

New London Main Street

A Connecticut Main Street Community
A Program of the National Trust for Historic Preservation

Eighth Annual Meeting & Awards Ceremony

May 26, 2005



Sol LeWitt Lobby

**The Crocker House
180 State Street
New London, Connecticut**

Annual Meeting Chair: **Tim Anderson**

Annual Report: **Joanne Gibson, Anne Schmidt, Penny Parsekian**

Graphics: **Liz Suson**

Cover Art: **Judith Kuhn**

Poster: **Gretchen Higgins**

Membership & Registration: **Gail Bartelli, Bertha Willoughby**

Merchandise Sales: **Sandy Chalk, Kathy Diaz-Saavedra**

Set-up and Break-down: **Heather Grigsby, Carolyn Johnson**

Thank you to The Gourmet Galley for catering this event.

About New London Main Street

Mission

New London Main Street (NLMS) is a nonprofit organization committed to revitalizing New London's downtown Historic Waterfront District. The organization's mission is to help plan and direct activities to preserve, develop and enhance the economic, social and cultural quality of life in downtown New London.

Strategic Goal

To strengthen and broaden the economic base of the downtown Historic Waterfront District by enhancing and building the connection and activity between the district and the transportation center/Waterfront Park area

Structure

New London Main Street is a nonprofit, volunteer-driven organization. Main Street's purpose is to build community through activities and programs that enrich the cultural fabric, preserve historic streetscapes and support and expand the economic base of the city center. It is one of eleven Main Street programs in Connecticut and among the 1,800 programs nationwide, developed from an initiative of the National Trust for Historic Preservation. NLMS receives strategic assistance from the National Main Street Center in Washington, DC, and the Connecticut Main Street Center in Hartford.

NLMS works through its four standing committees – **Design, Economic Enhancement, Organization, and Promotion** – each with a distinct but complementary work plan geared towards realizing the strategic goal listed above.

Agenda

New London Main Street Eighth Annual Meeting
Thursday, May 26, 2005

5:30-6:00 Reception

6:00-6:30 Call to Order & Welcome
Michael Joplin, Partner, A.M.E.

Annual Program Review

Barun Basu, President of the Board of Directors

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Highlights of the Year Ahead

Penny Parsekian, Executive Director

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Presentation of 2005-2006 Budget

Dave Miceli, Finance Committee Chair

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Election of New Board Members

Stan Mickus, Vice President

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Recognition of Main Street Partners & Major Funders

Penny Parsekian, Executive Director

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2005 Poster Unveiling

Gretchen Higgins

Special Recognition Awards

Liz Suson, Interim Chair, Design Committee
Jerry Sinnamon, Chair, Economic Enhancement Committee
Jean Brown, Chair, Promotion Committee
Kerin Woods, Chair, Organization

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Adjourn

6:30-7:00 Reception

Annual Program Review

Barun Basu, President of the Board of Directors

Our accomplishments have been beyond our expectations. This has been a year where we have seen our sponsors, volunteers, members and the Board of Directors stretch our resources to compensate for financial strains. We have fared remarkably well, and I can report that we are on sound financial footing to face the upcoming challenges of revitalization of our Historic Waterfront District. We have been lauded by the merchants, visitors and the city government for being in the forefront of improving the quality of life in downtown. The success of events such as:

- the fall and spring Food Strolls,
- Wet Paint Week of *Boats Books and Brushes*,
- Night Kitchen of the Hygienic Art XXVI,
- the living history play and the *Celebration of Lights & Song by the Sea*,
- and the efforts around welcoming cruise ship passengers from 30 American Cruise Lines tours and two *Maasdam* visits
- Valentine's Day Celebrations

were just a few of the success stories of the volunteers. The attractive guides, brochures and maps have become the envy of other downtown organizations.

