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Lisa Biesak – Summary of Activities | March 2018

Downtown Management

- Property Owners survey intro letter sent April 2 / Postcard goes out April 6
- Work with Juliet on TIF and other funding sources
- Seeking out members for potential Downtown “Meriden Mojo “Advisory Team

Meetings & Interactions in March:

➤ **Real Estate Development/Business**

- 24 Colony – Rick Ross/MHA/Restaurants (LB and DC)
- 105 Colony – Amin Noori (DC)
- 19 Colony – Jim McCall (DC)
- 55 West Main – Henry Le (LB and DC)
- Silver City Ballroom – Joe Florio LB and DC)
- Trifecta Ecosystems – Eric Francis (LB and DC)
- Gallery 53 – Kris Webster (LB and DC)
- Café Dolce – Paula (LB and DC)
- Luchs Consulting Engineers – Lynn DiGiovanni (LB and DC)
- Silver City Properties – Ross Gulino LB and DC)
- 55 Colony – Pete Limosani (DC)
- Ron Ferrie Food Trucks (DC)
- Atty Bob Sokolowski (DC)
- As U Like It – Mark Lucibello (DC)
- Friar Architects – Tom Mango (LB and DC)
- Celtic Tavern (LB)
- New England Emporium (LB)

➤ **Community/Non-profit Interactions:**

- Farmers’ Market Meeting (LB and DC)
 - Whiteboarding session for improved marketing/attendance
- Workforce Alliance (DC)
 - Will Co-sponsor Job Fair in 24 Colony space on June 15
 - Post-event Networking at Silver City Ballroom
- Twilight Music Series (DC)
 - Apr 10 meeting



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- Downtown Neighborhood Ass'n (LB and DC)
 - Hosting Meetings at MMBC at 5 Colony Street
- Meriden Historical Society (LB and DC)
 - Went on riding tour of west side of town, current office space and Andrews Homestead at 424 West Main
 - They are seeking new location
- Meriden Adult Education, providing Entrepreneurship training (DC)

➤ Government Interactions

- Meriden Chamber - Young Business Leaders of CT (LB attended and presented intro on MMBC)
- Economic Development (DC attended)
 - Meriden Match
 - TOD On-line Survey
- SBDC – Met with Shelley on office presence and startup assistance (LB and DC)
- CERC – survey and marketing support (DC)
- BBA / SAMA – funding support for minority owned businesses (DC)
- CEDF (DC)
- Meriden Housing Authority – key player downtown (DC)
- Meriden City Departments – met with all of the following (LB and DC)
 - Parks and Recreation
 - Parking
 - Traffic Department/Engineering—rec'd street project update

Event Pipeline: *

- CTRail Ribbon Cutting – April 19
- Workforce Alliance Job Fair – June 15
- Twilight Music Series kicks off June 15
- CT Main Street Developers Conference – Last week of June
- “Entrepreneurial Artists” Event – Silver City Ballroom, Juliet agreed to sponsor venue*
- Social Change Marketplace – September*
- “Hear My Train A’ Coming” – Possible CTRail Launch event (late May) *

* Indicates possible events



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Biz Dev Pipeline:

- Richard Pennyman (24 Colony Restaurant)
- Lissette Gonzalez (Restaurant 24 or 105 Colony)
- Henry Le
 - 55 W. Main (property walk-through w CIL and Crosskey scheduled for April 3)
 - Interested in 'Cassidies' (old school diner on W Main)
 - Interested in possible Rice Noodle factory
- The Hartford Commuter Group, etc.
- Doll Museum/Café
- Seamstress
- Sunshine Strong

Social Media Analytics:

- Twitter (<https://twitter.com/MakingMeriden>)
View Analytics here:
<https://analytics.twitter.com/user/MakingMeriden/home>
 - 25 tweets this month
 - 8589 impressions
 - 418 profile visits
 - 9 mentions
 - New followers – 47
 - Current follower audience size is **58**. That's 39 more than the same time 30 days ago—we've gained around 1 new follower per day
- Instagram
 - 66 followers
 - Posts 18
 - Likes 111
- LinkedIn: 8 posts resulted in 3376 impressions since March 11
- Craigslist ad under Office Space/Commercial (2 hits so far)

