

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

**FEBRUARY 3, 2010**

**DMSSD Office  
983 Main Street  
Manchester, CT 06040**

MEMBERS PRESENT: Ed Firestone, Chair  
Don DuBaldo  
John Tunila  
Glenda Sinnamon  
Hope Igdalsky  
Betsy Treiber  
Mike Esposito

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

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

ALSO PRESENT: John Thrall and Bob Barker, Cruisin' on Main Street 2010  
Committee, Joe Sinnamon, The Sinnamon Shop

MEMBERS ABSENT Rev. Sal Mancini

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

**Call to Order**

Ms. Igdalsky called the meeting to order at 6:00 PM.

**Minutes** - Ms. Treiber moved to accept the November 18, 2009 and January 13, 2010 Minutes and Mr. DuBaldo seconded the motion. The motion passed unanimously (7-0-0).

Resolution to Accept Funds - Ms. Igdalsky moved to accept the funds noted in the following resolutions and Mr. Tunila seconded the motion. The motion passed unanimously. (7-0-0).

**Status Report from Cruisin' on Main Street 2010 Committee** – Bob Barker and John Thrall attended the meeting and reported that sponsorship is doing well and has commitments of over \$10,000. Taylor Rental will be the Presenting Sponsor for this 10 year Anniversary Cruisin on Main Street. The first groups of sponsors that have been contacted have all stepped up and are on board. There will be another level of sponsors contacted shortly by mail and then followed up by phone and in person. At this time sponsorship commitment money is ahead of schedule. They also reported that they had a

meeting with the Town Manager and the Town will provide services as they have done in the past.

**Nominating Committee Report** – Mr. Firestone, Ms. Treiber, Ms. Igdalsky and Mr. Esposito are on the Nominating Committee and have met twice. They have contacted all the current Board Members and everyone wants to remain on the board. After some discussion it was decided that each Board Member must take on one or more board or special event type project. Ms. Parseliti felt that whatever is in District’s best interest could be better served by each board member being involved with a project. All Board members agreed.

**Library Expansion Study** - The Downtown District representative to Library Expansion Study, Mr. Esposito, updated the commissioners on the two meetings held to date. The first meeting was held in December. Approximately 45 people attended. They walked the site and participated in exercises designed to illicit participant ideas on how an expanded library should look, where expansion should take place and how it should interact with Center Park. They were asked to assign importance to technology, preservation and other development considerations.

At the second meeting they were asked to envision how they would expand the library. The committee worked on building ideas, which were presented to the architects. Those ideas were presented to the committee. Mr. Esposito felt that a lot of the concerns and wishes the committee members had were addressed with the plan presented. Mr. Esposito noted that existing library is approx, 22,000 sq. ft. Given the number of users and frequency of library use, a library size of approx. 54,000 sq. ft. is the industry standard. The Plan will be going to a Steering Committee for further study.

Ms. Parseliti noted that the District needed to be mindful of what is being proposed and maintain an active role in the decision making process as to what may be happening in our Downtown.

**Parking & Maintenance Committee Report –**

- **Pedestrian Lighting Demonstration Project**

The Parking & Maintenance Committee would like to recommend that the board of commissioners appropriate monies to fund 2 pedestrian lighting fixtures to be added to two existing poles at a cost not to exceed \$2,200 per pole (fixture and install).

The Parking & Maintenance Committee reviewed the fixture styles provided by the Director of Public Works. They selected a style that most closely matches the existing fixture and is in keeping with Town specifications requiring full cut-off lenses. See attached. The fixture will accommodate a 60 Watt LED bulb. The brightness of the light is equivalent to a 175-Watt Metal Halide bulb. This is the bulb currently in the streetlights.

The Parking & Maintenance Committee will select a location for installation of the Pedestrian Fixtures in consultation with the Director of Public Works.

The estimated costs are:

- ◆ Fabrication of arms/fixtures for one to two pedestrian level luminaries is \$1,300 to \$1,900 per pole
- ◆ Installation of fixtures is estimated at \$200 per pole. Note: this figure may be low as it was based on a higher number of locations.
- ◆ The Town will coordinate the specs, ordering and installation of the fixtures.

The SSD would fund the demonstration project. The majority of funds for the project could come from the District Reserve Funds. As of Dec. 31, 2009 the District had \$2,133.07 in its Unallocated Fund and \$1,153.99 in its Streetscape Improvement Fund for a total of \$3,287.06. The Commissioners would need to take action to appropriate funds from the Unallocated to the Streetscape Reserve Fund. The Director of Finance recommends that all funds from the Unallocated Account be transferred into the Streetscape Fund. The Commissioners would then appropriate funds from the Streetscape Fund to pay for demonstration project. If additional funds are needed they could be appropriated from the District fund balance or funds from the regular budget account could be used if any remain at the end of the year.

Lead-time for fixture fabrication & delivery is approx. 8-12 weeks.

If the Town and the SSD agree that the demonstration pedestrian lights accomplish the goal of improving pedestrian lighting the Director of Public Works will put the estimated costs of retrofitting existing Downtown light poles along Main Street in the Town capital plan. There are currently 70 poles in the Downtown.

