



the district

new london historic waterfront

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President's Perspective

By Don Gibson

As I complete my initial term as President, I reflect on the progress we have made on a goal near and dear to my heart - collaboration among downtown organizations.

Our website continues to draw an ever-growing audience with events and news articles featuring downtown businesses. I hope you have become familiar with the community calendar and use it, as I do, to make plans for the week. Go to www.newlondonwaterfrontdistrict.org and follow the user-friendly process to submit an event in The District or use one of the coupons posted by a downtown business.

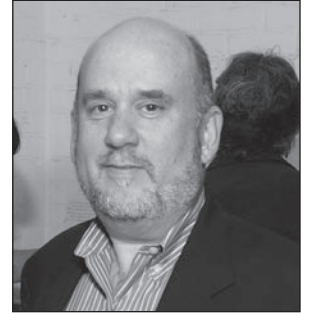
We continue to promote all The District has to offer through *This Week in New London*, and we played an important role in promoting *Parade Parade*, the

City's rededication of the newly designed public space.

Our internship program has taken off through relationship cultivation with colleges and high schools in our community. Interns have proven to be key contributors in virtually all we do! Recruiting volunteers for Hygienic events has been a successful partnership, and we often refer volunteers to other organizations to assist as well.

The Big Picture, our annual community photo shoot, was taken this year in front of the Garde Arts Center by photographer Vinnie Scarano. The photo was selected for the cover of CT Main Street's 2010 brochure.

Our Annual Meeting was held at the historic Lyric Hall, currently under renovation - an opportunity to showcase another downtown jewel.



Have our efforts and initiatives to collaborate been successful? You decide!

I welcome an energetic and visionary group to the Board of Directors this month. We have much work to do in the collaboration arena, and I look forward to having fun while rolling up our sleeves. Together, we are making a difference. See you downtown!

CEO's Comments

The idea for having a seasonal ice rink in downtown New London has been tossed around for years. With the City Council awarding us a Community Block Grant in the spring, we now have a chance to make it happen. So in May, when I attended the National Main Street Conference in Oklahoma City, I immediately sought out Donna Dow, manager of a Main Street program that installed a rink in its downtown, Durant, Oklahoma. The Durant experience was very positive. Hundreds of people came to skate daily, patronizing downtown shops and restaurants as well. Donna's advice was to market the rink heavily and to program it non-stop.

What's our strategy to get it done? Partnerships, both within the Main Street organization and with outside players. All the Main Street core committees must play a role. **Design** will start the ball rolling by finding the right rink for our downtown and recommending how it should be installed and administered. **Promotion** will



Penny with Donna Dow, Manager of Durant, OK Main Street Program

create and execute a marketing plan for the rink. **Economic Enhancement** will ensure that the merchants are advised of rink hours and opportunities for their businesses, as well as measure the success of the endeavor, and **Organization** will work with other entities, from the New London Recreation Department, Youth Affairs, and Adult Education to explore ways these groups can use the rink for instruction and parties. At least this is how the Board of Directors envisions our organization

tackling this project and functioning, on the whole, in the future.

In the past, our committees have operated "in silos," each focused on their individual projects. All that is about to change, and the rink project will establish the wisdom of the new approach. Please wish us luck, or better yet, jump in and lend a hand!

Charter Oak Federal Credit Union Joins the Fish Tales Crew

This year *Fish Tales, Tugs & Sails* welcomes first-time sponsor Charter Oak Federal Credit Union, and the credit union's employees are celebrating by finding their inner pirates!

On top of providing funding for the event's Young Artist Community Stage and participating with a children's activity table,



Charter Oak employees will also be volunteering at the credit union's "Treasure Booth," where

pirates of all ages can spin a prize wheel to win giveaways. In addition, Charter Oak Community Relations Coordinator – and former Main Street employee – Kim Bartlett, in complete pirate attire, will participate in the festival's kick-off celebration, the Children's Pirate Parade.

"Celebrating the environment, literacy and the fun of learning, this seaside children's festival matched perfectly with Charter Oak's commitment to supporting educational programming in New London and Windham Counties," said Bartlett. "I, myself, am looking forward to participating this year as 'Pirate Kim!'"

Bob's Discount Furniture Returns for Another Year of Fish Tales

A major component of the *Fish Tales, Tugs & Sails* festival is offering attendees the opportunity to meet nationally known children's authors and illustrators. No one understands the importance of this portion of the event better than long-time sponsor Bob's Discount Furniture. This year the furniture store will once again sponsor the Authors' Tent, providing comfortable furniture where the Fish Tales authors can relax during their time on the waterfront. "From the beginning, Bob's Discount Furniture fell in

love with the festival," Bob's Public Relations Director Cathy Poulin said. "The event is all about the children, and nothing is more important than a child's education."



