

## **SPECIAL COMMITTEE ON THE CIVIC CENTER**

**November 20, 2001**

**6:15 PM**

Chairman Wihby called the meeting to order.

The Clerk called the roll.

Present: Aldermen Wihby, Pariseau, Cashin, Hirschmann, O'Neil

Messrs: T. Lolicata, J. Taylor, S. Ashooh

Chairman Wihby addressed Item 3 of the agenda:

Presentation by Planning regarding revitalization of the Civic Center area.

Mr. MacKenzie stated we do want to take about 25 minutes to talk about some of the other cities that we have worked with and give some ideas on how the area around the civic center could change. It is a critical point in this part of the City. This is perhaps the part of the downtown that has the most growth potential and it is very important that we do things right. As you see from some of the other cities, cities that do it right in terms of planning and organizing and bringing everything together can really make a difference in the downtown and this is a good opportunity. We are going to try to get fairly quickly through these slides but I am going to have someone else come up and talk about some of the other cities. Again, it is about a 25-minute presentation. I did want to identify the staff who have been involved in this. The three primary people on our team...we have not hired any consultants yet. We have done this as an in-house project. There may be pieces though that we will have to get outside expertise on at a later time. They are: Louise Donington, Steve MacInnes and Mena Gyawali. We also had assistance from Pamela Goucher and Sam Maranto. Hopefully everybody has a handout so you can follow along. Three of the primary goals of the original arena...there were a lot of different goals but the key ones were...certainly the first was so that the people of the City can have a great venue for first-class entertainment and I think we have already seen that with Aerosmith coming in and Elton John coming in soon. It is a first-class venue. A little bit more intangible but perhaps one of the most important is to put Manchester on the map as a major force in New England. Manchester is on the verge of becoming one of the key New England cities and certain things the City has done – a new Airport, the civic center, bringing back downtown and improving its school system, can make Manchester one of the top choices in New England. This is a very important

point. When companies are looking in New England to reinvest and if they don't want to go to Boston but they still want a City setting, historically they have looked at a Hartford, CT or a Providence, RI or Worcester, MA. We can be among those major cities in New England that companies look to when they want to invest. Certain things like the civic center and what we do around the civic center have a big impact on that. Certainly the third item is having a direct economic catalyst for the downtown and the City as a whole. Our presentation is focused on that third element – deriving economic benefit from the civic center in our planning for the surrounding area. Certainly there will be some direct impact like increase in business and growth and that leads to new jobs and investment. Certainly there has already been an immediate impact on the restaurants in the area. The restaurants the last few nights have been packed if you have been downtown. There will be other direct impacts, not just on restaurants but a lot of other service businesses and professional businesses in that area. Of course, investment in a business or in a property leads to long-term property tax base growth and other long-term growth of the City. There are some key ingredients for success though. One is marketing. We are getting a changing image. Historically, Manchester was a mill town. We do have a changing image and we have been working for a long-time to change that. We must make sure that when we market things that we are not just marketing the Verizon Wireless Arena, but we are marketing Manchester as an experience. That is where people will come in and go to a restaurant and out to the Verizon Wireless Arena and they might stop at a nightclub afterwards. That is where the combination of activities comes in and then they stay over at a hotel. If we market this as an experience, that is where we get our maximum bang for our buck. We also have to make sure that the arena management works with the City and I think they have been doing this already. They have been working with the Center of New Hampshire but the arena management itself can have a big impact on whether patrons are willing to go out to dinner outside the arena walls before hand and what they do afterwards. Certainly, displays perhaps in the arena and pamphlets in the arena showing what is available around them so working back and forth between the City, other local businesses and the arena management is extremely important. The final item is that planning and design will insure that people will walk to area businesses and events. As you will see, perhaps from a couple of other cities, if you make it too easy for them to come to an arena, park right beside it and leave, once you are in your car you can go anywhere. You can go back to Bedford or Hooksett but if you have an opportunity to walk around and an interest to walk around, that is when you keep the money in the local area. I would like to run over what we considered as we started working on this, the key planning and design principles. Certainly we want places to go and things to do and restaurants are the first thing that people think of, but there will be other opportunities. Ultimately within the next 10 years for example I think we will see opportunities for something like a movie theatre so people who want to bring their kids to an N\*Sync concert and they don't want to

