported that businesses responded positively to the first commercial. The committee proposes to do a second spot targeting female consumers. He reviewed the story board for the spot. A third commercial could be planned that focuses on Downtown professional services.

Mr. Tunila moved to have the District fund hiring an actress for the new commercial at the same rate as the actor in the prior commercial. Mr. Bayer seconded the motion. There was no further discussion. The motion carried (7-0-0).

It was agreed that the Marketing Committee could set the amount to spend to boost the first commercial to increase viewership.

Parking & Maintenance

Monthly Parking Violations Report - Ms. Parseliti provided the most recent Parking Violations and Wavier statistics.

Commissioners continued discussion on Mr. Daniels' concerns presented earlier in the meeting. It was agreed that the position of the 30 Minute Parking signs would be marked with spray paint to indicate their proper position and reduce any likelihood of unauthorized movement.

Ms. Parseliti questioned rather it is proper for the commission to overrule the prior decision of the Parking Committee regarding declining to request waiver of Mr. Daniels' tickets?

Mr. D. DuBaldo recommended referring this request back to the Parking Committee with a request to reconsider.

Mr. Carter suggested that we send a commissioner to speak with Mr. Daniels if waiver is not recommended.

Mr. Tunila suggested we ask the Police Dept. to extend the time given to pay the tickets for an additional 30 days until the Parking Committee meets and refers its recommendation back to the board of commissioner. All were in agreement.

Downtown Economic Development Committee, Don DuBaldo

Continuation of Discussion of SSD Funding of Preliminary Design Service Program – Mr. Anderson reported that there has been a bump in the road for the prospect he had been working with for the purchase of the Peter's building. It appears he may not wish to move forward. Mr. Anderson has been working to surface new prospects to purchase the building.

Mr. D. DuBaldo distributed a draft outline for a Downtown Rehabilitation/Incentives Program for internal review only.

Mr. Anderson left the meeting at 6:50PM.

Other Reports

President, GMCC, April DiFalco – Absent.

Gary Anderson, Director of Planning and Development – Mr. Anderson's report was delivered earlier in the meeting.

Administration

Manager's Report- Report attached.

Public Comment – None.

Adjourn

Mr. Tunila moved to adjourn. Ms. Gentile seconded the motion. There was no discussion. The motion carried (7-0-0). The meeting adjourned at 7:15PM.

Respectfully submitted,

Tana Parseliti, Downtown Manager

Recorder

**Manager's Report
Downtown Manchester Special Services District
Board of Commissioners Meeting
SEPTEMBER 6, 2017**

ADMINISTRATION

CONSTITUENT CONCERNS/REQUESTS

Business Owner Complaints - Mr. Daniels, a principal of PRMI, contacted our office to register his frustration with Downtown ticketing and several other aspects of Downtown regulation and life. A copy of his letter is attached.

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.

PARKING

Parking Committee

No report. Meeting needed.

St. James Lease

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

Parking Tickets

Issued:

August -165

Waivers Requested by Parking Committee:

August - 54

Waivers Denied by Parking Committee:

August - 6

August total tickets issued are a decrease over July. For the past 8 months tickets issued on the street exceeded those issued in the lots. Waiver requests increased over July.

Wayfinding Sign Program

Results of second bid were favorable. Installation of the signs is expected in October.

MAINTENANCE & BEAUTIFICATION

The request by Mountain View Landscapes to use weed killers to remove weeds along curb line and sidewalk was raised at the last commission meeting. The Town requires posting of use of weed killer. The Town only uses it on lawn areas on a very limited basis. They do not treat impervious areas due to concerns RE storm water run-off. They are very conscious of liability issues and declined to make any recommendations.

Parking Lot Improvement Project

Awaiting install of electric charging station.

ECONOMIC DEVELOPMENT

Business Openings and Closings

Closings

None.

Openings

Vitality Juice & Smoothie Bar 23 Oak St.

Moved

None.

MARKETING

Special Events

DMSSD Events

Oct. 14 – 28 – Downtown Scarecrow Festival

Nov. 18 - Road Race Saturday Promotion – Marketing Committee supports working with the Road Race Committee on this promotion. Work has begun.

2017 Imagine Main Street Events

Sept. 7 – Steam-punk – Rollin!

Outside Event Requests

Sept. 16 - Silk City Arts & Music Festival

Advertising & Promotions

Downtown Commercials

“Who Knew” Commercial - Marketing Committee recommend production of a second commercial. Quast Media has begun work.

OTHER

None.

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