The Connecticut Main Street Center credits New London Main Street as the flagship organization for the 30,000 plus volunteer hours logged since the program started and for the economic boost it provides for the city. You will note in the reinvestment statistics on the last page of the Annual Report, that in the last five years, there has been almost \$11 million in private investment and \$49 million in public investment in the district, and these are very conservative estimates based on building permits. There have been 153 net new full-time and 44 part-time jobs in the district and 119 new, market-rate apartments. This spring, New London Main Street was awarded top honors in the category of Special Events and Fundraising in its Awards for Excellence in Downtown Revitalization.

We welcome the expertise of those who joined the Board this year, and we thank those retiring members – Karen and Tim Anderson, Lloyd Beachy and Carolyn Johnson – who have been an enormous asset to Main Street. New Board members Dave Miceli, Treasurer, Jean Brown, Promotion Chair, Kathleen Neal, Food Stroll Chair, and Kerin Woods, Organization Chair, have reinvigorated the Board and the committees. With their help, the Board has rededicated itself to the strategic goal of improving the connection between Waterfront Park and the rest of downtown.

All of our efforts have been enhanced by the collaboration with City Center District, New London Landmarks, downtown merchants, the Maritime Society, the Garde Arts Center, the New London public schools, and the City of New London.

Through the support of the Bodenwein fund, we were fortunate to bring Joanne Gibson on staff as Volunteer Coordinator. She has already become an asset to Penny Parsekian, our Executive Director, whose tireless efforts have placed us in the forefront of Main Street programs around the country. It has indeed been a banner year!

Highlights of the Year Ahead

Penny Parsekian, Executive Director

I love a Jerry Garcia maxim that I glimpsed at the bottom of one of Bob Stuller's emails: "Somebody has to do something and it's just incredibly pathetic that has to be us." Why can't we sit back and have things go the right way? Clearly, that's not the way things are. So, here we are, all of us, working to make downtown successful.

We are finishing a year that has stretched us to our limits, and looking forward to reinforcements, thanks to Volunteer Coordinator Joanne Gibson. We will need reinforcements more than ever before, in part, because we are going to be engaged in some "bricks and mortar" projects – the type of physical development projects that many think define downtown revitalization, viz.: If you're not doing such development projects, you're not doing revitalization work. So, we will soon be legitimate!

At the behest of City Center District (CCD), we are implementing that long lost initiative known as the "Historic Plaques Project" that has been under "Old Business" on CCD's agenda for nearly a decade. Thanks to Heather Grigsby and Sylvia Malizia, over the summer, we will be installing 30 beautiful bronze plaques in the sidewalks as the first step in a self-guided heritage trail through the district. Much has to be done to present the plan to City Council, the Historic District Commission and to keep merchants and property owners informed of the schedule, not to mention a celebration when it's completed.

A second and even larger project on our plate will be collaboration with the City, City Center District, New London Landmarks, Union Station Center and the New London Development Corp. to begin the process of redesigning The Parade and removing the berm that acts as a barrier between Union Station and the rest of the district. We have applied for a Palmer grant to hire a firm specializing in the design of public spaces. To get the buy-in from all stakeholders – from the "man in the street" to property owners and legislators – the firm will do an on-site evaluation and conduct a public forum, which will guide the creation of a conceptual design for The Parade. The grant also includes funds for an existing conditions survey. The goal is to get a plan and a budget in place by the time a \$2 million grant for New London that is working its way through Congress is allocated. The plan will also allow us to begin fundraising.

Our Palmer grant application also includes two Parade enhancements: a Courtyard Café in the courtyard of Union Plaza on one end and a set of signal flags for the flagpole at the waterside end.

Working with City Center District, Gail Bartelli under the Design Committee is planning to continue the line lighting project that has become so popular, this phase to include two gateways to the district on Eugene O'Neill Dr. and Huntington Street.

Under the leadership of Kathy Diaz-Saavedra, we plan to launch the full production of the living history play that we produced in pilot form for Lights & Song in December. Hopefully you will all come.

Kerin Woods' Organization Committee, with help from Joshua Foley and Joyce Thomas of Bizgrok Web Design, will complete a redesign of our Web site to make it easier for volunteers and tourists to navigate. If you haven't seen it, take a look. It's getting over 900 visits a day.

