

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

FEBRUARY 6, 2019

8AM

WORK SPACE

901 MAIN STREET, MANCHESTER, CT 06040

MEMBERS PRESENT: Donald DuBaldo, Chair
John Tunila, Vice Chair
Nicholas DuBaldo, Secretary
William Bayer
Tammy Gerhard
Winfried Quast
Robert Sulick

**EX OFFICIO MEMBERS
PRESENT:** Gary Anderson, Director Planning and Development
Robert Pagani, Greater Manchester Chamber of Commerce
Representative
Beth Stafford, Exec. Director, MACC, Downtown Churches
Representative

ALSO PRESENT: Lynn Sottile, Schultz Design
Jack McCoy, Town of Manchester

STAFF PRESENT: Tana Parseliti, Downtown Manager

MEMBERS ABSENT: Rebecca Gentile

EX OFFICIO ABSENT: None.

STAFF ABSENT: None.

Call To Order

Mr. D. DuBaldo called the meeting to order at 8:00AM.

Roll Call

Mr. D. DuBaldo confirmed those present and absent.

Minutes

Mr. Tunila moved acceptance of the Minutes of :

- November 7, 2018
- December 5, 2018
- January 16, 2019 Annual Meeting.

Mr. Bayer seconded the motion. There was no discussion. All voted in favor. (7-0-0)

Public Comment

None.

New Business

- Welcome to New Ex Officio Commissioners – Mr. D. DuBaldo introduced the two, new Ex Officio members of the commission: Beth Stafford, Executive Director of MACC, who will represent the faith community that includes three Downtown churches – St. James, South United Methodist and The Salvations Army – all of whom were founding members of MACC.

Robert (Bob) Pagani is the incoming Chairman of the Greater Manchester Chamber of Commerce and will represent that entity. Bob is SIOR and Principal/Commercial Real Estate Broker for Colliers International.

- **Proposal for Downtown Broadband, Jack McCoy** – Mr. McCoy introduced the commission to a proposal to bring “fiber to the premise internet access” to the Downtown. Other towns that are bringing this service to their community are: East Hartford (for municipal buildings) and Bristol (town-wide). Mr. McCoy displayed a map illustrating how one cable bundle would be installed throughout the Downtown by a single vendor/builder. Media service by other providers can still be used. Speeds up to 10 Gig would be available. Properties can “own” their own the connection from the cable bundle line to their building. This would represent an increase in speed and choice with a potential to lower pricing. In addition, the coming 5G phone system must connect to fiber optics.

In order to move to the next step in realizing this project Mr. McCoy needs to assess potential demand for the service among Downtown businesses and property owners. Mr. McCoy asked the commissioners’ help in conducting a demand survey of Downtown business and property owners. He would like to see the survey completed by March. Mr. D. DuBaldo expressed support for the survey as long as it would not impose extra work on the SSD staff. Mr. McCoy is willing to compose a simple survey that can be distributed via email and mail. All agreed that this would be an economic development advantage. Although there are still some questions, all supported the survey. Mr. Anderson volunteered to work with Mr. McCoy on the survey. Ms. Parseliti will provide prior notification to Downtown businesses to expect the survey. Ms. Gerhard made a motion to allow the Town to use the SSD database to conduct the survey. Mr. Bayer seconded the motion. There was no further discussion. All voted in favor (7-0-0).

- **Selection of Downtown Banner Design, Tana Parseliti** – Ms. Parseliti reported that it is time for a new banner season. The 2018-19 season will be coming to a close in March. Under our Downtown Banner Program we select a banner design that stays in place for two years and sell banner sponsorships for each year of the two year period. It is now time to select a new banner design and solicit new sponsors.

Ms. Sottile of Schultz Design presented four banner designs. Commissioners were asked to vote for one of the four designs. On a 5 to 3 vote a dark blue banner with a floral design using green and white ink was selected.

Ms. Parseliti obtained an estimate from our current banner provider of \$77.45 per banner and \$48.47 per sponsor slice. Anticipating banner sales of 27 banners this would mean a total cost of \$3,400.38. This is an estimated increase of \$106.00 over the 2017 costs of \$3294.00. Ms. Parseliti noted that per our Ordinance, the SSD is not required to put the banners out to bid if they will fall under the \$5,000 spending limit. She recommends that the banner contract be awarded to Downtown Decorations without going out to bid for the following reasons:

- Proven product quality and service to the SSD since .
- This company also provides and installs our holiday decorations. They are able to handle banner removal and install during the holiday season in a cost effective manner.
- For the past two banner bidding seasons Downtown Decorations has been the low bidder and the only bidder who could provide banner installation services.

Mr. Quast expressed regret that we could not find a CT company to do this work. Mr. D. DuBaldo commented that due to this company's positive track record with us and a short timeline he is comfortable going with Downtown Decorations for this banner program period.

Mr. Bayer moved to contract with Downtown Decorations to produce new Downtown banners for a maximum of \$4,000. In Discussion, Mr. D. DuBaldo noted that he would be more comfortable if the maximum cost of the 27 banners was \$3,600. Mr. Bayer revised his Motion to have the SSD contract with Downtown Decorations to produce new Downtown banners for a cost not to exceed \$3,600. Ms. Gerhard seconded the motion. All voted in favor (7-0-0.)

Old Business

- **Approval of FY 19-20 Budget** – Copies of the proposed FY 19-20 budget, along with budget detail, were included in the commission meeting packet.

