

FINAL

**THIRD TAXING DISTRICT**  
of the City of Norwalk  
Commission Meeting  
January 9, 2017

**ATTENDANCE:** Commissioners: David Brown, Chair; Charles Yost, Debora Goldstein  
Dr. Michael Intrieri, Treasurer

**STAFF:** Jim Smith, General Manager

**OTHERS:** Judi Virgulak and Marie Jablonski (Jumar Marketing)

**CALL TO ORDER**

Commissioner Brown called the meeting to order at 7:00 p.m. A quorum was present.

**PUBLIC COMMENT**

No one from the public was in attendance to comment.

**215 EAST AVENUE – PRESENTATION OF PROPOSAL**

Mr. William Andriopoulos of ADA Architects was scheduled to present his proposal on 215 East Avenue, but could not make the scheduled meeting.

**\*\* COMMISSIONER GOLDSTEIN MOVED TO TABLE THE 215 EAST AVENUE PROPOSAL TO THE FEBRUARY 6, 2017 MEETING.**

**\*\* COMMISSIONER YOST SECONDED.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

**JUMAR QUARTERLY PRESENTATION**

Ms. Jablonski reviewed with the Commission the activities of Jumar Marketing over the past six months, which include Communications, Advertising, Public Relations, Website and Community Outreach.

Communications – Consists of Newsletter, Emails (2,072 email addresses have been captured), Blog, CTDOT Updates, and TTD Walk Bridge Forum.

Advertising – Consists of Summer Concert Series and the Annual Christmas Tree Lighting.

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Public Relations – Includes East Norwalk Firehouse Restoration, TTD Office Renovation, Public Power Week, The Rinks at Vets Park Ribbon Cutting and the Annual Food & Toy Drive.

Website – Ongoing updates and postings as needed, “on demand” emergency updates, calendar management, blog, monitoring and reporting on monthly traffic, general maintenance, CTDOT news alerts and liaison with the City of Norwalk webmaster.

Community Outreach – Marvin Elementary School programs and the Ludlow Tree monthly lightings.

Ms. Jablonski then reviewed the Q1 2017 Initiatives that they have been developing, which include continuation of marketing services and business support, launching the semi-annual Customer Satisfaction Survey and Community Outreach.

There was considerable discussion around the recent Customer Satisfaction Survey which was launched on January 9, 2017. The survey was sent via email and posted to the website. As emails will not reach all of the current ratepayers, it was the consensus to include a hardcopy of the survey into the February billing cycle for feedback.

Commissioner Brown asked about the recent library questionnaire that had been developed and said that he would like to see this go out to the ratepayers in the near future. Discussion continued around the library survey. The Commission indicated that they would like to have a further discussion on this subject and has asked Jumar Marketing to return to the February 6, 2017 meeting to discuss the topic of Library Awareness & Communications.

Ms. Jablonski spoke about the Ludlow Tree monthly lightings and explained to the Commission why there had not been any direct sponsorship for most of the months. Many of the organizations that Jumar was in contact with for their respective causes are non-profit and typically do not have a budget for this. The non-profits are usually seeking funds, not donating.

Further discussion took place about the monthly tree lightings. Jumar will continue their efforts to have sponsorships for each month. It is hoped that Signs by Anthony will continue to donate the sign for the tree each month if an organization cannot do so. The one issue that remains is how the tree will be lit as the current six spotlights do not seem to illuminate the tree very well. Commissioner Yost suggested that perhaps regular strings of lights could be placed only on the front of the tree (facing Gregory Boulevard) and changed each month. Mr. Smith then informed the Commission that the TTD team had researched lighting for the tree. Commissioner Brown indicated that it was too expensive and to see if we couldn't find a more affordable solution. Mr. Smith will be looking into the matter.

**FUTURE COMMUNICATIONS WITH THE CITY OF NORWALK**

Commissioner Brown began by referencing a recent meeting that Commissioner Goldstein had with Laoise King (City of Norwalk), Jim Smith and herself. His issue with the matter was not what the topic was, but that no other Commissioner was aware of the meeting and that she would be speaking on behalf of the Commission without their knowledge.

Commissioner Goldstein explained when the meeting took place and the subject matter, which was the same presentation that was given to Elizabeth Stocker two years ago when she joined the City of Norwalk. Commissioner Goldstein apologized to the Commission for not informing them of the meeting.

Commissioner Brown asked that all future meetings need to be run by the Commission before taking place. Commissioner Yost agreed that no one person should take on a meeting without the Commission being aware of it. Commissioner Brown also asked that Mr. Smith be involved should he hear any type of possible meeting to inform the Commission. Mr. Smith asked that all items be run through the Chairman, as is his practice.

Dr. Intrieri asked that he please be included in all future communications about any such type of meetings.