Jean Brown's Promotion Committee will continue to produce the high-quality publications and events it is known for, while Jerry Sinnamon's Economic Enhancement Committee will forge ahead in its efforts to create a tighter merchant's community here. I hope it's now clear why reinforcements are badly needed in the coming year, and I hope some of you are among them.

NLMS Corp. 2005-2006 Budget

INCOME

City of New London	(In-Kind Contribution)
Major Funders/Corporate Partners	25,500
City Center District	25,800
Foundation Grants	79,500
Membership Dues	10,000
Program & Event Sponsorships	31,200
Program & Event Revenue	11,000
Interest Income	500
Commemorative Bench Program	1,200
Merchandise	1,500
Fundraising	25,000
In-Kind Rent & Utilities Contribution	14,000
Prior Year Grants Released From Restrictions	47,000
Total Income	\$272,200

EXPENSES

Program

Program & Events - Promotion	\$52,500
Program & Events - Design	82,700
Program & Events - Economic Enhancement	-
Program & Events - Organization	22,000
Program & Events - Support	41,546
Sub-Total Program & Events Expenses	198,746

Administration

Salaries & Benefits	13,848
Rent	12,000
Insurance	3,500
Utilities	2,000
Professional Fees	10,500
Telephone, DSL & FAX	2,000
Postage & Delivery	500
Computer Equipment	2,000
Office Supplies	1,200
Printing & Reproduction	250
Repairs & Maintenance	2,500
Fundraising Expense	11,000
Miscellaneous	955
Meetings & Training	1,700
Sub-Total Administration Expenses	63,953

Reserve Fund

9,500

Total Expenses

\$ 272,200

Main Street Partners

Main Street Partners

City Center District
City of New London
Coca-Cola of Southeastern New England
Suisman Shapiro

Major Funders

Major Funders

Cross Sound Ferry
The Day
MJ Sullivan
Mohegan Tribal Council

Foundations

Foundations

Bodenwein Public Benevolent Foundation
Connecticut Humanities Council
Connecticut Commission on Culture & Tourism
Community Foundation of Southeastern Connecticut
Frank Loomis Palmer Fund
Pfizer Foundation

Program & Event Sponsors

Program & Event Sponsors

Chelsea Groton
Chester's Beer
Dime Bank
Eastern CT Cable
Liberty Bank
Mariani & Reck
New London Elks
New London Times
Quality Printers
Radisson
Robinson & Cole
A. Vincent Scarano
SeaPony
State Farm Insurance
Thames River Wine & Spirits

NLMS Design Committee Banner Sponsors

Banner Sponsors

Adagio Jazz and Piano Café
Amber Properties/New London Market
Blue-Prints Unlimited
Boats, Books & Brushes
Boston Concessions Ocean Beach Campo's Furniture
Child Adoption Resource Association
Connecticut College
Copy Cats
The Day
Dime Savings Bank
Downtown New London Association/Sailfest
Doherty, Beals, & Banks, PC
Eastern Connecticut Cable
Fishers Island School
Garde Arts Center
Hospice Southeastern Connecticut
Inter-district School for Arts and Communication (ISAAC)
Joydon's House of Leisure
Kalamian's Rug Shop
Kostin, Ruffkess, & Co., LLC
Lawrence & Memorial Hospital
Liberty Bank
Mallove's Jewelers
Mariani & Reck, LLC
Mitchell College
MJ Sullivan Automotive Center
Norwich Navigators
O'Neill Theater Center
Robert's Audio/Video
Shalett's Cleaners
Shop Rite
Shore Publishing
Smizer Perry
State Farm Insurance
Suisman Shapiro
Union Station Center
WNLC (& COOL)

