

**BOARD OF COMMISSIONERS
DOWNTOWN MANCHESTER SPECIAL SERVICES DISTRICT**

October 17, 2025

1 PM

Meeting held at Work_Space, 903 Main Street

MEMBERS PRESENT: Daniel Mulligan, Chair
Nicholas DuBaldo, Secretary
Tarek Ambia, Finance Chair
Sophia Dzialo
Ryan Fagan
Esther Jeffery

EX OFFICIO MEMBERS PRESENT:
None

ALSO PRESENT: Ambassador Patrick
Adam DeLaura
Lynn Sottile
Stephen Stephanou

STAFF PRESENT: Kate Sulick

MEMBERS ABSENT: Joseph Datta

EX OFFICIO MEMBERS
ABSENT: Gary Anderson, Director Planning and Development
Millie Texidor - GMCC Representative

STAFF ABSENT: None

Call to Order:

- Mr. Mulligan calls the meeting to order at 1:02 PM.

Roll Call:

- Mr. Mulligan noted those present and absent.

Marketing Policy:

- Mr. Mulligan states that the purpose of this meeting is to establish a communication policy within the District.
- Ms. Dzialo has put together a presentation "The Current District Marketing and Communications Overview."
 - See attached
- Ms. Sulick is concerned about the "politicized" nature of the "Save Downtown" Group. Mr. Mulligan would like to clarify that the meeting is

about setting policy guidelines for what we as a District will and do share. Ms. Dzialo says that it will be a relatively rare case that we will identify specific non-District events. If there is a concern about people not being educated about an agenda, they should communicate through us and we can reach out to the Town to have town hall-style events. She doesn't feel that there should be a policy about if an event is posted on Locable that the event would be promoted through the District. There will be time where there can't be a "black and white" issue of one type of event versus another. Mr. Mulligan states that the initial request from the group was to notify people about their upcoming meeting, not necessarily a special email or facebook post. Ms. Dzialo says that had they posted on Locable, that would have been sufficient. Ms. Jeffery doesn't feel that this was necessarily a politically-motivated movement, but questions the process that we use to encourage people to communicate on their own. She wants to ensure that the District does not cherry-pick the events and content that we allow. Mr. Mulligan asks if there are people who do not want to set up a Locable account, would we have the ability to help with that? Ms. Dzialo says that we can walk through the process for people, but we shouldn't be in charge of crafting and maintaining 200+ businesses' Locable accounts. Mr. Mulligan is concerned about the level of Locable exceeding the capacity of some of the constituents. Ms. Sulick agrees that some constituents are limited in capacity. She is also concerned about the amount of time that she has because she is not able to absorb any additional duties. Ms. Dzialo says that what we do benefits the District, we shouldn't be creating content for each business - the constituents create exactly the wording they would like. If people can learn to understand the creation process, it will help them and us. If the Army & Navy Club would like to have a one-time assist, she would be happy to help them get things rolling. Mr. Mulligan asks about policies for non-District members having events within the District. Ms. Dzialo believes that if they have gone through the permitting process, we should be able to have the information available to assist them. For repeat events, they could be responsible for those subsequent events. She notes that there may be a way to set "Community Partners" versus a "Community Member" or "Business listing" which should allow them to create the account. Mr. Stephano notes that Town employees have a line that specifies what they can and cannot advocate for while on official business. While the District is its own entity, having the ability to determine what may or may not be a polarizing or political issue, it's up to the Board to decide what to promote. The Town administration is apolitical and tries to avoid sensitive issues like certain political Town Committee events, but will support things like the Road Race or Silk City Fest. Ms. Sottile says that Save Downtown isn't necessarily under the District's purview, and they should be able to do their own marketing. If it were to be posted under the District umbrella, she feels it would be a detriment to the District. Ms. Dzialo says that the Army & Navy Club is hosting the event, so they are a District member.

Ms. Sottile says that Army & Navy Club does not post their other events like Bingo on Locable, but they could and should. Mr. Fagan says that the District should not promote anything that could be or is divisive; whether people need help getting on Locable, that's a different story and we as a District should be able to help with that. Mr. DuBaldo asks if we need to craft an entire policy or use the overview as a set of guidelines? Ms. Dzialo clarifies that the current guidelines are what could be used. Mr. Ambia feels that specific guidelines can be thought over to create a policy. Ms. Jeffery agrees. Mr. Ambia would like to make sure that timeline guidelines should be addressed to ensure that events have the ability to be posted in a timely and relevant manner. Ms. Sottile is very appreciative of the recent District emails which have been short, clear and well thought-out.

Mr. Mulligan notes that a policy will be created in the future.

Adjourn

- There being no further business, a motion to adjourn is made at 2:06 PM by Ms. Jeffery seconded by Mr. Ambia. All approve.

Respectfully Submitted,

Nicholas DuBaldo, Secretary DMSSD

Recorder