The Arts Pipeline (April action item)

- "Call for Artists" on social media
- Murals / Lighting / Sculpture through Joe Florio
- Gallery 53
- Frank Critelli / Cygnus Radio
- Studios at 55/Castle Craig Players



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April Goals/Action Items:

- Attend Orientation at CMSC on April 5
- Attend CMS Website Training (www.meridenbiz.com) on April 6
- Begin to coordinate Developer Event – Confer with CMSC, Grow invite list
- Develop Property Owner Relationships/More Site Tours
- Contact commercial brokers, get sell sheets
- Visit Upward Hartford, explore co-working space with Luch’s Engineering
- Develop lending (bank, CT Greenworks), medical facility and Eversource relationships
- Placemaking Planning:
 - CTRail Launch Event with Music, Food, etc ...
 - Yardgoats Commuter Connection
 - Wesleyan Commuter Connection
 - Public Art Challenge/Mural/Lighting
- Reconnect →Commuter Rewards Program
- Provide grant opportunities to Juliet for review/feedback on April 5
- Explore Johnson & Wales connection for downtown culinary angle
- Explore marketing/media internship possibility
- Begin discussion on setting arts calendar of events
- Explore pop-up storefronts, legal issues, cooking issues, prop owner requirements
- Cultivate The Bryant Network: Crean/Berlandy/Wurtz/Grusse/etc.
- Attend CMSC events as needed

Month of March | Calendar At a Glance:

Mar 1 Thurs

- Ribbon Cutting!
- Susan Westa transition meeting

Mar 2 Friday

- Review Susan Westa’s files
- Setup MMBC Social Media
- Cold Calls to Fancy Bagels, CT Brewers Guild, Ho Knot, Mikro Bar, CT Spirits Trail



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Mar 5 Monday

- Set up shared calendars/pipeline document/brainstormed on marketing materials

Mar 6 Tuesday

- Juliet / Dave Cooley meeting

Mar 7 Wednesday

- Design and order business cards

Mar 8 Thursday

Mar 9 Friday Worked on MeridenBiz.com website with Dave

Mar 13 Tuesday

- Snow again
- Posted updates on social media, created LinkedIn Business Page

Mar 14 Wednesday

- Henry Le meeting
- Farmers Market Marketing Strategy meeting at ARC 4-6pm

Mar 17 - Friday

- Work on website, added badges for social media access
- Organize appointments with Rick Ross and William Cafero

Mar 19 Monday

- Henry Le meeting
- Rick Ross tour of 24 Colony with Richard Pennyman (potential restaurant owner)
- Began coordinating meeting with Crosskey, CIL for 55 West Main St

Mar 20 Tuesday

- Juliet / Shelly / Dave planning meeting

Mar 21 9-1pm

- Nor'easter #4
- Neighborhood Ass'n meeting postponed

Mar 23 Friday

- Meeting with Henry Le
- Meeting with Luchs Engineering Consultants – Lynn DiGiovanni visit / intro / tour

Mar 26 Monday

- Connect seamstress looking for 'informal' space to Joe Florio
- Chris Bourdon /Park & Rec visit / introduction

Mar 27 Tuesday

- Catch up w/Dave

Mar 28 Wednesday

- Tom Mango - Friar Architecture visit



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- Juliet / Dave planning meeting
- Casa Boricua – Puerto Rican non-profit/property owner on Colony St -- meeting with Anabel
- Met with Joe Florio, owner Silver City Ballroom – toured facility and other available space on 3rd floor

Mar 29 Thursday

- Attended Chamber meeting and presented info on MMBC to Young Professional group

Mar 30 – Good Friday

- 10am Marissa Crean of The Hartford, educate HIG on Meriden as a commuter housing possibility
- Followed up with Seamstress looking for downtown office space
- In person calls: New England Emporium and Celtic Cavern