

**BOARD OF COMMISSONERS MEETING  
DOWNTOWN MANCHESTER SPECIAL SERVICES DISTRICT**

**MAY 6, 2009  
6:00 PM**

**OFFICE OF  
THE DOWNTOWN MANCHESTER SPECIAL SERVICES DISTRICT  
983 MAIN STREET SUITE 10  
MANCHESTER, CT 06040**

MEMBERS PRESENT: Ed Firestone, Chair  
Hope Igdalsky  
John Tunila  
Don DuBaldo  
Michael Esposito  
Betsey Treiber

EX-OFFICIO MEMBERS  
PRESENT: Sue O'Connor, GMCC

STAFF PRESENT: Tana Parseliti, Downtown Manager  
Sabina K. Wilson, Administrative Assistant

ALSO PRESENT: Joe Sinnamon

MEMBERS ABSENT: Glenda Sinnamon  
Rev. Salvator Mancini

EX-OFFICIO MEMBERS  
ABSENT: Mark Pellegrini, Dir., Planning & Neighborhood Services

**Call to Order**

Mr. Firestone called the meeting to order at 6:05 PM.

**Minutes – April 1, 2009**

Ms. Treiber moved to accept the minutes of April 1, 2009 and Mr. Esposito seconded the motion. The motion passed unanimously (6-0-0).

**Resolution to Accept Funds**

Mr. Tunila moved to accept miscellaneous revenue for FY 2009-2010 from sponsor fees for Cruisin' on Main Street 2009, from sponsor fees for the Downtown Spring Celebration, and for the Main Street Mixer. Mr. DuBaldo seconded the motion. The motion passed unanimously (6-0-0).

**Parking and Maintenance**

The Parking Committee met on April 8, 2009 to conduct a review of the adopted plan for remarking of the Purnell Place Parking Lot accepted at the July 10, 2008 meeting of the Downtown Manchester Special Services District. They reviewed the concerns expressed by NewAlliance Bank and the changes in parking needs occasioned by New Seasons as a new tenant. They developed the following five motions to modify the adopted remarking

plan for presentation to the board of commissioners at the May 6, 2009 meeting. Mr. DuBaldo and Mr. Tunila went over a map of the Purnell Place Parking Lot that showed the impact of the motions on the distribution of employee and customer parking in the lot.

**Motion #1** – Mr. Tunila moved to change markings to add 2 (two) employee parking spaces to row #17, 1 (one) employee parking space to Row #15 and 5 (five) employee parking spaces to Row #14. Mr. Dubaldo seconded the motion and after discussion the motion passed unanimously (6-0-0).

**Motion #2** – Ms. Igdalsky moved to change markings to add 4 (four) employee parking spaces to Row 5 and 4 (four) employee parking spaces to Row 4. Mr. Tunila seconded the motion and after discussion the motion passed unanimously (6-0-0).

**Motion #3** – Mr. DuBaldo moved to change markings to add 4 (four) employee parking spaces to Row #3. Mr. Esposito seconded the motion and after discussion the motion passed unanimously (6-0-0).

**Motion #4** - Mr. Tunila moved to recommend closing the driveway cut from the southeast corner of the Purnell Place Parking Lot into the private NewAlliance Parking Lot located to the rear of their property at 34 Purnell Place to create between 4 and 5 additional parking stalls. NewAlliance would then need to create a new curb cut and driveway entrance from Cottage Street. Mr. DuBaldo seconded the motion and after much discussion the motion passed unanimously (6-0-0).

**Motion #5** – Mr. Tunila moved to incorporate a recommendation into the Downtown Special Services District Strategic Plan to have the appropriate town agency acquire Cottage Street properties abutting the eastern border of the Purnell Place Parking Lot. Acquisition of the properties would allow the Town to increase the surface parking area of the Purnell Place Lot. Mr. Esposito seconded the motion and after discussion the motion passed (6-0-0).

The Parking and Maintenance Committee will be setting up a meeting with NewAlliance to discuss these issues.

**Proposal to Establish a Mentoring Partnership between DMSSD, Nathan Hale School and The Governor’s Prevention Partnership**

Ms. Parseliti shared the information with the commissioners and explained that the Mentoring Program is a part of A Chance for Change – a Children’s Mental Health Planning Project. Manchester received a grant to fund this planning project. The goal of the program is to connect pre-selected boys and girls with a consistent adult role model who will serve as a mentor for the child for one school year. The target school is Nathan Hale. The role of the DMSSD would be to serve as a door opener to use our name to approach business and community leaders to recruit mentors. The DMSSD would provide recommended prospects and advise as to the best way to approach business mentor pool prospects. Mr. Tunila made a motion to endorse the Mentoring Partnership and Ms. Treiber seconded the motion. The motion passed (5-0-1) with Ms. Igdalsky abstaining.

### **Economic Development**

**867 Main Street** – Ms. Parseliti met with property owner John Lee on April 22, 2009 to learn more about the apartments being developed by Mr. Lee at this 867 Main St. property. There are a total of 12 units under construction. 8 one bedroom and 4 two bedrooms are planned. The 4 units in the front of the building will be completed first. 9 to 10 ft. ceiling are planned in the front apartments on the top floor. There will be one central laundry area. The anticipated completion date September. Ms. Parseliti recommended that space be set-aside for a storage unit for each apartment. The targeted tenants are young professionals. Rent will be approximately \$700 per month to \$900 per month. A high level of energy efficiency will be included in this construction, which will be a savings for tenants. Mr. Lee will be happy to give the commissioners a tour when the project is complete.

### **Economic Summit Workgroup Participation**

- **Branding Workgroup** – Ms. Parseliti reported that the group has met twice. They reviewed input from the Economic Team Strategic Planning Session held in December. They reviewed the process involved in creating a “brand”. Expertise on the committee includes a marketing professional from MCC, the Board of Education, and a corporate consultant with experience in branding..
- **Small Business Assistance** – Ms. O’Connor and Ms. Igdalsky are participating. The group is working to see how Manchester can become more business friendly.

Ms. O’Connor reported that the Chamber had their Legislative Breakfast and it was a very good question and answer session. About 30 small business owners attended.

### **Marketing & Promotions Committee Report**

**Spring Celebration** - Ms. Parseliti reported on the Spring Celebration and shared the evaluation with the commissioners. All enjoyed the Spring Celebration and all the participants were very happy and would like to return next year.

**Main Street Mixer** - Ms. Wilson reported on the Main Street Mixer. 20 tables have been sold, food donations are coming along well and all plans are well under way.

**Cruisin’ On Main Street 2009** – Ms. Parseliti shared information regarding the Cruisin’ Club Card. The card is designed to provide value to both the participating businesses and the purchasers while serving as an additional revenue source for Cruisin’ On Main.

### **Strategic Plan – Review of Current Status of Work**

Ms. Igdalsky moved to table discussion of the Strategic Plan at this meeting. Commissioners agreed to set a date for a special meeting for the purpose of continuing discussion on the status of work of the current Strategic Plan. A breakfast meeting was suggested. Ms. Parseliti will set the meeting date and time and arrange for proper notice. The meeting will take place at the Downtown Manchester Special Services District Office, 983 Main Street, Suite 10.

**Public Comment** – None

**Other Business** – None

**Adjourn** – There being no further business Mr. DuBaldo moved to adjourn at 7:25 PM. Mr. Esposito seconded the motion and the motion passed unanimously (5-0-0). Ms. Treiber excused herself at 7:00 PM.

Respectfully submitted,

Sabina K. Wilson, Administrative Assistant  
Recorder