**MINUTES OF MEETING**

November 15, 2016 Special Meeting

- \*\* COMMISSIONER BROWN MOVED TO APPROVE THE MINUTES OF NOVEMBER 15, 2016 SPECIAL MEETING.**
- \*\* COMMISSIONER GOLDSTEIN SECONDED.**
- \*\* THE MOTION PASSED UNANIMOUSLY.**

December 5, 2016 Regular Meeting

- \*\* COMMISSIONER YOST MOVED TO APPROVE THE MINUTES OF DECEMBER 5, 2016 REGULAR MEETING.**
- \*\* COMMISSIONER GOLDSTEIN SECONDED.**
- \*\* THE MOTION PASSED UNANIMOUSLY.**

December 12, 2016 Special Meeting

- \*\* COMMISSIONER YOST MOVED TO APPROVE THE MINUTES OF DECEMBER 12, 2016 SPECIAL MEETING.**
- \*\* COMMISSIONER BROWN SECONDED.**
- \*\* THE MOTION PASSED UNANIMOUSLY.**

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- \*\* COMMISSIONER YOST MOVED TO SUSPEND THE RULES AND ADD AN AGENDA ITEM, JUMAR'S PARTICIPATION IN PROMOTING THE LIBRARY.**
- \*\* COMMISSIONER BROWN SECONDED.**
- \*\* THE MOTION PASSED UNANIMOUSLY.**

#### **JUMAR'S PARTICIPATION IN PROMOTING THE LIBRARY**

Commissioner Yost stated that there are two items for the marketing plan for the library. One, preparing for the annual meeting, which the Commission should handle themselves and two, the library's marketing budget, possibly by using Jumar, which would be funded through the library's budget. Commissioner Yost indicated that Jumar was already familiar with the library.

Commissioner Goldstein said that she did not think it was a good idea for both TTD and the library to be using the same marketing firm. She said that it could be hard for Jumar to separate the two. Commissioner Brown agreed with her.

It was the consensus of the Commission that the library retain their own marketing firm, even if it is Jumar.

- \*\* COMMISSIONER YOST MOVED TO SUSPEND THE RULES AND ADD AN AGENDA ITEM, ADDITIONAL FUNDING FOR LIBRARY EXECUTIVE DIRECTOR.**
- \*\* COMMISSIONER GOLDSTEIN SECONDED.**
- \*\* THE MOTION PASSED UNANIMOUSLY.**

#### **ADDITIONAL FUNDING FOR LIBRARY EXECUTIVE DIRECTOR**

The Commission discussed the additional funds of \$12,000 and how the number they arrived at the number. The \$12,000 will fund the new Executive Director for April 1, 2017 to June 30, 2017. It makes up the difference needed after the funds for Mr. Siegel's salary runs out (February 2017 to June 2017).

Discussion took place around the \$12,000 and whether or not TTD should be funding these monies at all. Commissioner Goldstein expressed that she did not agree with the premise. If the library had extended Mr. Siegel's contract for an additional three months, the gap of funding may not have existed or had been minimal.

Dr. Intrieri raised the point that the Commission had already told the Library Board that they were going to support them in this. Turning back on this now will not be showing good faith. Commissioner Brown agreed that he does not want to go back on any decisions that were made to the library.

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**\*\* COMMISSIONER YOST MOVED THAT THIRD TAXING DISTRICT FUND \$12,000 FOR SALARY AND BENEFITS OF THE NEW EXECUTIVE DIRECTOR FOR THE PERIOD APRIL 1, 2017 TO JUNE 30, 2017.**

**\*\* COMMISSIONER BROWN SECONDED.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

**\*\* COMMISSIONER GOLDSTEIN MOVED TO SUSPEND THE RULES AND ADD AN AGENDA ITEM, BYLAWS.**

**\*\* COMMISSIONER BROWN SECONDED.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

**\*\* COMMISSIONER GOLDSTEIN MOVED TO TABLE BYLAWS TO THE SPECIAL MEETING OF JANUARY 26, 2017.**

**\*\* COMMISSIONER BROWN SECONDED.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

### **DISCUSSION/ANALYSIS OF FINANCIAL STATEMENTS/KEY PERFORMANCE**

Mr. Smith reviewed the financials with the Commission. Total Revenues are down 2% over last year. Total Expenses are up 1%. Other Income is up 14% due to the Norden Generators, which ran better this year. Other Expense is down 29%. Rate Stabilization is at \$862,146 which is double from last year at \$480,091. Net Income is \$791,913 over last year at \$509,201, which is up 56%.

Cash Balances are good. The savings account consists of funds collected from CyrusOne from the loan that was paid off.

KPI's – The Industry Average (Bandwidth) for the Operating Ratio was updated this month and TTD is now in line with the average.

PCA – The PCA was adjusted from .0270 to .0250 effective January 1, 2017, which will reflect a downward shift in the over-collection of wholesale power costs moving forward.