Nominees to the Board

Class of 2008

Greg Coenan

Consultant, Coenan Associates

David Lewis

Owner, Flavors of Life Retail Shop

Harald Hefel

Mason and downtown property owner
Harald Hefel Masonry, LLC

Frank McLaughlin, Founder

McLaughlin Companies, LLC

Members of the Board of Directors

Executive Committee

To serve 1 year from July 1 2004 to June 30, 2005

PRESIDENT

Barun Basu

VICE PRESIDENT

Stan Mickus

SECRETARY

Sandra Kersten Chalk

TREASURER

David Miceli

Class of 2005

To serve for three years from July 1, 2002 to June 30, 2005

Lloyd Beachy

Class of 2006

To serve for three years from July 1, 2003 to June 30, 2006

John Balian
Barun Basu
Sandra Chalk

William Cornish
Kathleen Neal

Class of 2007

To serve for three years from July 1, 2004 to June 30, 2007

Kathy Diaz-Saavedra
Myrona Hodge
David Miceli

Stanley Mickus
Elizabeth Suson
Kerin Woods

Committee Chairs

To serve for one year from July 1, 2004 to June 30, 2005

DESIGN

Liz Suson

PROMOTION

Jean Brown

ECONOMIC ENHANCEMENT

Jerry Sinnamon

ORGANIZATION

Kerin Woods

Ex Officio

Bruce Hyde

Director of Development and Planning, City of New London

New London Main Street Awards

Volunteers of the Year

Bob Stuller, ***Design***
Gwen Basilica, ***Economic Enhancement***
Kathy Diaz-Saavedra, ***Promotion***
Bertha Willoughby, ***Organization***

CT Main Street Center Awards

Excellence in Downtown Revitalization

New London Main Street

Best Special Event

Kathy Diaz-Saavedra
Living history play,
Celebration of Lights & Song by the Sea

Most Effective Fundraising Initiative

Kathleen Neal
Historic Waterfront District Food Stroll

NLMS Volunteer of the Year

Deirdre Cavanagh

NLMS Board Member of the Year

Elizabeth Suson

New London Main Street Core Committees

*Volunteer involvement is the backbone of the Main Street program.
New London Main Street would like to recognize those individuals
who serve on our core committees*

Design Committee

Elizabeth Suson, Interim Chair

Gail Bartelli
Armand Beaudette
Barun Basu – NLMS President
Bill Cornish
Rita Dawley
Paul Foley
Heather Grigsby
Charlotte Hennigan
Ilanthe Hensman
Gretchen Higgins
Art Ives
Sylvia Malizia
Frank McLaughlin
Mark Patnode
Bob Stuller
Rob Tukey

Economic Enhancement

Jerry Sinnamon, Chair

Diane Abrams, Anastasia's
Gwen Basilica, Empress of Art
Barun Basu, Barun Basu Associates
Suzanne Berkman, New London Antiques
Center
Don Benoit, Mitchell College
Rich Bernardo, Deco Tech
Deb Donovan, SECTER
David Lewis
Frank McLaughlin, McLaughlin Companies
Christopher Miner, Miner & Silverstein, LLP
Sharyn Burke Montalbano, Fleet
Erin Piegari, Fleet Bank
Martha Schwarzkopf, Randstad
Pam Walsh, Chocolates & More
Tom Zanarini, Town of Waterford

Organization Committee

Kerin Woods, Chair

Tim Anderson
Mary Beth Baker
John Balian
Andrew Bell
Joshua Foley
Deena Gordon

Russ Gundlach
Carolyn Johnson
Elizabeth Lengyel
Tambria Moore
Anne Schmidt
Daniel Solomon
Joyce Thomas
Kelly Troland
Bertha Willoughby

Promotion Committee

Jean Brown, Chair

Lisa Argilagos
Edward Baker
Greg Bowerman and his giant crew...
Jan Cardillo
Deirdre Cavanagh
Joan Sullivan Cooper
Annie DeVona
James Diaz-Saavedra
Kathy Diaz-Saavedra
Deb Donovan
Kristen Edwards
Melodie Foster
Helene Goumenos
Paul Greene
Gretchen Higgins
Geoff Kaufman
Diane Locke
Jennifer MacNeill
Dean Macris
Jillian May
Italia McKinley
Tambria Moore
Susan Munger
Kathleen Neal
Richard Peiffer
Mary Ann Root
Bob Rue
Pat Shaefer
Martha Schwarzkopf
Jeanne Shelburn
Eleanor Suplee
Elizabeth Suson
Lorrie Thomas
Karen Ward