go, might stop at the movies if it is right there. They can park and wait for their kids. There will be a lot of other opportunities. We have to help make those things happen. In our zoning and in our other approaches of City government, we want to make sure that there are complimentary uses in the area and discourage non-contributing uses because then we will get the maximum bang for our buck. We do have to upgrade the visual appeal. We have some slides that we will show a little bit later. Both the public side in terms of the streets, sidewalks, etc., but also the private properties. We have to encourage people to walk. So far they have been walking. I think it has worked out very well so far. People have been crossing Lake Avenue and during the events we have had so far there have been swarms of people from the Elm Street area walking down to the arena. We have to make sure that that continues to happen and we have to channel redevelopment opportunities when they come about into strategic locations. It is very important now that we have a major anchor on this part of the downtown, to make sure that other investments are strategically located. At this point I am going to ask Louise Donington to run through four cities that we did a quick comparison of – Portland, ME; Lowell, MA; Providence, RI; and Worcester, MA.

Ms. Louise Donington stated this is the Portland Civic Center. It is also referred to as the Cumberland County Civic Center. It served a population of about 65,000 in Portland proper and about almost a quarter of a million in the greater Portland area. It was built about 25 years ago and as you can see it is a very inward looking facility. It doesn't relate well with the properties across the street and the areas around it actually are vacant. This is the property directly across the street. It is a parking lot but it doesn't in any way create pedestrian traffic going to and fro to anywhere else. The rest of Portland is very pedestrian friendly. It is based on the old port so the proportions are all scaled to a human scale. There is a quality of design and very many unifying elements. You can see this in the old and new examples here where you see repetition of elements in the old store front as well as the granite being repeated in the new façade and they use wrought iron and street trees to try to bring everything together. Here again are gathering spaces that have been made available for people. I want to bring your attention to the infill building on the top slide. That building is a new building and that is an alleyway where they have created a café and a gathering space for people, taking full advantage of cobbles and tree canopies. Another thing that makes it easy to find your way around Portland is their uniform signage. It is very easy to spot and very clear and in addition they have people that they have hired to actually serve as guides in the area. There is a lot of public art in Portland. There are art schools and a lot of art shops but the public art serves a dual purpose providing landmarks and enriching the experience. It is easy to direct people to different areas as you are walking around. Lowell, MA has a population of about 105,000. Their arena is only three years old. It is the Tsongas Arena. It seats 8,000 people and as you can see from the map there is a river that they make use of with a Riverwalk and

they have a stadium. They have a lot of things going for them in Lowell. One of the themes about having places to go and things to do, Lowell does offer many attractions. It has several museums and this Brush with History is actually an artist's gallery where you have artists working as well as selling their products. Lowell does provide several pedestrian zones. They try to attract people to areas bringing the scale down with the tree canopies and lowering the level of their lamp standards and varying their surface materials, both in the streets and on the sidewalk and trying to pull things together. They have green spaces. They have the Riverwalk, a Canal Walk and several parks scattered throughout the City. Another thing that they do very well in Lowell is taking full advantage of their older buildings and rehabbing them and bringing them back to full economic use. They mix the uses with retail on the ground floor, offices and housing above and this provides an 18-hour day for the City. The thing that seems to fall apart is lack of connections. All of these things that I mentioned before are not connected. They seem to have pockets...you have the museum in one place, parks in another place but there is no easy way to get around or any easy way finding. When you look down the street there is no terminus view and there is no really safe place for pedestrians to walk along these long streets. The lack of connections is what hurts them. Providence, RI on the other hand is a City with lots of connections. You can see on the map all of wayfinding and all of the big points of interests, which are near to each other. The civic center, referred to as the Dunkin Donuts Arena, is almost 30 years old. It is about due for a rehab. Again, it has that inward looking effect but to the rear it is connected to exhibition space and to a hotel and a plaza and the restaurants are not far away. People do take advantage and walk around. It has energized the area. There is a human scale to old Providence. They have taken advantage of that and where they can they have narrowed the streets by use of a tree canopy and by awnings. They have taken away all of the containerry up above and they have put all of the utilities underground. They provide a variety of paving materials, both in the road and on sidewalks. Also you have this terminus view. When you look down the street you can usually see something at the end of the street. There are several gathering areas, both formal and informal. This gentleman was sitting in front of a park. It is a lay by for pedestrians actually. It provides safe and sheltered area for people. Down below is the plaza and Union Wharf, which is the area near their fire and water attraction. This again is Union Wharf or Water Place. The clean lines and curves just highlight the good design in the area. They used color, smooth tiles and the rough texture of the pavement. Everything is softened with plantings and I wanted to call your attention to the slide on the right, which shows what you can do with ADA. These two red areas are...they look the same but actually one is a ramp and one is stairs and it doesn't look like an afterthought. Everything is done with the idea that you can bring strollers, wheelchairs or whatever very easily. One thing about Providence and about all of the cities that we visited is they did have one little catch, something that gave the City an identity. Here we found out it was the

