

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

**July 8, 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  
Glenda Sinnamon  
Don DuBaldo

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

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

ALSO PRESENT: Joe Sinnamon, Sinnamon Shop  
Kristin Vincent, Dir. of Student Activities, MCC  
Maria Yates, ALS  
Tyler Driscoll, Manchester Running Company  
Patrick Byrne, Manchester Running Company

MEMBERS ABSENT: Rev. Salvatore Mancini  
Betsey Treiber  
Michael Esposito

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

**Call to Order**

Ms. Igdalsky called the meeting to order at 6:04 PM in Mr. Firestone's absence. Mr. Firestone arrived at 6:05 PM

**Minutes – June 3, 2009**

Ms. Tunila moved to accept the minutes of June 3, 2009 and Ms. Sinnamon seconded the motion. The motion passed unanimously (5-0-0).

**MCC Downtown Initiatives**

Staff from MCC met recently to discuss opportunities for collaboration between MCC and the Downtown District. Kristin Vincent, Director of Student Activities at MCC, attended this meeting to share their ideas as follows:

- 1) An Open Mike Night featuring MCC students at a Downtown restaurant one night each month. This idea was very popular with the student government
- 2) Student art displays at local businesses
- 3) An Open Gallery Night at a downtown restaurant or business displaying student art. The possibility of identifying a location for a student art gallery in the Downtown is also of interest.
- 4) Student discounts at Downtown businesses with a valid ID.
- 5) A display of MCC items/info in a vacant storefront.
- 6) MCC items for sale or display in an existing business.
- 7) MCC hosts a link to info on Downtown apartments. 5 to 10 students inquire about housing each week
- 8) Making the Cougar Mascot (costume character) available for appearances at Downtown events.
- 9) MCC opens an ice cream shop Downtown as a part of an entrepreneurial student project
- 10) MCC participates in the new Downtown Banner Program.

Ms. Vincent pointed out that MCC has an estimated enrollment of 7,000 for the Fall of 2009 plus 300 magnet high school students and is only located 2 to 3 miles from the Downtown.

Ms. Yates, who belongs to the Manchester Art Association, pointed out that students would be welcome to join the Manchester Art Association for a fee of \$20. As members, they would be able to avail themselves of many opportunities for display coordinated by the Art Association.

The commissioners warmly endorsed the ideas presented. Ms. Parseliti will provide the following follow-up:

- 1) Send a letter to Downtown businesses to inform them of these proposed initiatives, solicit their participation and respond to Ms. Vincent with the results.
- 2) Provide a list of businesses who have expressed an interest in hosting student art based on discussion that took place in the Spring of 2009.
- 3) As students are very excited about the possibility of Open Mike Nights, Ms. Parseliti will provide Ms. Vincent with a list of Downtown restaurants and contacts for the students use in immediate outreach.
- 4) Ms. Parseliti will investigate the cost of added Downtown residential listings to our website.

The commissioners look forward to working with MCC to bring some or all of these proposed projects to fruition.

### **Family Movie Night**

Maria Yates reviewed a proposal by MACC and the Advanced Light and Sound for a Family Movie Night to take place on Friday, Sept. 18 at the Forest Street Parking Lot to benefit MACC. Ms. Parseliti provided information on the proposed Movie Night to all commissioners in advance of the meeting. The commissioners discussed the impact on the Downtown and charitable as well as commercial benefits. Mr. Tunila made a motion to have the Downtown Manchester Special Services District send a letter supporting the Family Movie Night providing that organizers comply with all town regulations and requirements. Ms. Sinnamon seconded the motion and all voted in favor (5-0-0)..

### **Main Street Mile**

Mr. Patrick Byrne And Mr. Tyler Driscoll, owners of the Manchester Running Company, were present to ask for the support of the Downtown Manchester Special Services District for the

Main Street Mile - a one mile footrace through Downtown Manchester on Monday, September 2, 2009 (Labor Day) from 9 AM to 11 AM. Ms. Parseliti provided information on the proposed Main Street Mile to all commissioners in advance of the meeting. Mr. Byrne and Mr. Driscoll distributed a detailed event plan to the commissioners. The commissioners discussed whether it would be beneficial to survey the District constituents to ascertain their support and whether support of this event – which includes closing Main Street for the event - would set a precedent. The consensus of the commission was that the anticipated impact of closing Main Street for the event, as it will be on Labor Day when most businesses are closed, should be minimal. The commission will survey its constituents after the event to assess the impact of street closing and traffic restrictions.

Mr. DuBaldo made a motion to have the Downtown Manchester Special Services District send a letter supporting the Main Street Mile providing that organizers comply with all town regulations and requirements. Ms. Sinnamon seconded the motion. The vote passed (4, 0, 1). Ms. Igdalsky abstained.

**Resolution to Accept Funds**

Ms. Sinnamon moved to accept funds as noted in the following Resolutions:

RESOLVE THAT.....The Downtown Manchester Special Services District accepts \$500.00 in miscellaneous revenue for FY 2008-2009 from sponsor fees for Cruisin' on Main Street 2009 from: The Hartford Courant. Funds are to be applied to budget revenue category Miscellaneous Income (4003801 4600) and budget expense category Services Unclassified (27000000 6490).

