

Downtown Business District
Meeting Minutes
Wednesday, November 16, 2016
330 Main Street, Middletown, CT

Attendees

Diane Gervais (Chair)

Mike DiPiro (Commissioner)

Mary Ann Perrotti (Commissioner)

Jennifer Alexander (Commissioner)

Peter Harding (Commissioner)

Gary Nagler (Commissioner)

Marc Levin (Commissioner)

Valerie Scribano (Commissioner)

Mike DeSena (Police Department)

Cathy Duncan (Chamber of Commerce)

Pamela Steele (Pamela Roose Specialty Yarns)

Lisa Melaven (DBD Office)

Police Report – Mike DeSena

Mike reports the police department is gearing up for Holiday on Main. Jen Alexander mentioned there has been a car theft(s) from parking lot A behind Kidcity. Three young people were seen on camera footage going car to car in the early evening on a Thursday night looking for one left unlocked. The Police have the footage and an idea of who it is. There have also been reports of issues from First Church.

Public Works – None

Parking Report - None

Diane reports the security cameras are to be installed in the back lot A by year's end. The rest of the planters should be in by late November. Marc Levin mentioned that Geen covered one of the parking meter poles with a black wrap which matches the black light poles on Main Street; which looks very nice.

Planning/Economic Development – Tom Marano

Tom reports via email the Brow Palace does qualify as a beauty salon which is allowed in the zone 61.01.34.

The owner is planning to retail jewelry and beauty products in the near future.

The C&K, Hajjar contractor, expects to have all of the units set by Thanksgiving. He is starting work on the roof.

There has been no news on the Wesleyan bookstore coming to the downtown area.

Tom does have two ads available in the new Community and Business Guide, is anyone is interested please contact Tom.

Chamber of Commerce – Cathy Duncan

Cathy reports the Chamber is getting ready for “Holiday on Main”. This year Spear Park will be decorated for the holidays. The only change is the Saturday hours are now from 10:00a.m. – 2:00p.m. If any business would like to be involved with Holiday on Main; please send an email of interest and she will include you on her weekly agenda.

Grand Re-Opening:

- First and Last Tavern - Thursday, December 8th at 4:00 p.m.
- CBB Meeting – Thursday, December 1st , DOT will be the speakers

It was suggested when there are road races (5k and others) there should be a process of communication through the Chamber of Commerce, to include the Police Department, DBD Commissioners, Partners and Stakeholders of the downtown businesses to reflect what/how businesses will be impacted, road closures etc., during these types of events.

Minutes –

- Motion made by Marc Levin to approve
- 2nd by Peter Harding
- Minutes accepted

Treasurer’s Report – Mike DiPiro

Mike notes the carry over & surplus lines on the financial report needs to be corrected to reflect the bottom line. The 1st installment for \$58,000.00 has been deposited into our money market account. We are still waiting for the snowflake money from the City of Middletown and the Chamber of Commerce.

- Motion made by Marc Levin to approve
- 2nd by Gary Nagler
- Treasurer’s Report accepted.

Chair Update – Diane Gervais

Marketing: The new fall/winter brochure has been printed and has been distributed to our downtown businesses and other partners such as Wesleyan, Wesleyan Potters, etc.

The Better Ct shoot is set for This Monday the 21st. The businesses will be a blend of retailers and restaurants. Mallove’s, Amato’s, Middlesex Music Academy, A Pocket Full of Posies, Esca, Typhoon, Tavern at the Armory and Herd. The segment will air mid December. As an aside, Middletown is featured prominently in a commercial that WFSB has been running promoting themselves out and about in CT. There is a nice shot of the river and of our own Amato’s Toy store. I constantly hear from customers that they are seeing the downtown ads....people from all over the state, and they say that it reminds them to come here.

Gift Cards: Continuing to move along. The Hospital recently purchased 100 \$10 gift cards.

Holiday Lighting: installation is underway, Jeff has hung the single snowflakes and he plans to hang two of the cross street ones this weekend I believe, the third had a bit of a snag in that the cable down by the south green needed replacing, which led to a decision by the city to install new poles closer to Mondo with new

cable. Many thanks to Bill Russo for seeing to it that this will happen. Due to this development there is the possibility that that set may be delayed and not ready by next Friday's festivities. Also, Many thanks to Jeff Everett for tirelessly helping me to get this to happen over the last couple of months.

Beautification: Our winter planters are underway as well. After reviewing proposals from Kelly Eddinger at Buds and Blossoms and Sue from Scovill's Garden Center in Cromwell, we decided to go with Scovill's this year due to a fresh look and a lower price. The pots were emptied over the weekend and will be filled in time for next week's festivities.

New Business –

Jen Alexander will be taking on the task of updating the DBD website, along with some volunteers from our board and downtown businesses.

- Motion to adjourn by Marc Levin
- 2nd by Mary Ann Perrotti