

**MINUTES OF THE SPECIAL MEETING**  
**CITY OF STAMFORD, CONNECTICUT**  
**URBAN REDEVELOPMENT COMMISSION**  
**TUESDAY, MARCH 29, 2005**

1. At 8:35AM, Chairman Stephen C. Osman called the Special Meeting to order. The following were in attendance:

Commissioners:

Stephen C. Osman, Chairman  
James I. Nixon, Vice Chairman  
Neal M. Jewell  
Edward J. Fuhrman

Staff:

Laszlo Papp, Executive Director  
Rachel Goldberg, General Counsel  
Durelle Alexander

Absent

Joel P. Mellis, Secy/Treasurer

2. Southeast Quadrant

- (a) **Discussion of Parking Transition with DSSD** – Chairman Osman welcomed DSSD Executive Director Sandy Goldstein and DSSD Director of Operations John Ruotolo to the meeting. He said, “We are very concerned about parking in the downtown while we build our garage and, for that reason, the URC has set up a Parking Sub-Committee consisting of Commissioners Nixon & Mellis in addition to our Director to meet with members of your group on a regular basis. It was noted that these meetings were organized to explain proposed construction plans and schedules and to address any concerns of the DSSD and its stakeholders/property owners that might arise.

DSSD Executive Director Goldstein said, “Target set a very good example of how to work with its neighbors during construction. The process went smoothly and they were very responsive to any issues that came up. In fact, a condition of Target’s contract at the Zoning Board level was that they tell the public where to park during construction.” In this regard, Target gave the DSSD \$25,000 to produce a parking information and mailing pieces; i.e., an 11 by 6 inch glossy oversized postcard mailed to approximately 15,000 residents and an advertisement printed three times in *The Advocate* and shown in local movie theaters for an eight week period. Costs for this effort totaled \$32,803.00.

“I am here today to ask the URC to do the same thing during the construction of your garage,” Ms. Goldstein said. “It is costly, but it has to be done.” Chairman Osman responded, “The garage is being funded through a bond, and only certain allowable costs are eligible.” Attorney Goldberg explained, “I have consulted with Bond Counsel and we are maxed out on what we can spend funds on that are not directly related to construction activities. I have been advised that, if the costs are diminimous, i.e., \$5,000 to \$15,000, we could contribute this amount, and I recommend that we accept Bond Counsel’s advice.”

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The Commission discussed where costs might be reduced. Ms. Goldstein noted that there were no labor costs included in the budget. She said, "The DSSD can contribute its labor, approximately \$2,000 in staff time, but you will still need at least \$25,000 total to create a prototype, alter the map, and mail & distribute the card effectively." Executive Director Papp volunteered to work with the DSSD on revising the message on the postcard. Commissioner Nixon asked, "Is there any criteria for effectiveness in general?" Mr. Ruotolo responded, "There is really no way to quantify many of our promotional efforts." Executive Director Papp reported that he had gotten a lower price for printing, but it was noted that the largest cost is for postage.

Following further discussion, it was the sense of the Commission that they would agree to: (i) contribute \$15,000 from the garage bond, and (ii) make every effort to come up with an additional \$10,000. The DSSD asked for a decision this week, noting that a three-week turnaround for the printing/mailing was optimistic and that the informational card should be mailed by the end of April. Garage construction is expected to commence on or about May 1, 2005. Parking Garage Sub-Committee member Jim Nixon will advise the DSSD of the Commission's decision by the end of the week. Ms. Goldstein and Mr. Ruotolo thanked the Commission for their cooperation and left the meeting at this time.

Pros and cons of the proposed informational mailing were discussed. Suggestions were made to eliminate the advertising in movie theaters and also eliminate the 250 posters in the current marketing advertising budget. Following further discussion, it was the sense of the Board that, in the spirit of cooperation and because of the Commission's commitment to provide parking in the downtown, the DSSD be given \$25,000 to produce a parking postcard similar to the one Target distributed during its construction. In this regard, Commissioner Jewell made a motion to find \$10,000 in the URC's budget to add to the \$15,000 from the garage bond to have the DSSD produce the informational parking postcard for direct mailing and distribution in local businesses and restaurants. The motion was seconded by Commissioner Nixon and carried by unanimous vote. Commissioner Nixon will work with the DSSD to ensure the Commission's recognition re: this public relations effort.

### 3. Agency Administration

- (a) **Personnel** – At 9:30AM, Commissioner Nixon made a motion to go into Executive Session to address matters related to personnel. The motion was seconded by Commissioner Jewell and carried by unanimous vote. Executive Director Papp and Attorney Goldberg participated in the discussion. No motions were made and no votes were taken.

Commissioner Jewell left the meeting at 10:17AM.

At 10:24AM, Commissioner Nixon made a motion to return to Open Session. The motion was seconded by Commissioner Fuhrman and carried by unanimous vote.

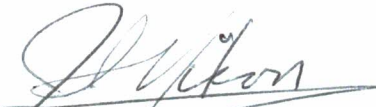
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4. Adjournment

There will be a Special Meeting on Tuesday, April 5, 2005 at 8:30AM. The next Regular Meeting is scheduled for Thursday, April 14, 2005 at 6:00PM.

There being no further business before the Board, Commissioner Nixon made a motion to adjourn. The motion was carried by unanimous vote and the meeting was adjourned at 10:25AM.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "J. Nixon", written over a horizontal line.

James I. Nixon  
Vice Chairman/Acting Secretary