

**BRIDGEPORT DOWNTOWN SPECIAL SERVICES DISTRICT
BOARD OF COMMISSIONERS
February 9, 2022
Meeting Minutes**

The DSSD Board of Commissioners Meeting took place via video and telephone conference.

In attendance:

Commissioners

Phil Pires, C & W Associates II, Chair
Kim Morque, Main State Ventures, Vice Chair
Bob Schneider, Jimmy's A & N, Secretary (Ex Officio)
Fred Frassinelli, AMS Real Estate
David Iassogna, People's United Bank
Ryan McClay, Forstone Capital
Max Pastor, Bordentown DB, LLC
Daniel Roach, City of Bridgeport (Ex Officio)

Staff

Lauren Coakley Vincent, DSSD President
Charles Suarez-Penn, DSSD/SMG

Guests

Devon Brown
Chris DeAngelis, Cabezas-DeAngelis Surveyors & Engineers
Kathy Maher, The Barnum Museum
Tim O'Conner, Retail Performance Solutions
Dan Onofrio, Bridgeport Regional Business Council
Matt Meyer, Crestwood Management
Janaya Patterson, Groundwork Bridgeport
Paier College of Art Industrial Design: Caleb Talbot, Charles Austria, Chelsea Kostek (professor), Seth Perry, David Rudolph, Carly Zajac

I. CALL TO ORDER

Chairman Pires called the meeting to order at 4:03 p.m.

II. RECOGNITION OF GUESTS

Mr. Pires opened the meeting by welcoming Devon Brown, Chris DeAngelis of Cabezas-DeAngelis Surveyors & Engineers, Kathy Maher from The Barnum Museum, Tim O'Conner of Retail Performance Solutions, Dan Onofrio from the Bridgeport Regional Business Council, Janaya Patterson from Groundwork Bridgeport, and Paier College of Art Industrial Design students: Caleb Talbot, Charles Austria, Chelsea Kostek (professor), Seth Perry, David Rudolph, and Carly Zajac.

III. APPROVAL OF MINUTES

Commissioner Frassinelli made a motion to approve the Minutes of the January 12, 2022, DSSD Board Meeting, as presented. Commissioner Iassogna seconded the motion, and it was unanimously approved.

IV. TREASURER REPORT

In Treasurer Gross' absence, Mr. Pires provided an explanation of the December 2021 financial report as provided by the bookkeeper. The Bridgeport DSSD ended the month of December 2021 with \$108,882 in assets, of which \$140,591 was cash spread across two bank accounts. Liabilities totaled \$35,080, encompassed by a mix of Accounts Payable and Accrued Expenses. Net Assets at the end of the month totaled \$73,742. The accrued revenue was \$319,348 – primarily City of Bridgeport tax payments. Expenses for the same period totaled \$351,415 – primarily related to streetscape maintenance and administration of the organization (\$273,884). Accrued revenue for the period fell short of expenses by \$32,067. Commissioner Morque made a motion to approve the December 2021 financial report. Mr. Frassinelli seconded the motion, and it was unanimously approved.

V. REPORT FROM THE CITY

Mr. Roach provided updates on the City's RFP that is out to bid to install a [parking meter kiosk](#) in the Downtown, rather than metered parking spaces. He shared details of the lease arrangement between 1188 Lofts and the City for the parking lot to the east of the building on Middle Street. In

addition, he noted that an RFP would be issued soon for proposals to redevelop McLevy Hall. Finally, he shared that the City was looking to issue an RFP for a service to enforce safe driving around school buses. The awardee of that RFP may need office space to operate in the city, and Mr. Roach asked for recommendations of available space.

VI. PRESIDENT'S REPORT

DSSD President Lauren Coakley Vincent reported on the DSSD's activities over the past month outlined in the written President's Report. Ms. Coakley Vincent shared that a revision to the Fiscal Year 2022 budget was created for the Finance Committee's analysis. The DSSD also initiated a refresh of its strategic plan with Downtown stakeholders representing business and property owners, residents, leaders of cultural institutions, City Hall officials, DSSD project partners, and others. Ms. Coakley Vincent then walked through the Downtown Placemaking project scope of work, to be undertaken in partnership with the City of Bridgeport's Office of Planning and Economic Development to implement a series of high-impact, modest-cost public art installations, public space improvement, and storefront improvement projects designed to make the Downtown more beautiful and distinct and interesting and enjoyable and inviting. Along with the work plan, she presented a scope of services for a contract manager to be hired to support the project and an amendment to The Bananaland's contract for communications and marketing services.