RESOLVE THAT.....The Downtown Manchester Special Services District accepts \$3,450.00 in miscellaneous revenue for FY 2008-2009 from sponsor fees for Cruisin' on Main Street 2009 from: Monaco Ford (\$1,250), Pop's Exhaust (\$500), Highland Park Market (\$500), Stafford Springs Enterprises, Inc. (\$500), CDM Landscaping, LLC, (\$250), Manchester Honda (\$150), Anne Miller Real Estate (\$150), Landmark Cafe(\$150). Funds are to be applied to budget revenue category Miscellaneous Income (4003801 4600) and budget expense category Services Unclassified (27000000 6490).

RESOLVE THAT.....The Downtown Manchester Special Services District accepts \$300.00 in miscellaneous revenue for FY 2008-2009 from vendor fees for Cruisin' on Main Street 2009 from: Taking Care of Tummys (\$150), Manchester Historical Society, (\$50), Manchester Lions Club (\$50), Manchester UNICO Foundation (\$50), Funds are to be applied to budget revenue category Miscellaneous Income (4003801 4600) and budget expense category Services Unclassified (27000000 6490).

RESOLVE THAT.....The Downtown Manchester Special Services District accepts \$15.00 in miscellaneous revenue for FY 2008-2009 for display fees for the Main Street Mixer from: NewAlliance Bank (\$15). Funds are to be applied to budget revenue category Miscellaneous Income (4003801 4600) and budget expense category Services Unclassified (27000000 6490).

RESOLVE THAT.....The Downtown Manchester Special Services District accepts

\$250.00 in miscellaneous revenue for FY 2008-2009 for the annual maintenance of one Main Street planter from: Perennial Planters Garden Club (\$250). Funds are to be applied to budget revenue category Miscellaneous Income (4003801 4600) and budget expense category Repairs to Grounds (27000000 6455).

Mr. Tunila seconded the motion which passed unanimously (5-0-0).

**Review of Budget Vs, Actuals for FY 2008-2009** – Ms. Parseliti reviewed the FY 2008/2009 budget. She presented a spreadsheet showing budgeted, actual and estimated income and expenses through June 30<sup>th</sup>. Operating Income collected was \$14,492 less than budgeted due to shortfalls in Miscellaneous Revenue collected of \$11,717 and a decrease in Interest Income of \$4,900.

On the expense side actual expenses exceed budgeted expenses by \$30,942. Although Parking and Administrative expenses came in under budget (\$2,098 and \$993), expenses in the Marketing and Maintenance budget categories came in over budget. Marketing Expenses were over budget (\$20,33) due to the increased cost of Holiday Lights that included a one-time expense for new LED Christmas Tree Lights and higher cost for rental of new holiday pole decorations.

Maintenance costs were over budget by \$32,000. The largest cost over run is attributed to Snow Removal, which was over budget by \$30,565. Line Striping and District Repairs and Maintenance were over budget by \$1,258 and \$4,020 respectively. Parking Lot Purchase held with no variation at \$7,500. Street Beautification line item was under budget by \$3,843.

The net shortfall for the FY 2008/2009 budget is estimated to be \$45,434.

The District Capital Reserve Fund as of 7-8-09 equals \$2,127.78 Unallocated and \$3,412.00 available for Streetscape Improvements.

The District Fund Balance as of 7-8-09 is \$143,854.

**Resolution to Transfer Funds**

Mr. DuBaldo moved appropriations in the Downtown Manchester Special Services District as noted below.....

\$2,258.01 to be funded by the Downtown Manchester Special Services District Streetscape Improvements portion of the Capital Reserve Fund.

Expense Account 27 000000 6455 in the amount of \$2,258.01 for Parking Lot Restripping.

Ms. Igdalsky seconded the motion which passed unanimously (5-0-0).

The commissioners agreed to appropriate additional funds to cover the budget shortfall at their August meeting when all invoices have been received.

### **Cruisin' on Main Street 2009**

Ms. Parseliti was pleased to report that Cruisin' 2009 is close to achieving its sponsorship goals. The event is attracting more sponsors in the Gold (\$500) category than in previous years.

### **New Cross Street Banner Policy**

Ms. Parseliti reported that the town board of directors is developing policies and procedures to govern the Main Street banner, Manchester Matters and the Community Calendar. The section of the policies that relates to the Main Street banner may be of special interest to the Downtown District. The proposed policy includes assessing a \$250.00 fee for banner placement.

After some discussion the commissioners requested that Ms. Parseliti send a letter to the board of directors asking that the \$250 fee for placement of a Main Street banner be waived for the Downtown District.

**Public Comment** – None.

### **Other Business**

Mr. DuBaldo offered the following comments on the Purnell Place restriping:

- The snow shelf area was not stripped per the original plan
- The District should not be expected to pay any design fees related to the restriping.
- The District should confirm rather the town intends to implement the 2 way traffic in what is currently the northbound travel lane of the Purnell Lot. If so, someone should remove the black, wrought iron sign with the large directional arrow located at the entrance to the Purnell Place Lot from Oak St.

Ms. Sinnamon noted that there are several large potholes in the northbound travel lane of the Purnell Place Lot. Ms. Parseliti will request repair.

Ms. O'Connor noted that the Chamber had a strong turn-out for its New Member Luncheon of approximately 70 people.

**Adjourn** – There being no further business Ms. Sinnamon moved to adjourn at 7:35 PM. Mr. Tunila seconded the motion and the motion passed unanimously (5-0-0).

Respectfully submitted,

Tana Parseliti, Downtown Manager  
Recorder