

Downtown Business District
Meeting Minutes
Wednesday, June 27, 2018
330 Main Street, Suite 200 Middletown, CT.

Attendees:

Marie Kalita Leary (Chair)	Cathy Duncan (Chamber of Commerce)
Diane Gervais (Commissioner)	Sean Moriarity (Police Department)
Marc Levin (Commissioner)	Geen Thazhampallath (Director of Parking)
Mike DiPiro (Commissioner)	Trevor Davis (Commercial Real Estate)
Mary Ann Perrotti (Commissioner)	Emily Ford (Leasing Mgr.Hajjar Development)
Tom Ford (Commissioner)	Ann - Marie Cannata McEwen (Buttonwood Tree)
	Lisa Melaven (DBD Office)

Police Report – Sean Moriarty

Sean reports Car Cruise night went very well. The police department is gearing up for Motorcycle Mania. The Middletown Fireworks will be held on Saturday, July 7th. DeKoven Drive and side streets will start closing down at 2:00. Sean reports panhandling seems to have settled down. The police department is looking to hire 4 new Officers.

Public Works – None

Parking Report – Geen Thazhampallath

Geen reports the police cruisers are off Dingwall Ave., now parking in the Arcade lot using a separate entrance. Parking meters will be installed for parallel parking on Dingwall Ave. There has been additional metered parking installed along DeKoven Drive, Court Street and Melilli parking lot, in total 75 spaces. City of Middletown employees will be moving their parking area from Mellili parking lot to the Arcade parking lot, with temporary lighting.

There will be approx. 75 “free” parking stalls (weekdays, weekends after 4:00) in the Arcade parking lot. The new connector/stair construction from Riverview Center down to the Arcade lot, to be completed by October 1, 2018. The City is looking to build deck parking lot behind Kid City.

Planning- Tom Marano

Tom Marano reports via email:

- Fed Ex still working towards August 5th soft opening, October 1st going live. They have hired nearly 300 package handlers.
- Working Cities Challenge – will start interviewing for Initiative Director next week.
- Chamber has opened MEWS+, a co-working space on the 2nd floor. This is to bring entrepreneurs downtown.
- Emporium has closed. Mike is marketing the space to other restaurateurs.
- Keegan’s is likely to reopen as another, more upscale restaurant. The building next door is for sale.
- Tuscany Grill is for sale.

Health Department – None

Chamber of Commerce – Cathy Duncan

Cathy reports

- Wednesday, July 11th – Westfield Division Meeting at The Connection from 7:45-9:00
Update on Fed Ex.
- Thursday, July 12th – Monthly CBB Meeting at the Chamber of Commerce from 8:00-9:00am.
- Thursday, July 12th - Business after work hosted by the Courtyard Marriott in Cromwell
Theme is “Take me out to the ball game” from 5:00-7:00pm.
- Wednesday, July 18th – Citizens Bank Summer Fun Run from 4:30 – 8:00.
- Wednesday, August 15th Rain date Wednesday, August 22nd –13th Annual Middletown Motorcycle Mania from 4:30 – 8:30.
- The Middlesex Chamber of Commerce breakfast - Keynote speaker Randy Edsall, UCONN Head Football Coach at the Red Lion Hotel on Wednesday, August 22nd from 7:00 to 9:00 a.m.

Minutes –

- Motion to approve made by Marc Levin
- 2nd by Mary Ann Perrotti
- Minutes accepted.

Treasurer’s report – Mike DiPiro

Mike reports things are in financial order. The third/last installment letter for fiscal year 2017-2018 will be sent to the City of Middletown’s Finance Office by Friday June 30th.

- Motion to approve by Marc Levin
- 2nd by Tom Ford
- Financials accepted

Board Member Update – Marie Kalita Leary

- Marie reports for Jen Alexander on marketing. Cassandra Day will not be writing the history story portion for the Wayfinding signs, but has a lead on another writer. The DBD would like to see the construction part of the Wayfinding signs be started through Jen communicating with Dan Litwin at Young’s Printing.
- Tom Ford reports sidewalk cleaning being done once a week is going well. Fred has been working on cleaning up the four kiosks on Main Street.
- Mike DiPiro is going to price compare our DBD business insurance.
- Diane reports gift card sales are up substantially over the previous year. We have finalized the design of the new DBD gift card folders, sample shown at meeting, will be printed by Young’s.
- Marc Levin – Met with Tag Team Business Partners regarding a new marketing campaign for the DBD. Marc will have more to report on in August.
- Mary Ann Perrotti reports the downtown planters have been planted and watering will continue.
- Lisa will call and work with the Tax Assessors and Tax Collectors offices on balances/delinquencies.

Marie would like to make a recommendation on getting pricing to update the DBD website. The DBD is looking for the new site to be user friendly, regular updates/photo's, converts automatically using mobile app. The DBD has suggested using the following three businesses for quotes:

1. Web Solutions
Attn: Kaitlyn Kearney
250 Pomeroy Ave.
Meriden, Ct. 06450

2. Mad Communications LLC
Attn: Kyle & Mary Ann Dostaler
56 William Drive
East Hampton, Ct. 06424

3. (a) squaredstudio Web Design & Graphic Design
Attn: Alex Donovan
23 Brookview Lane
Middletown, Ct. 06457

New Business –

Emily Ford, Leasing Manager for Mid-Town Apartments reports, the model apartments (1 bedroom, 2 bedroom and Studio) will be ready June 13th for touring. Official start date scheduled for September 1st; Grand opening set for end of August. A couple of new retail businesses have shown interest in moving into the building.

- Approve 93 - \$20.00 Gift Cards, DBD Bistro Mug, Gift Bags and Tissue for first 93 tenants moving into Mid-Town Apartments (End of August)
- Motion to approve by Marc Levin
- 2nd by Mary Ann Perrotti
- Gift Card, DBD Bistro Mug, Gift Bag and Tissue approved.

Ann Marie thanked all who supported the auction The Food Truck Festival which will be held on Saturday, June 30th at Lyman's.

- Motion to adjourn by Diane Gervais
- 2nd by Mary Ann Perrotti
- Adjourn accepted

