

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

**October 7, 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
Glenda Sinnamon
Don DuBaldo

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

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

ALSO PRESENT: Joe Sinnamon, Sinnamon Shop

MEMBERS ABSENT: Betsy Treiber
Michael Esposito
Rev. Sal Mancini
John Tunila

EX-OFFICIO MEMBERS ABSENT Sue O'Connor, GMCC

Call to Order

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

Minutes – September 9, 2009

Ms. Sinnamon moved to accept the minutes of September 9, 2009 with a spelling correction on page 3 (expressing). Mr. DuBaldo seconded the motion. The motion passed unanimously. (4-0-0).

Minutes – September 21, 2009

Mr. DuBaldo moved to accept the minutes of September 21, 2009 and Ms. Igdalsky seconded the motion. The motion passed unanimously. (4-0-0).

Resolution to Accept Funds

Ms. Sinnamon moved to accept the funds noted in the following resolutions and Ms. Igdalsky seconded the motion. The motion passed unanimously. (4-0-0).

RESOLVE THAT..... The Downtown Manchester Special services District accepts \$1,000.00 in miscellaneous revenue for FY 2009-2010 for Cruisin' on Main Street 2009 Sponsorship from the following sources: \$500.00 from Kristian Ager, State Farm Insurance Agent and \$500.00 from Mike Esposito, State Farm Insurance Agent. Funds are to be applied to budget revenue category Miscellaneous Income (4003801 4600) and budget expense category Services Unclassified (27000000 6490).

Marketing & Promotions – Fall Fest Promotion is well underway. Ms. Parseliti shared the flyer that will be going out to the businesses as bag stuffers and a large flyer for the window. A variety of events will be grouped together and will be promoted via flyers, ads, email and the Downtown website. Scarecrows are appearing along Main St. and getting great reviews.

Ms. Parseliti also shared with the commission that DJ Scott Gray will be the Master of Ceremonies for the Holiday Tree Lighting.

Outreach Advisory Committee - Ms. Parseliti shared with commissioners that the group members support having MACC develop a drop-in center to serve clients of the Manchester homeless shelter. At present, clients have nowhere to go during the daytime. A drop-in center would provide a structured, supervised alternative that would provide services that would improve their prospects and reduce negative activity on Downtown streets, in the library and in Center Park. The former Youth Services Bureau was identified as a prospective site. MACC would seek funds to operate the center. Beth Stafford, Exec. Director of MACC, contacted the General manager with a proposal for the above mentioned center.

Strategic Plan Review – The commissioners were asked to complete their review of the DMSSD Strategic Plan and identify priorities in each of the following areas:

Physical – All the commissioners agree that improved pedestrian lighting is a priority as is expansion of parking in the Purnell Place Lot. Priorities in this area include:

- Work with the Town to improve pedestrian lighting along Main St.
- Work with the Town to contract for a parking study to look as development of additional parking in the Purnell Place Parking Lot.
- Advocate for better directional signs for off street parking areas.
- Work with the Town to incorporate landscape and security improvements as a part of the culvert project in Purnell Place.

Social – Ms. Parseliti informed the commissioners that the branding project has not been completed. Surveys were conducted and data assembled but analysis and strategies have not been completed. .

Mr. DuBaldo would like to see the District look into more group commercials for the Downtown either TV or radio. After much discussion it was decided that Ms. Parseliti would check into the options and costs and report back.

Mr. Pellegrini commented that he would like to go back to exploring partnering up with MCC. He feels that this would be very good for the District. The commissioners agreed and noted that priorities in this area were noted in earlier discussion regarding economic priorities.

Commissioners added on the following priority to their list:

- Create cost effective marketing opportunities that market the Downtown and allow for participation of Downtown businesses. Explore television, radio and other mediums.

Civic – All the commissioners agreed that the Main Street Mixer should continue and perhaps be held more than once a year. Other opportunities for gatherings like the Coffee with the Cops should be held more frequently. Ms. Parseliti noted that a Coffee with the Cops is scheduled for October 27th at 8:00 AM. A location in one of the Downtown professional buildings was suggested. The District office continues to keep the website updated. The commissioners all felt that Ms. Parseliti and the commissioners themselves need to do more outreach to the businesses. The commissioners agreed on the following priority:

- Increase the amount of one-on-one outreach to Downtown businesses by commissioners and staff to identify their concerns/issues and to encourage participation in Downtown programs.

Public Comment - Mr. Sinnamon commented that when we are developing our advertising campaign we should emphasize who Downtown is and what it offers:

- Downtown has a hometown feeling.
- Patronizing Downtown businesses keeps dollars in the community.
- Downtown business owners know their products.
- When you shop, dine or transact business Downtown you get personal service from knowledgeable people.

Other Business - None

There being no other business Mr. DuBaldo moved to adjourn the meeting at 7:40 PM. Ms. Sinnamon seconded the motion and all voted in favor (4-0-0).

Respectfully submitted,

Sabina K. Wilson, Administrative Assistant
Recorder