Ad Hoc Committees of the Board

Food Stroll

Kathleen Neal, Chair

Deirdre Cavanagh

Steven Gould

Mary Murphy

Liz Suson

Anna Troiano

Trolley Visitor Information Station Volunteers

Trolley Coordinators for 2005 Season

Sue Evans

Dorothy Leib

Tita Williams

Lloyd Beachy

Sandy Beachy

Betty Beaudette

Margo Bernier

Jane Bredeson

Charles Burrows

Ann Carroll

Sally Castanza

Bettie Chu

Deborah Delacruz

Irma Diaz-Saavedra

Deborah Donovan

Ronnie Hodge

Mel Hyatt

Arthur Ives

Carolyn Johnson

Shirlee Horden-Kaplan

Ginny Kelly

Jean Main

John McConnell

Audrey Merrill

Ralph Merrill

Wayne Morse

Susan Munger

Neild Oldham

Peg O'Brien

Lisa Perrin

Robert Place

David Pushner

Sally Ryan

***And, a special thank you to the Chamber of Commerce of Eastern CT
for its support.***

Commemorative Bench Supporters

Barun Basu & Associates

Deborah Edwards

New London Main Street Membership

Benefactor

Susan Gorra Heinemann

Patron/Corporation

Gail & Ed Bartelli
Dr. & Mrs. David Hayes
Robert Hayford & Tracee Reiser

Saint James Episcopal Church
ShopRite Supermarket

Supporter/Small Business

A. Beaudette Professional Property
Services
Accent on Photography
Akins Marketing & Design
Alva Gallery
Anastacia's
Tim and Karen Anderson
Baratz Realty
Barun Basu Associates
Be On Purpose
Lloyd & Sandra Beachy
Blissworks
Catherine Woods Brown
Cole-Chu & Company
Conway& Londregan, CPA
Rita Dawley
Devine Planning
Diaz Contracting, LLC
DP Consulting Company
Dynamic Alliance
Eastern CT Symphony
Empress of Art
First Baptist Church
Flavours of Life
Gerard & Carole Gaynor
Gordon's Yellow Front Package Store
Frances Hoffmann
John & Anne Hunziker
INET, LLC
J. Solomon, Inc.
Bud & Roseanne Johnson
Joydon's House of Leisure
Elizabeth Lengyel

Klingerman Travel
Lindsay Liebig Roche Architects
Mariani & Reck
Benjamin Martin
McGuire & McGuire
McLaughlin Companies
Miner & Silverstein
William Morse
Nancy's
Nearly You, LLC
New London Antiques Center
New London Municipal Employee Credit
Union
New London Public Library
Oldham Publishing Service
Operation Organization
Peck & Tuneski, P.C.
Steve & Marilyn Percy
Randstad
Robert's Audio/Video
Robert & Mary Sanderson
Seapony, LLC
Shore Publishing
Simonis Burke, Inc
Sistare & Regan
Dr. & Mrs. George Spreccace
Star Cutters
Studio 33
Suisman, Shapiro
WICH-AM/WCTY-FM Radio Stations
Yankee Remodeler

Family

Kathleen & Rick Barrett
Paul & Suzanne Berkman
Robert Lavoie & Barbara Brockhurst
Paula Keavy & Richard Brown
Robert Nazarian & Kathryn Brussard
Tom & Ann Carroll
Kevin & Deirdre Cavanagh
Sandra & Rodney Chalk
Betty Cole
Mr. & Mrs. Daniel Driscoll
Sue and Tom Evans
Joanne and Don Gibson
Deena & Howard Gordon
Heather & Richard Grigsby
Russ & Arlene Gundlach
Ashley & Ken Hanson
Margaret Palmer & Bob Hauschild
Guy & Katrina Hermann