As an extra bonus to Fish Tales attendees, Bob's Discount Furniture will raffle off the Authors' Tent furniture at the end of the event.

M.J. Sullivan Automotive Corner Backs Parade Booth

On June 11, people gathered in the redesigned Parade Plaza for a bite to eat and some lunchtime entertainment, a feat that would not have happened without New London Main Street's new *Previews on Parade* series and the support of M.J. Sullivan Automotive Corner.

A local business that has been a continual supporter of New London Main Street since the late 90's, M.J. Sullivan signed on immediately to support the *Previews on Parade* initiative, specifically the building of the New London Events booth.

"I had a five-minute conversation [with Main Street], and we signed on right away," Bill Sullivan, owner and president of M.J. Sullivan, said. "It's a wonderful event. People go to the Parade to grab a bite to eat. The work week is almost over, so they're in a great mood. It's a terrific way to get your name out there, all while supporting a good cause."

The New London Events booth provides *Previews on Parade* patrons with information pertaining to the day's free performance and also has



tickets available for purchase to the full-length version of the performance/event.

"While we're not located in downtown New London, we see supporting New London Main Street as a good way to support the downtown community and culture," Sullivan said.

Previews on Parade is currently scheduled to run every Friday through September. Boxed lunches are available to order from a variety of downtown New London restaurants. For a complete schedule of "Previews," visit the community calendar at www.newlondonwaterfrontdistrict.org.

NEW LONDON MAIN STREET GRATEFULLY ACKNOWLEDGES ITS SUPPORTERS

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Committee Reports

Design

By Kate Wick, Chair



District Gateways Ribbon Cutting
June 22, 2010

I am pleased to report that our District Gateways Project has been completed. Crosswalks and curbs were completed this spring, and gardens have been freshened with new plants and mulch. We are thankful to Lesley Roberts, who is helping to maintain the gardens. A ribbon-cutting, sponsored by the Chamber of Commerce, was held in late June, and our Gateway entries to The District are now official. Be sure to enjoy them as you drive by; they are a welcome improvement and reflect the pride we have in our little city.

New lightpole banners installed this spring are striking and have received rave reviews. The background of black, with “salsa” colors for the District logo, mimics the Gateways signs.

The 13 new brown highway signs indicating the historic “New London Waterfront District” are in the works; the project has gone out to bid, and the contractor should have an installation schedule shortly.

Committee member Steve Harrington is leading the initiative to explore a seasonal ice rink at the

Parade Plaza. Options for the rink are being considered, and a feasibility study has been started.

We welcome new members to our committee, which is charged with “enhancing The District’s physical appearance through building rehabilitation, compatible new construction, public improvements, and design management systems.” Does this sound intriguing to you? Consider joining our next meeting!

The Design Committee meets on the fourth Wednesday of each month at 5:30pm at the Main Street office.

Organization

By Joanne Gibson
Volunteer Coordinator



The Big Picture 2010

Are YOU in The Big Picture? Thank you to the Garde Arts Center for graciously hosting this year’s community photo and lending their marquee for the occasion. The photo was used on our Annual Report cover and other print materials to remind all of you how important your role is in The Big Picture. We are grateful to photographer Vinnie Scarano, who, by the way, rounded out the number of participants to an even 100.

Lucky for us, Harbour Towers Developer and Project Manager Tony Silvestri is in The Big Picture as he takes on the leadership role of

Organization Committee chair this month. Welcome aboard, Tony!

The Membership Committee is gearing up for the 2010-2011 membership year, which began July 1. Many members took advantage of the one-time discount to renew at the Annual Meeting in May. If you haven’t had a chance yet to join or renew, your financial support is more important than ever to our continued revitalization efforts. Please consider returning the back of this newsletter or submitting your membership on-line at www.newlondonwaterfrontdistrict.org today!

Main Street is thankful for the continued office support of volunteers Betty Cole, Barbara Winkler, Charlotte LeVasseur, and Tita Williams. This summer our office is buzzing with critical assistance from high school and college interns, who are involved in all areas of our organization.

Volunteer Vibes, a monthly e-newsletter, is sent out to volunteers, members, and other downtown supporters as a key communication tool. It’s a great way to learn about volunteer opportunities and those who are making a difference in our community. Call us today to get involved. We’d love to hear from you!