Providence bump for lack of a better term. It is an architectural feature we found throughout the City used in both new and old buildings. It is on the top in an old building on Westminster Street. The slide to your right is a rehab and the slide to the bottom is actually the new Citizens Bank building and that is the view from the Water and Fire Wharf area. This is the Centrum in Worcester. Population is 172,000. This is a civic center that first was sold as a county facility. It is about 19 years old. The arena is 19 years old but the area to the front is actually a new function room and exhibition hall facility. It is a beautiful facility and it is really big. Everything in Worcester is big. The streets are big. All of the spaces are big. These slides were taken between 10:30 AM and 11:30 AM on a Friday morning and the streets are empty. We have been told when we interviewed with people in these various cities that they have never reached capacity in their parking. They just have a lot more asphalt than they need. Again, this doesn't help pedestrians. If you notice around those parking lots there weren't any shops or restaurants. When you look around, there is nowhere to connect to. On the bottom slide there is a crosswalk that crosses into an island and the pavement actually stops in mid-island. As I said before, everything is big. It is not scaled for a human. It is great for cars. They do pride themselves and the management of the arena pride themselves on getting people in and out very quickly, however, most of the restaurants that were set-up around the civic center failed within an 18 month period.

Mr. MacKenzie stated I want to go on and talk a little bit about taking some of the principles that we learned from those four cities and apply it to downtown Manchester. This map is hard to see. It is actually the larger part of downtown and again you can't quite see it but Elm Street is right in the middle here. Granite Street is here and there is the arena. There are just a few points I wanted to make with this map. One is that this portion of the City, which is just off Granite Street, is going to be the central area for all of our future transportation systems. We have the current transportation center, which includes inter-City bus traffic and intra-City buses connected through here. Ultimately, we are hoping to acquire rail service from Boston, which could terminate right at this point in the Rubenstein Lot and also from this point you could have a direct connection of a light rail system down to the Airport. This is the location of the proposed new Granite Street interchange and right beside Singer Park is where the different trail systems will come together, the Heritage Trail, the Piscataquog Trail, the trail out from Rockingham to the Seacoast. All of the different types of transportation could come together right in this very small area, which as you can see is very close to the arena and the adjacent neighborhoods around it. The point is in terms of a transportation standpoint, the civic center area is very well positioned for future growth. What is also important is that we make sure we connect...along Elm Street you can see right here what I would call the restaurant district, which is kind of centered on the Black Brimmer. There is also what we call a cultural crescent,