### **Marketing & Promotions**

- ◆ **Guide to Downtown Manchester**

Ms Parseliti shared that it was time for a new Guide and that the last one was published in 2008. She had a sample of the Proposed new format for 2010 Guide.

- ◆ The new Guide would have the following new features:
- ◆ Brochure/booklet format
- ◆ 2 color
- ◆ 15,000 copies
- ◆ Approx. 20 pages
- ◆ Listings by business category
- ◆ Alphabetical listings
- ◆ Simplified map
- ◆ Points of Interest listing
- ◆ List of Downtown events
- ◆ Estimated cost of new format for Guide as described: # 70 Opaque - \$2,640.  
#80 Gloss text \$2,740\*

- ◆ Opportunities to generate additional income to offset the increase cost by:
- ◆ Selling approx. 12 business card size ads at \$50 per ad for a total of \$600
- ◆ Selling the back cover to one advertiser for approx. \$300
- ◆ Selling inside back cover for approx. \$250

The Commissioners felt that the prices for advertising were too low. The following recommendations were made:

- ◆ Selling approx. 12 business card size ads at \$100 per ad for a total of \$1200
- ◆ Selling the back cover to one advertiser for approx. \$500
- ◆ Selling inside back cover for approx. \$250 stay the same

Note: Cost of 15,000 copies of previous barrel fold Guide, 2 colors on Opaque was \$1,400.

Mr. Tunila recommended that the commission give their approval and let the Marketing and Promotions Committee move forward with it. The commissioners all agreed.

- ◆ **Window Displays**

Ms. Parseliti shared that the holiday windows were so well received that with the permission of Anne Miller the concept to utilize two display windows at Anne Miller Real Estate to host monthly displays of activities taking place in the Downtown or promoting area not-for-profits and schools came about.

The DMSSD would utilize one window to feature Downtown events and Promote the Downtown business sectors. The second window could be used by area not for profits and schools.

Guidelines for window displays would need to be developed including rules for content, set-up and take-down. All groups using the window will be responsible for their own design, display materials, set-up and take down in a timely manner. A curtain backdrop will be put in place an one decorative easel will be left in each of the widows that may be used to display a sign or poster.

The DMSSD would assume responsibility for scheduling subject to review by Anne Miller.

The proposed schedule of use is as follows:

**Window #1**

February	DMSSD – Shop Downtown for the Valentines Day
March	DMSSD – Spring Celebration – thru April 4
April	DMSSD – Pansy Project
May	DMSSD – Main Street Mixer
June	Pride Committee - Pride & Heritage Week

July DMSSD - Cruisin on Main Street (through first Sun. in August)  
August to be determined  
September to be determined  
October DMSSD - Scarecrow Display and Contest /Halloween Happenings  
November DMSSD - Holiday on Main (through first Sat. in Dec.)  
December DMSSD – Shop Downtown for the Holidays

**Window #2**

February Little Theatre of Manchester March  
April to be determined  
May to be determined  
June to be determined  
July to be determined  
August to be determined  
September to be determined  
October to be determined  
November Manchester Road Race  
December to be determined

Members of SHARE

- ◆ Cheney Hall/LTM
- ◆ Lutz Museum
- ◆ Manchester Historical Society
- ◆ Fire Museum
- ◆ Manchester Art Assoc.
- ◆ Manchester High School
- ◆ Mary Cheney Library
- ◆ Greater Hartford Arts Council

Other potential users are as follows:

MARC

MACC

March of Dimes

MDOG

MCC

Bennet Academy

Manchester High School

The Manchester Road Race

PAL

Other not for profits or groups could be offered space as available.

Invitations to participate will be sent to the organizations listed above. Space will be allocated on a first come, first serve basis.

### **Downtown Banner Sales -**

The Downtown District included \$3,660 in banner sales in its FY 09/10 budget. The commission needs to decide:

- 1) If they think there will be a sufficient supply of willing sponsors to go forward with banner sales in the current fiscal year.
- 2) What is the minimum number of banners that must be sold to make the project worthwhile?
- 3) If commissioners would be willing to assist with follow-up on banner sales.

Propose to begin banner sales in March.

Goal: Sell 30 banners.

◆ Cost to SSD of banner/hardware/install:	\$278/banner
◆ Cost to sponsor:	\$400/banner
◆ Net to Downtown:	\$122/banner
◆ Net to SSD from sale of 30 banners:	\$3,660.00

Ms. Parseliti asked if a sub-committee was needed in regards to selling the banners. Mr. Tunila, Ms. Treiber, Ms. Igdalsky, Ms. Sinnamon and Mr. Esposito all volunteered to be on the committee and all the commissioners agreed to move forward with banner sales.

At the next regularly BOC meeting color and design will be discussed.

**Adjournment** - There being no further business, Ms. Treiber moved to adjourn the meeting at 7:25 PM. Mr. Esposito seconded the motion and all voted in favor. (7-0-0)

Respectfully submitted,

Sabina K. Wilson, Administrative Assistant  
Recorder