

MINUTES

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

DECEMBER 5, 2018

8AM

WORK_SPACE

901 MAIN STREET, MANCHESTER, CT 06040

MEMBERS PRESENT: Donald D. DuBaldo, Chairman
John Tunila, Vice Chairman
Nicholas DuBaldo, Secretary
William Bayer
Tammy Gerhard
Winfried Quast

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

ALSO PRESENT: Scott Shanley, Christine Ladd

STAFF PRESENT: Tana Parseliti, Downtown Manager

MEMBERS ABSENT: Rebecca Gentile
Robert Sulick

EX OFFICIO ABSENT: April DiFalco, President, GMCC

STAFF ABSENT: None.

Call to Order

Mr. D. DuBaldo called the meeting to order at 8:02 AM.

Roll Call

Mr. D. DuBaldo confirmed those present and absent.

Minutes

November 7, 2018

Deferred.

Public Comment

None.

New Business

Proposed Budget for Restructured DMSSD, Scott Shanley

Mr. Shanley and the commissioners reviewed the proposed restructured budget noting areas where the Town will assume costs and areas representing savings to the SSD.

Several modifications were made to the proposed budget. Office Utilities were added back in for \$1,200 along with \$3,600 for Office Rent. A Video Camera for \$2,500 and Residential Rebate for \$800 were removed from Expenses. Mr.

Shanley noted that the Town would fund the cost of the camera if necessary. Use of Fund Balance was increased by \$1,500. The final budget with the aforementioned changes equaled \$158,045.00.

There was some discussion regarding changes to snow removal responsibilities. The Town will take over the Parking Lot Snow Removal contract. The SSD will undertake Sidewalk Snow Removal. In response to a question from Mr. Anderson, Mr. D. DuBaldo laid out how this would work. The SSD would be assisting property owners in removing the snow when it becomes an obstacle at the curb line. This does not absolve the property owners of shoveling or blowing the snow in front of their business to the curb line. Per Town Ordinance, abutters are responsible for snow removal and deicing and have liability. When snow piles become an obstacle at the curb line the SSD would coordinate with the Town to have the SSD push the snow into the gutter at a set time. The snow will be stacked by the Town and removed at intervals. Ms. Parseliti was asked to obtain the Middletown snow removal regulations.

There was further discussion regarding how the savings represented by the restructured budget should be communicated to constituents.

Old Business

Roles and Responsibilities Update

Status of Downtown 2020 Initiatives

Code Compliance Loan Program – Mr. Anderson reported that the Loan Program was approved by the Board of Directors. There is a great deal of interest in the program. Applications will be available later this month. Mr. Anderson will send a copy of the application package to then SSD. Mr. D. DuBaldo asked if the SSD will have a role in the application process. Mr. Anderson responded that to avoid conflict of interest the SSD would have no formal role. The EDC will do review and recommendation of the applications. Mr. Shanley noted that anyone can attend the EDC Meetings.

DMSSD Restructuring – Mr. Anderson reported that the Board of Directors unanimously passed the restructuring proposal on December 4th.

Capital Improvements Program – Mr. Anderson reported that this program is expected to go before the Board of Directors in January. Ms. Parseliti put together the ranking of priorities given by the commissioners. Mr. Anderson will assist in interpreting the ranking. Mr. Shanley noted they are looking for low cost/high impact projects. Ms. Gerhard inquired about the future status of the SSD mural plan she is working on. Mr. Anderson encouraged her to keep on working on the plan.

Mr. Shanley noted that it is important to communicate the benefits of the Downtown 2020 Initiative to SSD constituents and to emphasize that this is the time to invest in the Downtown. The Board of Directors has taken on an enormous initiative with this plan. We need to make the most of it.

Officers and Committee Reports

Report of Officers

- **Donald DuBaldo, Chair** – No report.
- **John Tunila, Vice Chair** – No report.
- **Nick DuBaldo, Secretary** – No report.

Finance Committee

FY 18-19 Monthly Report – Ms. Parseliti distributed a copy of the most recent monthly report, noting that there were no extraordinary variations.

FY 19-20 Budget Review and Consensus – Mr. Bayer moved to approve the proposed budget with the noted changes to be sent to constituents for their input with the changes. Mr. Tunila seconded the motion. There was no discussion. All voted in favor. (5-0-0)

Marketing Committee, Vinni Quast

Website Redesign Completion & Re-Launch Discussion – Mr. Quast reported that the new website design is more attractive, adds functionality, is better organized and easier to use. A Real Estate section was added. Some broken links were noted and will be addressed.

An email critical of Downtown marketing efforts was sent to the SSD and to Mayor Moran. Mr. Quast and Ms. Parseliti will meet with the business owner to discuss his concerns. Mr. Quast feels that the new website will offer enhanced marketing opportunities for businesses that are self-driven.

Mr. Quast recommended announcing the new site with the Annual Meeting mailing.

Parking & Maintenance Committee

Monthly Parking Violations Report – Ms. Parseliti distributed the Fiscal Year to Date and Year to Year Comparison Reports. She noted that for FY 18-19 November 2018 numbers were lower overall. On the Year to Date comparison of the last four fiscal years, FY 18-19 numbers in all categories were higher.

Elimination of Overtime Violation Late Payment Penalty – Ms. Parseliti was informed by the Police Department Records Division that the late payment penalty (fines double after 10 days) has been done away with. This will have an impact on ticket revenue that is being assessed. Mr. Shanley noted that the reason the penalty was discontinued, although it has been in place for years, is that it is not present in the Ordinance.

Other Reports

Director of Planning & Development, Gary Anderson

Mr. Anderson reported on items earlier in the meeting.

He noted that Work_Space is hosting a Beer & Brew event on Dec. 6 from 5-6.

Administration

Manager's Report – Ms. Parseliti reported on follow-up from the November meeting:

- She set-up a meeting with Ms. DiFalco to discuss the Chamber seat on the commission. She also noted that Beth Stafford, Executive Director of MACC, expressed an interest in serving. Mr. DuBaldo suggested that Ms. Stafford attend a future meeting and consider serving on a committee to get a feel for the organization.
- She forwarded the commissioners email addresses to Ms. Zackin of Work_Space as requested.

In the area of economic Development, Ms. Parseliti has continued to meet with a prospective Downtown business and interested property owner.

Finally, she reported that the Downtown Tree Lighting was very successful. She complimented Mr. N. DuBaldo for his good work on the sound system and laser light display and Mr. D. DuBaldo on the installation of the Christmas Tree lights.

Public Comment – None.

Adjourn

Mr. Bayer moved to adjourn. Mr. Quast seconded the motion. There was no discussion. The motion carried (5-0-0). The meeting adjourned at 9:30AM.

Respectfully submitted,

Tana Parseliti, Downtown Manager
Recorder