Promotion

By Tracy Tremblay
Promotion Coordinator



Interns Lincoln Wesley and Marie Schenk welcome guests to Previews on Parade

This is an exciting time for the Promotion Committee with a dedicated group of members who are passionate about New London’s revitalization. The year started off with the group meeting quarterly, but meetings soon reverted back to monthly when review of work plans for 2010-2011 began. This group will influence priorities for the upcoming year.

What would we do without our phenomenal summer interns? They have been instrumental in helping to coordinate and promote *Previews on Parade*, our Friday lunchtime series.

In addition, each Friday they help with set-up, boxed lunch pick-up and then breakdown. *Previews on Parade* (see pg. 5) is in full swing – be sure to catch one of these vignettes. Get out of the office, and join us for an hour on Fridays at the Parade Plaza!

The active and creative subcommittees for *Fish Tales*, *Tugs & Sails* and *Celts & Currachs* are working overtime to bring these two delightful annual festivals to The District this summer. Turn to page 5, and mark your calendars - you won’t want to miss either one of these popular events!

The updated 2011 Map & Guide inserts are here – a corps of volunteers has been distributing them throughout The District.

The next Promotion Committee meeting is scheduled for Tuesday, July 27, at 5:30pm at the Main Street office. We welcome active members of the community with an interest in promoting New London’s Historic Waterfront District. Please contact Volunteer Coordinator Joanne Gibson at volunteer@newlondonmainstreet.org if you are interested in learning more.

Economic Enhancement

Barbara Lipsche
Office Coordinator



Josh Foley, center, with Kimberley Parsons-Whitaker and John Simone of CTMS (photo courtesy of Roger Salls Photography)

The Economic Enhancement Committee has a full and exciting plate of initiatives for the upcoming year, and current member Bill Groves has agreed to take on the role of Chair.

New London Main Street now hosts bi-weekly meetings with District merchants and organization directors, with the goal of increasing communication and resources within the downtown community.

Information is being gathered to present at a District merchant meeting later this month regarding homelessness and loitering downtown. The meeting will explore ways to help merchants provide an inviting and

safe atmosphere to the public, while being compassionate to the local homeless population.

We are working with Pfizer to coordinate an ongoing series of District Social Mixers, to be held at various restaurants and nightspots downtown. The idea is to gather regional professionals for networking and socializing in The District, introducing them to a new venue each time.

The District website has become a vital source of information for locals and visitors to the area. Most website visitors are new (about 73%), with the Events page being the most frequently visited. Website Subcommittee Chair

Josh Foley was on hand last month to receive a Merit Award for the website from the CT Main Street Center. We are receiving positive feedback regarding the community calendar format, and we are excited about the new “share” features. Our presence on popular social media sites such as Facebook and Twitter is growing, and our weekly e-blast, *This Week in New London*, continues to draw new subscribers.

Join us for our monthly meetings on the third Thursday at 5:00pm at the Main Street office.

Upcoming Events

Previews on Parade

By Marie Schenk

This summer, New London Main Street invites you to experience The District in a whole new way with our new lunchtime performance series *Previews on Parade*. Every Friday through September, join us on the Parade Plaza to enjoy a short performance, which will be previewing a weekend show or activity in The District.

Participating downtown restaurants will deliver boxed lunches to the parade. Order a lunch over the phone by 11am, and pick it up at our hospitality table at 12:00 at the Parade. A brief preview performance (about 15 minutes) will start at 12:30. If you like what you see, visit the New London Events ticket booth for more information and to purchase tickets to the full-scale event.

This is the first time New London Main Street is organizing a recurring event rather than a one-day festival. This presents its own set of challenges, but also provides a unique opportunity to create a lasting relationship between the city and its workers.

In the weeks to come, audiences will experience dance, music, theatre, and historical reenactments. All are welcome! For a complete schedule of acts and a list of participating restaurants, visit www.newlondonwaterfrontdistrict.org.



Bigger and Better Than Ever: Fifth Annual Fish Tales, Tugs and Sails

By Karen C. Anderson

New London Main Street is working closely with partners Mitchell College/Michael's Dairy, New London Youth Affairs, and Public Library of New London to deliver its fifth annual *Fish Tales, Tugs & Sails* free children's festival. This year's event is planned for Saturday, July 24, from 11am to 5pm in an expanded venue along New London's Waterfront Park.

A new Pirate Parade will kick off the festival. Pirate attire is encouraged for all ages, and a winner will be chosen as "Best Pirate."