The Colorful Bridgeport campaign content in January began with a welcome into the new year from DSSD President + CEO Lauren Coakley Vincent and concluded with the launch of the Colorful Melting Pot restaurant video series launched. The Colorful Melting Pot businesses shared in January featured Start Istanbul, Leisha's Bakeria, and Trattoria 'A Vucchella. Ms. Coakley Vincent introduced students from the Paier College of Art program housed on the University of Bridgeport campus to present Colorful Bridgeport product concepts designed by the student team. Meeting attendees provided input on the proposed designs. The DSSD's Special Events and Marketing Committee will follow up on the selections that may be developed for sale by the DSSD.

Ms. Coakley Vincent then shared the Ambassador performance report for January. Over the past month, the Clean Team sanitation efforts decreased 12%, mostly due to a drop in bills/stickers removed and alcohol containers gathered. The team saw a large decrease (95%) in the amount of time devoted to beautification work over the previous month, which is normal for this time of year as the majority of leaves have been removed and there is little to no weeding to be done. The Public Safety category also by 37 percent, mostly caused by a drop in documented instances of panhandling. Finally, there was a decrease (48%) in the amount of public engagement over the past month in both hospitality assists and business contacts.

VII. REPORTS OF STANDING & SPECIAL COMMITTEES

A. Executive

Mr. Pires reported on the Executive Committee meeting that was held on February 2, 2022. The Committee reviewed the revised fiscal year 2022 budget as recommended by the Finance Committee. In the course of that review, the Committee discussed sub-contractor scopes related to the Downtown Placemaking contract with the City of Bridgeport. The Committee discussed proposed options for the DSSD lease renewal. Finally, a strategic planning process update was presented to the Committee. The Committee also set the agenda for this month's board meeting.

Ms. Coakley Vincent presented the Downtown Placemaking Contract Manager scope of services and Marketing/Communications contract amendment. Mr. Morque made a motion to approve the items as presented. Mr. Frassinelli seconded the motion, and it was unanimously approved.

B. Finance

Mr. Pires reported on the Finance Committee meeting that was held on January 19, 2022. The Committee's single discussion item was to revise the fiscal year 2022 budget in light of increases across all expected revenue sources. Mr. Pires presented the proposed budget

revision. Mr. Morque made a motion to approve the fiscal year 2022 budget revision as presented. Mr. lassogna seconded the motion, and it was unanimously approved.

C. Physical Conditions

Mr. DeAngelis reported on the Physical Conditions Committee meeting that was held on January 28, 2022. The Committee discussed the Downtown Ambassador's involvement in snow removal and storm response efforts, as well as other sanitation and beautification metrics. The Committee then discussed what the DSSD will include in various upcoming beautification grant applications, particularly restoring the Downtown tree canopy with new plantings and the installation of protective tree bed surfaces.

D. Public Safety

Mr. lassogna reported on the Public Safety and Security Committee meeting that was held on January 28, 2022. The Committee discussed recent safety incidents reported by the Downtown Ambassador team, including panhandling and loitering. Leadership from the Bridgeport Police Department spoke about additional, late-night incidents and the department's planned response. The group identified additional community meeting opportunities, such as Coffee with a Cop, as a positive step toward addressing the safety incidents discussed in the meeting.

E. Special Events and Marketing

Mr. Morque reported on the Special Events and Marketing Committee meeting that was held on February 1, 2022. The Committee engaged in a discussion of the Colorful Bridgeport platform content released over the past month including the Colorful Melting Pot restaurant video series, as well as the utilization of the public art QR codes installed at individual pieces of public art around the Downtown. The group discussed content concepts for Black History Month (February) and Women's History Month (March). The Committee then reviewed and provided detailed feedback on the Colorful Bridgeport product concepts pitched by the Paier Industrial Design students.

The Committee concluded by considering two partnership requests from WPKN for Music Mash and from My City Initiative for The Bridge 203 project. Mr. Morque made a motion to add the event sponsorship of \$1,000 to Music Mash and fiscal sponsorship relationship with My City Initiative toward The Bridge 203 project. Ms. Egbert seconded the motion, and it was unanimously approved.

VIII. ADJOURNMENT

Chairman Pires called for the meeting to be adjourned at 5:00 p.m.