

**Downtown Business District**  
**Meeting Minutes**  
**Wednesday, July 22,2020**  
**330 Main Street, Middletown, CT. 06457**

**Attendees: VIA ZOOM MEETING WITH COMMISSIONERS**

Marie Kalita (Chair)

Marc Levin (Commissioner)

Gary Nagler (Commissioner)

Jen Alexander (Commissioner)

Lisa Melaven (DBD Office Coordinator)

Sandra Russo-Driska (DBD Coordinator)

Kevin Elak (Health Dept)

**Police Report – None**

**Planning Report - None**

**Parking Report – None**

**Public Works – None**

**Health Department** - Kevin reported Conn. Individuals an business are doing their part during pandemic. We are #1 in the country for leading in low positivity rate. City Hall closed to public, planning to reopen with strict protocols on Aug. 3. Plastic dividers were delayed and currently being installed. He reported a consumer complaint regarding Stella D’Oro. There was a “night club” like atmosphere in bar and outside under the tent. Owner was spoken to regarding COVID procedures and was assured that it would not happen again moving forward. Jen asked about staff at restaurant being tested. Kevin reported they were considering additional measures.

**Chamber of Commerce – None**

## Minutes

- Motion made by Marc to approve June minutes.
- 2<sup>nd</sup> motion by Jen
- Minutes accepted

## Treasurer's Report

- Motion made by Jen to approve June Treasurer's Report
- 2<sup>nd</sup> motion by Marc
- Treasurers report accepted

## Board Member Update –

Diane reported to Marie that Sandra's employee paperwork is being addressed. Also, gift cards continue to sell.

Marie noted she will reach out to Patrick Harding on window cling and painting.

Marc is discussing with Mark Zurzola from Tag Team regarding TV spots and radio spots giving the public information on our downtown businesses being open and visiting safely during COVID.

Jen reported that the new website went live and is going very well. She worked with Lisa on getting the gift cards up and running and they are working on the website. One has sold confirming it works. Total cost to date \$6,800 to get up and running and is looking for an additional \$1,500 for design and photography.

Marie motioned to approve the expenditure of \$1,500 and Marc 2<sup>nd</sup> the motion and approved.

Gary suggested pushing the website on all future advertising.

## New Business

Jen suggested proposing to restaurants that we close down the 2 lanes of traffic to one from Washington Street to the Inn and use outer lane for diagonal parking. This would free up the parking stalls for dining space for restaurants to utilize. Gary suggested that Sandra canvas the restaurants to assess who would utilize this opportunity and report back to the commission.

- Motion to adjourn by Mark
- 2<sup>nd</sup> by Jen
- Adjourn approved