including the Library, the Palace and the YMCA. The critical part is that we make sure that people are not in cars and that they walk up and down Elm Street between the arena and the restaurant district. That will generate the most activity. Looking more closely at the arena area, we identified for planning purposes three planning zones. This is the Verizon Wireless Arena and the Center of New Hampshire. To the north of it is a block of commercial buildings between Lake Avenue and Central Street adjacent to Veteran's Park. That is one planning district. To the west of it is a group of buildings that we are calling the gaslight district. It includes Franklin Street and West Depot Street. To the south of the arena extending all the way down to Valley Street is what we call the warehouse district. There are a number of existing buildings and traditionally it has been a warehouse district. There used to be a rail line that went down the middle of those areas. We have focused for now, given the limited time, on this area, the gaslight district. We will be doing planning for the other districts at a later time. I would like to look a little bit closer at the gaslight district and we looked at what the opportunities could be. Here is Granite Street and Elm Street and the Verizon Wireless Arena is located here. Many of these buildings within that block can be reused for a variety of purposes. The buildings along old Granite Street and Elm Street are well suited to small specialty shops or restaurants. There are a couple of locations for new development or infill development, such as the area directly across the street from the arena and a couple of other locations. There are buildings like the Hermsdorf building and the Varec building that are suitable for rehab and could be a number of things as I will go through in a minute. One of the things we have to work on is looking to create more of an entrance. Granite Street is the primary entrance right now. We want to perhaps improve the visibility of the arena as you come up Granite Street. It would be good to work on some of the additional green space and gardens in the entrance area and perhaps provide some landmark structure as you are coming up Granite Street so you know exactly where the downtown is and Elm Street. Potentially as we have done in the Stark Street area, look at putting arches as entryways in the gaslight district. There is a need for improvement of the visual appeal and design. If you look across the street from the arena towards this area, there are a number of billboards, both on buildings and on top of buildings throughout the area. They are permitted currently by zoning and we think in the long-term at least we should be preventing new billboards from the area. If you go the route of developing this or this becomes kind of a honky tonk area, it will detract from this end of the downtown so we can work on both the public side, the street and sidewalk improvements, but also we have to look at things such as zoning and improving the billboards. We should look at areas for public art. We may want to look at removing the overhead wires from the district. Most of the downtown does not have overhead wires, but this area does and as you walk the area you clearly see the wires and that can be very distracting. We should also provide quality and consistent street furniture. If we look at light standards in the area and encourage the development

of new signs...these are signs on Hanover Street and Elm Street that have really brought back the character of this downtown area. One of the most important things is making the area pedestrian friendly. This shot right here is a shot of Bridge Street and when Bridge Street was widened it did have an impact on crossing to the northern portion of Elm Street. If you walk up Elm Street now most people at lunch time walk up but they won't cross Bridge Street. They will come back down the same side. It is very important that we are careful about Lake Avenue and Granite Street near Elm Street and that we don't do anything to further widen the area. We want people crossing. The most important thing is getting people across Elm Street to the gaslight district and across Lake Avenue up into the downtown area. We have to make sure that there is signage there. We have a lot more new visitors from Massachusetts now and whereas we know where to go and what to do, they don't. So, wayfinding signs will be important. We have to improve the sidewalks in the study area as well. They are pretty beat up but the area does have a tremendous amount of potential. It has a good feel to it and with improved lighting and sidewalks the area can come back. We of course have to look at new uses and things to do and this goes hand in glove with the arena. Redevelopment of the area has to have different things to attract them. Restaurants will be the first thing, but there can be other things. There may be a potential demand, as I stated before, for a movie theatre. There might be other entertainment or entertainment rides even in the area. There is demand in other cities...in Portland, ME this is the Portland Regency, which is a historic hotel in the old waterfront area and we think there is potential within the gaslight district for a historic hotel. We are also looking at providing housing in upper stories. On Hanover Street, the apartments above have worked very well and we think that housing on the upper stories could work in this area as well. On Old Granite Street and Elm Street, we do see good potential for revitalizing for retail shops and specialty restaurants. Old Granite Street in particular has a lot of character and could come back fairly quickly. Within the district, there are areas that could be a nightlife area. There could be jazz clubs...a microbrewery is already there but does not have a retail function, comedy clubs and other types of clubs are possible within the core of that area. As more people find, for example, the Rubenstein parking and the Singer Park parking for the arena, the natural walking route brings them right up through Depot Street and right in through this area. Parking we see that we have to be careful within the district. We want people walking around within the district. We want to minimize the parking on the peripheral. The Board has taken some action, for example, diagonal parking on Willow Street is working well and there are other locations we think we could do that in. Within this particular area we don't want to put a lot of parking because we want people walking. To summarize what we are working towards and this is just an idea session for the Board and this Committee, we think there has to be several things. The vision guide. We will be putting together what we have shown tonight for the gaslight and the two other sub-districts in terms of ideas like what are