Also new are performances by local community youth programs including dance and karate studios, choirs, and bands. Professional performers include Captain Papillion ("the Positive Pirate"), Che Cartafalsa, Geoff Kaufman, and Steve Elci and the Comedy on Demand troupe.

Real working boats – the Mystic Whaler and tugboats Patricia Ann

and John Paul – will be docked at the Custom House Pier.

Several nationally known children's authors and illustrators will be on hand to discuss books about our living planet.

Also in store are touch tanks and sea critters with Project Oceanology and hands-on discovery activities with dozens of local non-profit organizations.

Attendees are encouraged to bring a new or gently used children's book to donate to the Whale's Tales Book Bank, which contributes over 5,000 books to New London youth each year.

For event details, call 860-444-2489 or visit www.fishtalestugsandsails.com



Celts and Currachs

By Lincoln Wesley

In the past six years, *Celts & Currachs* has become one of the region's premier Celtic music and dance festivals, and on August 28 from 2 to 7pm, the tradition continues! This year's lineup features the award-winning Irish step dance troupe Spirited

Soles, the lively and haunting Breton dance tunes of Trouz Bras, Danny Quinn who toured for over twenty years with the legendary Tommy Makem, and Mac Talla Mor a spirited young group that the Boston Globe describes as a "hard driving powerful Celtic roots band." Audience members will even learn traditional Breton



spiral dancing, which has been a part of any "fest noz" (night festival) since medieval times!

While traditionally held at Waterfront Park, this year *Celts & Currachs* event moves into the heart



of The District. "The new Parade Plaza offers such a great venue, not only to showcase musicians and dancers, but also to draw people into our downtown district to support local merchants. Bringing *Celts & Currachs* into the Parade Plaza allows visitors to come and go with ease, enjoy great Celtic entertainment, and spend some time getting to know downtown New London," says Promotion Coordinator Tracy Tremblay.

Hope to see you there!

Main Street Core Committees in Good Hands

By **Karen C.L. Anderson**

"Vision without action is a daydream. Action without vision is a nightmare." ~

Japanese Proverb

With the installation of two new chairs for the Organization and Economic Enhancement Committees, as well as the continued dedication of the two existing chairs for the Design and Promotion Committees, New London Main Street is ensuring its vision and its actions.

Bill Groves, Branch Manager for the East Lyme and New London branches of the Savings Institute Bank & Trust, is taking the helm of the Economic Enhancement Committee. He sees great opportunity in having this committee be more aligned with the City of New London's strategic plan. He cites the current property valuation tax issue as an example. "I'd also like to see how we can reach out to Electric Boat employees now that they're coming to work in New London."

Groves has been a member of Main Street and this committee since the fall of 2009, and he notes that the Savings Institute is also a supporter. He brings a financial background and a great network of business contacts to the table. As well, he brings a "big city" perspective, having lived and worked in Chicago. "I know what makes a city desirable," he says.

In general, the Economic Enhancement Committee works on the nuts and bolts of economic development. It analyzes current economic conditions, seeks sources of business funding, seeks to improve economic conditions for existing businesses, recruits new businesses, and generally facilitates new and existing Main Street programs to increase the likelihood they will be beneficial to the economic climate of The District.

Tony Silvestri, Developer and Project Manager at Harbour Towers, has agreed to take on the leadership role of the Organization Committee. When asked, "Why New London?" both in terms of development and his involvement in Main Street, Tony says that New London reminds him of his ancestral home, a village in Sicily. "It's on the water, it has historical significance, and it's a tight community." His vision for the Organization committee is to channel the common passion for the City that he sees amongst his fellow business owners and other stakeholders in New London. "There's a lot of overlap and thus a lot of wasted resources and time." He envisions getting representatives from all the various interest groups and



Promotion Coordinator Tracy Tremblay, Shirley Mencareli, Tony Silvestri (new Organization Committee chair), and CEO Penny Parsekian at the Fall 2009 Volunteer Appreciation Party



Bill Groves, new Economic Enhancement Committee chair, collaborates with CEO Penny Parsekian

organizations into the same room for what he calls "microwave" meetings.

"It will soon become apparent what's important and what folks think should take precedence. Everyone will know quickly what's going on with the various projects and who can bring what to the

table in order to get it done. We'll better be able to pool resources and use each other's best practices. With common goals, we can go with one voice to the major funders in the area."

The Organization Committee works on communication to the community and its stakeholders, membership development, and volunteer recruitment, training and recognition. It publishes this newsletter, sends speakers to other groups or organizations in New London, and plans and coordinates our Annual Meeting each May.