### **DISTRICT BANNERS**

Commissioner Brown handed out two estimates to produce 100 pole banners for the district. He is expecting a third estimate to arrive shortly. He reviewed the two estimates with the Commission.

Commissioner Brown has also been in touch with Susan Rubinsky (Designer) for the banners, who also designed the banners for the First Taxing District. Commissioner Brown had asked her

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attend this evening's meeting to share some examples, but unfortunately she was not able to attend. Ms. Rubinsky's fee is \$1,000 and will provide three examples to the Commission.

Commissioners Yost and Goldstein think the Commission should wait until a decision has been made on a Public Relations firm which is due to be bid out in the very near future.

**\*\* COMMISSIONER BROWN MOVED TO TABLE DISTRICT BANNERS TO A FUTURE MEETING ONCE A DECISION HAS BEEN MADE ON THE PUBLIC RELATIONS FIRM.**

**\*\* COMMISSIONER GOLDSTEIN SECONDED.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

### **GENERAL MANAGER'S REPORT**

#### **East Norwalk Library Roof**

Mr. Smith reviewed the email and photos that were submitted by Gill & Gill. Gill & Gill believes the Library roof will need to be replaced within one to two years. Mr. Smith recommends TTD wait until next year to replace the Library roof.

Commissioner Goldstein asked if there were any leaks in the roof. Mr. Smith said all known leaks have been repaired.

**\*\* COMMISSIONER BROWN MOVED TO ACCEPT MR. SMITH'S RECOMMENDATION NOT TO REPLACE THE LIBRARY ROOF AT THIS TIME BECAUSE THERE IS NO EVIDENCE OF LEAKS INSIDE.**

**\*\* COMMISSIONER GOLDSTEIN SECONDED.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

#### **Marketing/PR RFP**

Mr. Smith reviewed the RFP that was sent to the Commission on December 12, 2016. He said that it did not contain the website, as he felt we should leave that portion with Jumar Marketing. He would like to release the RFP as soon as possible because Jumar Marketing's contract ends on April 30, 2017.

After discussion of the RFP, Commission Goldstein said a statement should be added to the effect that some of the activities that will need to be conducted for TTD will be done outside of normal business hours, including weekends.

Commissioner Yost said that the RFP should include each and every task that Jumar Marketing is performing in order to compare to any new bids that are received.

Mr. Smith will go back and rework the RFP to include the above and resubmit to the Commission for their review.

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Commissioner Yost asked why a bid for a new Marketing/PR firm is being sent out. Commissioner Brown responded by saying that he feels their strength is in event planning, but feels other tasks are not as strong. He believes if there is another firm that can do the job better at a lower price, it is incumbent for TTD to find out.

Commissioner Goldstein feels Jumar Marketing has many strengths, but appear to not have an instinct for PR. She also stated that it is good business practice to go out and bid every 2-3 years for a vendor to be sure you are not missing anything. She said it is not always a reflection of the existing vendor to go out and see what is available.

### 18 Rowan Street Engineering RFP

Mr. Smith presented the RFP to build a new 50' x 90' storage facility at 18 Rowan Street along with the bid results. Mr. Smith's recommendation is to go with Gill & Gill, as they are not only the low bidder, but has worked with TTD on past projects. The bid includes a turnkey set of approved building drawings and the creation of an RFP for qualified contractors. The firm will be responsible in assisting in the P&Z process as well as overseeing the project during construction.

The next step would be to bring the drawings to the Commission for their approval. The contractors would bid based on those drawings, which would also come back to the Commission for their approval.

## **PROJECT SUMMARY**

I/T System Modifications – Commissioner Brown asked about Netology's monthly site visits. Mr. Smith explained what it is and why. Commissioner Brown asked to be notified when the next site visit will be taking place, as he would like to come to the office and meet with Netology to get a few questions answered.

Public Relations/Marketing Program – Commissioner Brown referenced the section on the current RFP and that no comments had been returned to Mr. Smith by the end of December. He asked the other Commissioners if they had or had not replied. He was told they had not.

Solar Projects – Commissioner Brown referenced the Status column, potential projects discussed with residential and commercial customers. He asked who they were. Mr. Smith responded that there were none in the month of December as reflected in the report.

Commercial Customer Visits – Commissioner Brown referenced the Rinks at Vets Park and Mr. Hughes' concern about the rates he is being charged at the rinks vs. the Sono Ice House and asked what the problem was. Mr. Smith said it had to do with the rate charged by Eversource and what he is paying through TTD.

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**ADJOURNMENT**

**\*\* COMMISSIONER GOLDSTEIN MOVED TO ADJOURN.**

**\*\* COMMISSIONER BROWN SECONDED.**

**\*\* THE MOTION PASSED UNANIMOUSLY.**

The meeting adjourned at 10:17 p.m.

Respectfully submitted,

Cynthia Tenney  
Executive Assistant  
Third Taxing District