Ms. Parseliti recommended an increase in the hourly rate for the SSD's two Parking Constables by 2%. This is a COLA increase equivalent to \$.29 an hour which would bring the hourly rate to \$14.65/hour. This increase will not result in an increase in the amount already budgeted for Constable wages and SSI. Mr. Bayer moved to approve the increase. Ms. Gerhard seconded the motion. There was no discussion. All voted in favor. (7-0-0)

- Mr. Tunila moved approval of the budget as presented. Mr. Sulick seconded the motions. There was no discussion. All voted in favor. (7-0-0)

- **Transition Planning** – Mr. D. DuBaldo announced that transition planning must begin as soon as possible. He asked Mr. Quast to head the Transition Planning Committee. Regrettably, Mr. Quast is unable to take this on due to a busy work schedule. Although not able to chair the Transition Committee, the following commissioners agreed to work on the Committee: Mr. Tunila, Mr. Sulick, and Ms. Gerhard. Mr. Anderson is happy to help as well. The first job of the committee is to develop a job description by the March commission meeting. Ms. Parseliti previously emailed a list of Downtown Manager Tasks to all commissioners which should be of help. Ms. Parseliti will coordinate a Transition Committee meeting to take place as soon as possible.
- **Side Street Lighting** – Ms. Parseliti updated commissioners on a request to have the brightness increased on the LED street lights installed 2 years ago on several side streets off of Main St. Concern with the low light and dark sidewalk areas was brought to the commission's attention by Mr. Ken Burkamp. Ms. Parseliti communicated concerns with the low light level, especially as it is counter to the purpose of the Parking Lot Improvement Project that is intended to encourage use of the back parking lots.

Ms. Parseliti was pleased to report that after a review by the Town Engineering Dept. they agreed to replace the existing LED bulbs with bulbs having a higher illumination factor.

Officers and Committee Reports

- **Report of Officers**
 - Chair, Donald DuBaldo – No report.
 - Vice Chair, John Tunila – No report.
 - Secretary, Nick DuBaldo – No report.
- **Finance Committee**
 - YTD Budget v Actuals – Ms. Parseliti presented the YTD report. She noted that actual Parking Permit Sales appear to be on track to exceed the budgeted revenue. All other line items appear to be as expected.
- **Marketing Committee, Vinni Quast**
 - Downtown Marketing Meeting – Mr. Quast reported a successful restart of the Marketing Committee. The first meeting, Mimosa's and Marketing, was held at Touch by J Salon & Spa. Businesses were interested in finding ways to attract the many people who drive Main St., find ways to collaboratively market, find ways to use social media and other internet marketing tools like the SSD website to market their businesses. The need for SEO was discussed. Mr. D. DuBaldo expressed support for committee effort and said that if the committee comes up with a plan and needs additional funds to spur things he is open to finding the funds.

Mr. Quast noted two initial projects: 1) Website promotional cards - He displayed three designs for small cards promoting the Downtown website that can be

distributed to their customers by Downtown businesses. 2) Monthly event calendars for distribution by Downtown businesses. This should be ready in March.

- **Parking & Maintenance Committee**

- **Parking Violations Reports, Tana Parseliti** – Ms. Parseliti reviewed the reports included in the commissioners packets noting that for the first seven months of FY 18-19 ticket revenue is exceeding prior years. Comparative graphs were presented showing street and parking lot tickets issued and waiver requests made vs. request declined.
- **Snow Clearing Report, Tana Parseliti** – Ms. Parseliti reported that the previous two snow and ice storms had presented snow clearing challenges. Due to a slip and fall on a section of Downtown sidewalk a complaint was made to the Police Dept. resulting in visits to Main St. first level businesses by Community Policing Officer Richard Boyle. Off. Boyle reminded businesses and property owners of their responsibilities.

Mr. D. DuBaldo noted that a representative of one of the Downtown Condo Assoc. had reached out to the Mayor to express his displeasure with plowing that deposited snow back on sidewalks after property owners cleared the snow. Mr. D. DuBaldo complimented Ms. Parseliti on her collection of information from the Town on this issue and her communication to the complainant.

Other Reports

- **Gary Anderson, Director of Planning and Development**
 - **Reestablishing Downtown Incentive Program** – Mr. Anderson reported that the Board of Directors approved an extension of the Tipping Fee Rebate Program but did not pass a Town-wide Tax Assessment Agreement Policy. They will continue to consider Tax Assessment Agreements on a case by case basis.
 - **Manchester 2020 Update** – Mr. Anderson reported lots of interest in the Loan Program. There has already been one applicant and others are interested.
 - **Capital Improvements Projects** – The Board of Directors will move forward with murals, alleyway lighting and the St. James plaza and parking lot connection projects. Other projects will be considered at a later date.
 - **Downtown Architectural Guidelines Update** – No report.
 - **Other:**
 - Opportunity Zone – Town staff is learning about this program which has incentives for larger building development and includes the Downtown.
 - Urban Lodge Brewery - Buildout is back on track after some permitting issues.

Administration

- **Manager's Report** – Ms. Parseliti reported that among the many day to day duties and Committee support activities she has been working with two new businesses prospects. One leased space in Lennox Plaza and she is still working with the other.

Public Comment

- Ms. Sottile inquired about plans for the façade of the former East West Bridal building. Mr. Anderson related that the façade plans have been approved by the Town and include keeping all first floor windows and use of brick for the façade.

Adjourn

Mr. Bayer moved to adjourn the meeting. Ms. Gerhard seconded the motion. All voted in favor. (7-0-0) the meeting was adjourned at 9:35AM.

Respectfully submitted,

Tana Parseliti, Downtown Manager