David Hersant
Carolyn Johnson
Carmelina & Mark Kanzler
John & Barbara Kashanski
Reuben & Lenore Levin
Olga & William Lupien
Frederick Paxton & Sylvia Malizia
Dorothy & Michael Mansfield
David & Elaine Miceli
Christina & Peter Moore
Sara Munro
Geoff Kaufman & Penny Parsekian
Ernest & Gabriella Schlesinger
Bob & Zita Smith
John & Kim Stabach
Kerin Woods & Karl Sternlof
James and Sherburne Stidfole
Gene & Marjorie Stringham

Individual

Frances Baratz
Michel Belt
Marianne Bessette
Trix Bodde
Jean Brown
Larry Caruso
Ann Connolly
Theresa Dannaher
Katherine Diaz-Saavedra
Robert DiBiasi
Madeline DiCarlo
Barbara Dixon
Deborah Donovan
Helen Dutko
Kristin & Norman Edwards
Paul & Linda Ferreira
Mrs. Winifred Flint
Catherine Foley
Paul Foley
Edgar Forest
Dr. & Mrs. Richard Fraser
Judy Frederick
Adam & Jill Fritzche
Edward Hammond
Gretchen Higgins
Ronnie Hodge
Barbara Hoelck
Daniel Horgan

Richard Huhn
John Johnson
Christine Keating
Matthew King
Ruth Kirsch
Armand Lambert
Dorothy Leib
Todd Lewis
Jonathan Lincoln
Mrs. John T.
MacDougall
Jean V. Main
Rosalind Mallove
Brandy McCarvell
Carolyn McAvoy
Helen McGuire
Molly McKay
Sharyn Burke
Montalbano
Kathleen Neal
Bob O'Neill
Donald O'Neill
Joy Orlando
Cynthia Palmer
Ed Parchaiski
Elena Pascarella
Priscilla Peabody
Lisa Perrin

Alma Peterson
Erin Piegari
Dennis Piranian
Mary Ann Root
Michael Rosenkrantz
Scott Ross
Gerard R. Rucci
Rocco Russo
Sarah Ryan
Louisa Shakkour
J. Michael Sherb
Steve & Jeanne Sigel
Leah Spitz
Eleanor Suplee
Robert Tobin
Elizabeth Traggis
Ann Troiano
Lenda Tryon
Donna Vendetto
Pam Walsh
Karen Ward
Rhonda Ward
Rita Warmath
Merrylyn Weaver
Bertha E.
Willoughby
Michael Wright

NLMS Investment in Downtown Five Year Summary

	Private Investment	Public Investment	Total	Net New Businesses	Net New Jobs		NLMS Volunteer Hours
					F/T	P/T	
2004	\$2,178,350	\$3,086,029	\$5,264,379	14	65	27	2,523.75
2003	\$6,470,900	\$26,639,228	\$33,110,128	1	11	-4	4,241.75
2002	\$143,725	\$24,400	\$168,125	8	11	10	4,757.75
2001	\$1,270,717	\$24,000	\$1,294,717	7	6	1	5,921.00
2000	\$819,855	\$19,342,789	\$20,162,644	13	60	10	6,652.00
5 YR Summary	\$10,883,547	\$49,116,446	\$59,999,993	43	153	44	24,096.25

Main Street Promotional Activities 2004

Date	Description	Number of Attendees
Special Events		
January 27	Night Kitchens	1,500
February 14	Your Valentine Is Downtown	158
May 27	Annual Meeting & Awards Ceremony	150
June 12	Celebration Regatta	1,000
September 4 – 12	Wet Paint Week of Boats, Books & Brushes	6,500
December 4	Celebration of Lights & Song by the Sea	1,000
	Subtotal	9,908
Image Events		
June – September	Meet & Greet 21 Cruise Ships	644
Retail Events		
April 7	Don't Miss the Boat Workshop	17
April 14	Don't Miss the Boat Workshop	6
April 28	Don't Miss the Boat Workshop	7
May 14	Holland American Maasdam visit	800
August 4	Don't Miss the Boat Workshop	15
September 22	Don't Miss the Boat Workshop	5
October 13	Don't Miss the Boat Workshop	8
October 27	Holland American Maasdam visit	800
	Subtotal	1,658
	TOTAL ATTENDEES	12,210