the district
new london historic waterfront

CEO Comments

Summer 2009

By Penny Parsekian

Summer is finally here, and, you can see we have a lot to look forward to in terms of festivals, gateway flowers in bloom, and new opportunities resulting from intensified marketing efforts. But did we accomplish our goals for the winter and spring? By my best reckoning, we are right on target in almost all areas.

Our four key events – *Lights &Song*, the living history play, Valentine's dessert extravaganza and *Spring Food Stroll* – went off without a hitch, brought thousands of people into town and attracted new sponsors. Our publications – an update to the Map & Guide and two event postcards – have been published on time and on budget. The landscaping, signs and lighting of Gateways 1 & 2 have been completed and new light pole banner slices hung. A volunteer e-newsletter was launched, the 2008 Annual Report published, and our annual meeting of membership and friends at The Exchange was a big success. Finally, we selected a web developer to create the new website (see pg. 1). We had a setback with the on-line property database when the developer took ill and are now exploring the possibility of integrating this effort with the new website, which should enhance both.

Thanks to so many people – from members of our Board of Directors and volunteers, including Rich Martin and Betty Cole, and interns to our extremely hard working, creative and well-organized staff to our professional consultants and contractors, including Landscape Elements, Mason's Touch, Perennial Harmony and others, to City Councilors, all who have reviewed and supported our requests, and finally city staff, especially Public Works - all of this has been accomplished. At this pace, summer promises to be anything but a vacation, but let's keep the ball rolling!