

**Downtown Business District**  
**Meeting Minutes**  
**Wednesday, October 28, 2015**  
**330 Main Street, Middletown, CT**

**Attendees**

Diane Gervais (Chair)	Sean Moriarity (Police Department)
Jennifer Alexander (Commissioner)	Tom Marano (Planning)
Mike DiPiro (Commissioner)	Geen Thazhampallath (Director of Parking)
Tom Ford (Commissioner)	Trevor Davis (Commercial Real Estate)
Peter Harding (Commissioner)	Pamela Steele (Business Owner)
Marc Levin (Commissioner)	Lisa Melaven (DBD Office)
Gary Nagler (Commissioner)	
Mary Ann Perrotti (Commissioner)	

**Minutes**

- Motion made by Mike DiPiro to approve
- 2<sup>nd</sup> by Mary Ann Perrotti
- Minutes accepted

**Treasurer's Report – Mike DiPiro**

Mike reports nothing out of the ordinary. The day after the financials were done, our first installment check for the 2015 – 2016 fiscal year in the amount of \$70,000.00 was deposited at Liberty Bank. The check was divided between our money market account and small business checking account.

- Motion to approve by Marc Levin
- 2<sup>nd</sup> by Gary Nagler
- Treasurer's Report accepted.

**Chair Update – Diane Gervais**

New Holiday Lighting:

The DBD reached out to The City and the Chamber as well as Claudia DeFrance in an effort to come up with a plan to update our Main Street Holiday Decorations.

With the joint efforts of all we were able to purchase 54 5' lited snowflakes which will be put up on the light poles on Main Street by Jeff Everett.

The wreaths will be use in various locations in the downtown.

The garlands across main street will have lights added, and will be hung as usual.

The hope is to replace those next year with snowflake design pieces.

Many thanks to The City and the Chamber for partnering on this!

#### Holiday on Main Street Gift bags:

We plan to do the holiday gift bag promotion again this year, and will be contacting our businesses next week. We could use some volunteers to help us contact businesses to participate.

#### Gift Card Sales:

Card sales are doing very well, running smoothly. List stats.....

The Hospital is continuing to be our biggest corporate customer.

We will once again be reaching out to our businesses to promote sales for their clients or staff gifts.

#### Downtown Brochures:

The new brochures are in the works, the revisions are at the designers, we should go to print late next week.

#### Downtown Planters:

They are looking beautiful in their fall color; they will changeover to winter greens approx November 16<sup>th</sup>.

#### Marketing Campaign:

This is going great! Our four new commercials were shot and are being finalized as we speak. Pending approval they will begin airing late next week.

We also had Scot Haney downtown for about 3 hours a couple of weeks ago, touring restaurants for a Better CT segment. They actually did 10 restaurants and split it into two great segments that aired a week or so ago! Scott also mentioned the Middletown restaurants and how great downtown was during the early morning news segments in conversational way...Great promotion. Our restaurants did a great job and Thank you to Lisa for all of the coordinating!

It was not easy to get our independent minded business owners to work well on a tight shooting schedule and she did!

We have another Better Ct segment coming up in late November. This time they will be featuring five retail locations which tentatively are Malloves, Amato's, Pedal Power, Ramanis, and Pocketful of Posies.

#### **Maintenance Report – Tom Ford**

Tom reports we have a claim from Eversource for expenses incurred (\$4,599.72) by a sidewalk sweeper crushing a conduit cover at 390 Main Street back in May 2015. This will be resolved between the City Attorney and Eversource.

Middle Oak has decided to sell all of their outside properties. Hajjar is the buyer and should close by December 2015. Hajjar is fully committed to Middletown.

#### **Beautification – Diane Gervais**

**See Chair Update**

#### **Marketing –**

**See Chair Update**

#### **Police Report – Sean Moriarity**

Sean reports that the Halloween event sponsored by the Recreation Department went smoothly for the most part. This event brought a few thousand kids/families to downtown for trick or treating and activities were

held on the South Green. Note for next year: The recreation department should hire additional beat officer(s) to patrol Main St. during this event.

Diane and Jen also past compliments to the beat officers who patrolled this past weekend for stopping by to lend a hand, socialize, and interact with customers in the downtown businesses.

Sean also reports that utility scams from Eversource are on the rise. The police department will be sending out notification to the businesses of Middletown to be aware of this, not to give out any personal information, and then report to the police department for documentation.

#### **Public Works – William Russo**

**None**

#### **Parking Report - Geen Thazhampallath**

Geen reports things have been relatively quiet. The Halloween event was pretty spectacular to witness. It was nice to see all the kids in costumes and families enjoying themselves throughout the downtown businesses.

The parking department is working on more signage for the Melilli parking lot to explain how the new method of parking works. There is a general concern with customers being ticketed before time expires or license plates being inputted incorrectly. The parking department is taking back these tickets.

Geen met with Reverend Campbell at the Holy Trinity church to present a plan for general improvements, (i.e. pavers, lights, cameras, paving) on both the north and south side of the church. The idea is to create more space around the building installing lower level and upper level sidewalks, opening up the walkway area on the south side of the church. There are concerns/issues with installing snow rails/guards on the north side of the roof.

#### **North End Report – Ann Marie Cannata**

**None**

#### **Planning – Tom Marano**

Tom reports the Hajjar project has started breaking ground. Tom is looking into various models in the “buy local campaign” and preliminary designs for signage on Route 9. Bella Gusta is getting ready to open very soon. Cinder and Salt apparel (low impact printing and design) will be moving into the LaBoca building.

Cricket Wireless will be moving into the old Aculer business space in approximately 4 months.

Starbucks is potentially looking into opening a coffee shop on upper Washington Street near the Home Depot.

#### **Chamber of Commerce – Cathy Duncan**

**None**

#### **New Business –**

**None**

- Motion to adjourn by Jennifer Alexander
- 2<sup>nd</sup> by Marc Levin
- Approved