The Design and Promotion committees will continue under the leadership of Kate Wick and Kathy Diaz-Saavedra, respectively. We will feature the work of these committees in an upcoming newsletter issue.

Spring Membership (cont. from pg. 8)

Family

Brian & Mona Carey
Deirdre & Kevin Cavanagh
Kathy & J.D. Diaz-Saavedra
Robert Hauschild &
Margaret Palmer Hauschild
Raymond Koenig &
Elizabeth Traggis
Kathleen & Thomas Londregan
Cathy Lupien & Glenn Colby

Penny Parsekian &
Geoff Kaufman
Helen Sandalls & Roger Beers
Zita & Bob Smith
Tita & Walt Williams

Individual

Frances Baratz
Trix Bodde
William Cornish
Judy Danao

Jeri DeSantis
Deborah Donovan
Kevin Doyle
Kristin Edwards
Carmelo Foti
William Groves
Robert Hinners
Charles Hooper
Bill Humphreys
Bud Johnson
Ruth Kirsch

Diane Klotz
Rose Longo
Olga Lupien
Susan Peck
Mary Ann Root
Tammy Sell
Eleanor Suplee
Kate Wick
Jane Wickham
Barbara Winkler

Picture this:

Spring Food Stroll

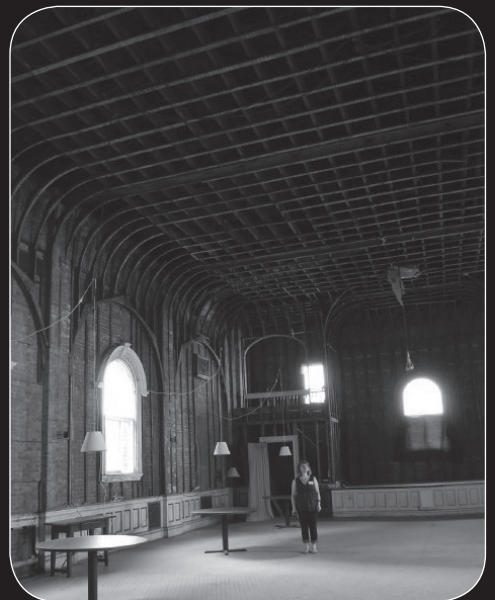
Though a little rain put a damper on attendance for the May 12 Stroll, the restaurants really stepped up their game and served a sampling of exceptional culinary delights. Once again, the chef judges from Johnson & Wales were impressed at the first-class offerings and warm hospitality. Many thanks to Dime Bank, The Day, City of New London, Pfizer, Savings Institute, Citizens Bank, Morgan Stanley, Cross Sound Ferry, Block Island Express, Buscetto Family & Friends Fund and New London Harbour Towers..

Annual Meeting

Over 125 members and friends had the chance to tour the stunning historic Lyric Hall, currently under renovation, when co-owner Dylan Gaffney opened the space to host Main Street's Annual Meeting on May 27. She worked overtime to prepare and serve delicious entrees, testing out some recipes that may wind up on the menu at the future Lyric Café, expected to open this summer. Board President Don Gibson welcomed the group and highlighted accomplishments of the past year, while CEO Penny Parsekian shared initiatives for the year ahead. Outstanding volunteers, major funders and Main Street partners were recognized.

Previews on Parade

June 11 was the inaugural *Previews on Parade* with an exciting preview performance by *Nordet* to promote *Traditions* at Hygienic Art Park and Mystic Seaport's *Sea Music Festival*. Downtown employees and city residents have been enjoying camaraderie and culture during this lunchtime series every Friday at noon on Parade Plaza. Thank you to MJ Sullivan, AT&T, Suisman Shapiro, Coca-Cola, KOOL101 and Classic Hits 98.7 for their support.



Yes. I want to be a part of the New London Main Street team.

Membership Application Form



Annual Membership Levels

- Student \$15 (Non-Voting)
- Individual \$30
- Family \$45
- Supporter / Small Business \$50-\$249
- Patron/Corporation \$250-\$499
- Benefactor \$500-\$1,500

All members will be listed in the New London Main Street Newsletter when they join or renew. The membership year runs from July 1 to June 30. Sponsors and Major Funders will have their name or company logo featured in the special sponsors area of our newsletter and website.

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Home Phone _____ Work Phone _____

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My membership will be matched by my employer

Employer Name: _____

I am interested in volunteer opportunities

 **Join Online Now!** <http://newlondonmainstreet.org/members/>

Thank you to all who joined or renewed this spring:

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