

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

**APRIL 1, 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  
Glenda Sinnamon  
John Tunila  
Don DuBaldo  
Michael Esposito  
Rev. Salvator Mancini  
Betsey Treiber

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

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

ALSO PRESENT: Joe Sinnamon, Anne Miller

MEMBERS ABSENT: Hope Igdalsky

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

**Call to Order**

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

**Minutes – March 4, 2009**

Mr. Esposito moved to accept the minutes of March 4, 2009 with corrections and Mr. DuBaldo seconded the motion. The motion passed unanimously (6-0-0).

**Resolution to Accept Funds**

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

**Pansy Project**

Ms. Parseliti explained plans to fill Downtown planters with pansies during the months of April and May when the planters traditionally remain empty at a cost of less then \$200. The District will purchase the flowers at cost (approx. \$150 to \$200). Our landscaper will remove the winter greens and add fresh soil. Volunteers from Downtown businesses have been asked to plant the street planters in front of or near their businesses. Volunteer response has been terrific. The pansies will be purchased on Tuesday morning and distributed to the volunteers and planting will

happen between Tuesday and Wednesday (weather permitting) in time for our Spring Celebration on April 11<sup>th</sup>.

### **Economic Development**

- Manchester Downtown Development Incentive Program – Mr. Pelligrini explained that the program is up for renewal. He explained the incentives offered by the program offered and how many property owners have made application to the program. The commission felt that it is important to continue this program especially in light of the potential for future property acquisition by a new generation of property owners and needs for property modernization. Mr. Tunila moved to endorse retention of the Manchester Downtown Development Incentive Program. Ms. Treiber seconded the motion. The motion passed unanimously (6-0-0).
- 822 Main St. – Ms. Parseliti reported that she met with Tarek Ambia on March 17<sup>th</sup> for a tour of the building. The ground floor will have two storefronts - each of them approximately 1,000 sq. ft. A cell phone dealer will be going into one store and he is looking for another tenant for the second storefront. The interior of the building will have 6 offices of approximately 600-800 sq. ft. The second floor will be 10 apartments. There will be 7 one bedroom apartments and 3 studios that will be approximately 600-650 sq. ft. There will be an onsite laundry facility, window air conditioning, and electric heat. Mr. Ambia is working on options for tenant parking. His completion date is planned for June 1, 2009. The commissioners requested a tour of the building when it was completed.

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

- Spring Celebration Update - Ms. Parseliti reported on the event. New features include additional costume characters, display booths for local not for profits and old fashioned trolley rides. There will be a 5-6-block area that will be programmed more densely. Flyers will be going out to the schools this week with all the activities and a map of where all activities are located. Several Downtown businesses have stepped forward as trolley and costume character sponsors.
- SHARE – Ms. Parseliti reported that the kick off for SHARE will be held during Heritage Day June 13. Each SHARE site will have special activities. Downtown will be the site of plein aire painting and a community canvas. The New England Fiddle Fest Contest (a separately sponsored activity) will take place in Center Park. Ms. Parseliti also reported that the SHARE Committee would be making a presentation to the Board of Directors at their April 7<sup>th</sup> meeting.
- Meeting with the Restaurants – Ms. Parseliti reported that she had 2 meetings this week with some of the restaurant owners to brainstorm on how our downtown restaurants can be better promoted. The meetings were very informative and contained a variety of new and interesting ideas for promoting this business segment among them using our website and the Internet to promote downtown restaurants

There was much discussion regarding posting menus on the downtown website, links from our websites etc. Ms. Parseliti will investigate the cost of adding this piece to our website. Ms. Parseliti will type her notes regarding the restaurant meeting and send them to the commissioners.

### **Parking & Maintenance Committee**

- Town Street Sweeping Schedule – will be done during regular working hours 7:00-3:30. The town has not give Ms. Parseliti a date when it will start or any other schedules.
- Banner Program – MCC involvement - Ms. Parseliti reported that MCC is very interested in developing a link between the college and the downtown. One way the linkage could be achieved is by a stronger presence of the college in our banner program. All were in agreement that they liked the idea and are happy to have a MCC presence in the downtown. Care would need to be taken to develop a banner design that can achieve both goals. The commission will have to sign off on the banner design. It is hoped that sales for the downtown banners could begin in May.
- One of the other ways to link the two would be selling MCC sweatshirts in one or more of the stores or restaurants downtown and having Gallery nights in the downtown. Anne Miller volunteered one of her windows for art. There was much discussion regarding Gallery evenings or afternoons and all the possibilities.

### **Strategic Plan – Review**

Downtown Development Action Plan Status - Commissioners began reviewing the economic development portion of the Downtown Strategic Plan evaluating what actions have been taken to date and what still needs to happen. Commission suggested that the following actions be added to this section of the plan.

- Work with property owners renovating their buildings to help them be successful.
- Contact the CT Main Street Center to see if any of their communities have implemented innovative programs to combat blight.
- Identify potential funding sources for elevator installation in Downtown properties. Ex. ADA funds?
- Monitor property conditions and send letter to property owners when blight or nuisance conditions appear.. Ex. “ We’ve notice the following \_\_\_\_\_ . You could improve your property values and the Downtown property values by addressing this situation.”
- Monitor Redevelopment Agency work on the Forest St. Parking Lot.
- Investigate what property owners are charging for rent for residential units and square footage of units.

- Arrange with property owners for a tour of new apartments at 822 Main and Dowling on Main LLC (former Marlow's building) once units are completed.

Commissioners will complete their review of this portion of the plan at their May meeting.

**Public Comment**

None.

**Other Business**

Ms. Treiber relayed serious concerns held by NewAlliance Bank regarding the availability of convenient parking for bank employees in the Purnell Place Parking Lot. Her concerns were referred to the Parking Committee for review. The Parking Committee will make a report on this issue at the May commission meeting.

**Adjourn**

There being no further business Rev. Mancini moved to adjourn the meeting with Ms. Treiber seconding the motion. All voted in favor (5-0-0) and the meeting was adjourned at 7:55 PM. Mr. Tunila excused himself at 7:45 PM.

Respectfully submitted,

Sabina K. Wilson, Administrative Assistant  
Recorder