



**Board of Commissioners Meeting
Minutes**

May 2, 2007, 8:30 a.m.

MetroHartford Alliance
31 Pratt Street
Hartford, Connecticut 06103

Board Attendees: D. Cocola B. Kaplowitz R. Morneault L. Erdmann T. Lavigne
J. Lewis H. DeYoung M. Coursey S. Manousos H. Hoffman
J. Hayes M. O'Connell B. Judd O. Griebel M. Algieri

Also in attendance: M. Zaleski, Executive Director
Lt. David Polletta

I. Welcome

Chairperson Bert Kaplowitz welcomed everyone to the May meeting of the Board of Commissioners of the Hartford Business Improvement District.

II. Review and approval of March 7, 2007 meeting minutes

Lee Erdmann moved and Dave Cocola seconded a motion to approve the minutes of April 4, 2007 meeting. The motion passed unanimously.

III. Treasurer's Report

Income / Expense Statement - Beth Judd reviewed the income/expense statement that was provided in the agenda packet. The organization has a significant amount of cash on hand as the onstreet security and clean streets program has not hit the streets yet.

Revised draft HBID budget for 07/08 – Beth Judd and Michael Zaleski reviewed the proposed budget for 2007/2008. The budget has been revised to not include in-kind revenue as requested. The budget's main focus is safe and clean with more than 75% of the revenue dedicated to these activities.

Beth Judd stated she remains concerned about the significant carry over of funds from 06/07 and would rather not balance the budget using these revenues. There was significant discussion about using the carry over for 07/08 program purposes. Zaleski stated he was looking to put as many staff on the street as possible in 07/08 and he believes the deployment will be much different in 08/09. Others agreed noting that we should use the reserve to bolster staff.

Mary Coursey inquired about the deployment schedule for the security ambassadors. Zaleski stated that the deployment schedule is still being finalized but the goal is to have a security presence when there are people on the street and that probably includes late in to the evening.

Ron Morneault asked about other revenue sources. Zaleski stated that other than soliciting tax exempt properties, there would not be any additional immediate revenue. He also stated that the organization is being set up as a 501c3 non-profit to be able to go after grants and other foundations dollars.

The budget will be distributed to the property owners and considered at the Annual Meeting on May 29th.

IV. Proposed amendment to HBID bylaws

Zaleski reviewed a proposed amendment to the organization's bylaws that was discussed at the last board meeting and prepared by Mike O'Connell. The amendment reads:

In accordance with Article IV, Section 1(b) and Article VI, Section 7 of the Bylaws of The Hartford Business Improvement District ("Bylaws"), the following amendment is hereby made part of Article V of the Bylaws:

Section 4: Nominations

The Executive Committee shall also serve as the Nominating Committee for the purpose of soliciting nominations for the election of officers. The Nominating Committee shall solicit nominations at such time and in such manner that the nominations can be submitted to the Board as hereafter set forth. The Nominating Committee shall submit nominations for officers of the Board of Commissioners each year at the regular Board meeting preceding the annual meeting referred to in Article II, Section 3, above.

There was some discussion about the amendment including how it would get incorporated into the original document. There was also discussion about using the Executive Committee versus creating a separate committee for the nomination of officers. Lee Erdmann moved and Jerry Hayes seconded a motion to amend the bylaws. The motion passed unanimously.

Bert Kaplowitz asked any board members interested in serving as an officer to email Zaleski.

V. Proposed plan for Annual Meeting of the Property Owners scheduled for May 29th

Zaleski reviewed the proposed plan for the Annual Meeting of the property owners to be held on May 29th. This meeting is required by the ordinance and State Statutes. Property owners in the District are to be invited to a meeting where they have the opportunity to comment on the budget and activities of the organization. Property owners must receive notice of the meeting and it must be posted at the City Clerk's office. A budget and one page summary will be mailed to each taxable property owner. Zaleski stated that Brooke Baran and the Connecticut Culinary Institute has offered to host the meeting.

Zaleski also asked all of the board members to be present at the public unveiling of the HBID's on-street program on May 17th at 1:00 p.m. on Trumbull Street in front of Hartford 21.

VI. Committee Reports

Public Safety – Zaleski provided the Public Safety Committee report. Zaleski is working with the Hartford Guides to implement the Security Ambassador program. The Guides are fully staffed up and start training on May 14th in anticipation of hitting the streets on May 23rd. Austin Jordan from the Hartford Guides has met with HPD Chief Daryl Roberts, his command staff and Rich Rodriguez, the head of the HPD police union. Uniforms will be ready for the public unveiling scheduled for May 17th.

Cleanliness & Beautification – Sthathis Manousos and Zaleski provided the update for the clean streets program. Block by Block, the company hired to implement the clean streets contract has had their implementation manager in the city since April 23rd. They are hiring staff now and anticipate having staff trained and ready to start on May 23rd. The pick up truck has been painted a very bright blue and should be in the city soon. They will also have additional equipment in place by the start of the contract. The flower planters have been at the Knox greenhouses for several weeks and have been planted. They should be ready for delivery to the streets in early June.

Advocacy – Holly DeYoung provided the Advocacy and Marketing report. The committee has been working with Global Strategy Group for several weeks on a communications plan. The first major initiative

is the pre-roll out work with the media that is taking place now. She stated that Michael Zaleski has been interviewed by the Hartford Business Journal for an article that will run next week. Additional newspaper

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and television news stories are planned. The public unveiling on May 17th will be a great media event and will generate significant coverage. Press materials are being developed and additional opportunities are being explored. Post roll out press will also be pursued.

A newsletter will go out in conjunction with the Annual Meeting in late May. Ron Morneault asked about the involvement of Hartford Magazine and Niche. DeYoung will make sure those two are explored. Oz Griebel asked Zaleski to send information to the Alliance so they can promote the May 17th event.

VII. Old Business

Board Meeting Schedule – Michael Zaleski asked board members to consider hosting one of the next six board meetings in 2007. The schedule is included in the agenda packet.

VIII. New Business

20 Church Street – Zaleski pointed out a letter in the agenda packet that concerned work he has been doing with Hampshire Co., the new owner of 20 Church Street. The letter to Hampshire summarizes a commitment that the City has made to maintain and improve Wexford Park, the City park above I-84 and adjacent to 20 Church Street.

There was a brief discussion about the Trumbull Street streetscape project and the RFP that has been put out by the City. The City will be looking to the HBID to be involved in the maintenance of the improvements.

Ron Morneault inquired about anything the BID can do to improve the situation on Gold Street. The street is a dark spot in the district and as a result can have frequent car breaks and feel uncomfortable. There was discussion about advocating for better street lighting. Jerry Hayes suggested inviting John Palmieri and Roger O'Brien to a future meeting to discuss on-going development projects and as a mechanism for on-going dialogue. Mike O'Connell noted that John Palmieri will be at OFA's Downtown Roundtable on May 16th. Oz Griebel also mentioned that John Palmieri has been involved in the development of Hartford 2010 which should be unveiled in May.

IX. Other Business

Jerry Hayes mentioned that he was in Denver last week and had the opportunity to take a look at the work of the Downtown Denver BID. He noticed the ambassadors in their bright yellow shirts and was impressed with the staff that he saw. The cleaners were very attentive to their work and the security staff took an active interest in what was transpiring on the streets. He spoke with a couple of the BID staff and got a good feeling about their operation. He shared that he is looking forward to having our BID staff in place and hopes they will be as attentive to detail as the Denver staff.

Zaleski referred the board to the Executive Director's report included in the agenda packet. There was no other business to come before the board.

X. Adjournment

A motion was passed to declare the meeting adjourned at approximately 10:00 a.m.

Respectfully submitted,

Michael O'Connell
Secretary