opportunities to new hotel development, what are opportunities for historic hotels, restaurants and other things. We do think there is a need for overlay zoning and that this district is important enough that we have a specific overlay zone to make sure that we improve the visual character and make sure the uses are compatible. We think there is a role for design and policy guidelines and that as we work on storefronts and billboards, there have to be some design guidelines to make all of this come together. We have not talked any great deal to the property owners in the neighborhood in this area but at some point we want to start talking with the business owners to let them know what is going on and find out what they are interested in. There may be a demand for some public investment. We would look towards getting some Federal grant monies to improve the streetscape, sidewalks, lighting and signage, but again we are looking at probably a 10-year cycle to bring this area back. The key role and there has been some interest in this area, is the private investment. Ultimately private investors are going to have to find interest in the area and put up a sizable amount of money which, in turn, will change the tax base and significantly increase the tax base. To summarize, we think the area has tremendous potential. It has the right transportation system. The arena itself is in the right location to really help the downtown, but it needs a guiding hand. We need to make sure about the types of restaurants. We don't need drive-in type restaurants. We need something different here. We need a guiding hand to make this area very successful. We also need more communication between all of the different agencies, committees and groups who do things in this area and around the downtown. It has to integrate parking strategies. It has to integrate who is putting street furniture and trashcans out and hours of operation. Zoning has to be brought together. What we found in the cities that have really made it, such as Providence, is that they have a unifying hand. They put everything together and say this is the vision we want and make sure that all of the groups working on it are working on the same page. In summary, we will be bringing some of these items back to the Board at some point, such as the zoning overlay and the design of the new districts. We will be working with you to help make this happen. At this point, I would like to make myself and my staff available for any questions you might have.

Chairman Wihby stated you said guiding hand. Are you talking about one individual or one department or how do you see that happening?

Mr. MacKenzie replied at this point I don't have any preconceived notions. I think there is a role for some Aldermanic Committee to make sure that things, at least at the Aldermanic level, are being coordinated. I don't know if it is one person, we do already have a Downtown Destination Coordinator who is working on the downtown. Maybe some staff coordinating body to make sure that if Highway puts out trash cans it is consistent with the MTA bus stops and everything works together. We really haven't thought that through to a large

extent, but we do think that it needs to be a coordinating role somewhere on the Board and a coordinating role at the staff and department level.

Alderman O'Neil stated one of the thoughts that came to me when you were showing the four cities was there seemed to be a considerable amount of public improvements. In your studies were you able to research that or would you need to go back to find out how they did those various projects?

Mr. MacKenzie replied we do have details on the total amount of money spent. Massachusetts cities have put tremendous amounts of dollars into investments. Providence put in \$100 million as well as Lowell and Worcester. We are not going to have those type of resources, but I think the City has done a lot of things right. The Airport is very important to the City and the Verizon Wireless Arena, the renovations that we have done along Elm Street in the past several years, and renovating City Hall. I think our basic building block, the real costly ones, are done. I think at this point if we can work with developers in a cooperative way and we make some modest investments in streetscape and furniture...I am not sure if there is a big demand for parking but that is something we look at. I think our biggest building blocks that some of the cities have not done in the past are already done. We may not be facing major amounts of money.

Alderman O'Neil asked could we find out how they funded those public improvements.

Mr. MacKenzie answered yes we can do that.

Alderman O'Neil stated on your very last slide you showed building blocks and I think the two most important bullet points there were overlay zoning provision and design and policy guidelines. Are those the priority of staff?

Mr. MacKenzie replied our priority would be perhaps the zoning first and the design guidelines second. We do want to get out in the neighborhood and work with them but...

Alderman O'Neil interjected we can't be waiting on this stuff if we have developers coming here.

Mr. MacKenzie replied that is correct so zoning would be our first priority and the design guidelines second.

Alderman O'Neil asked and those recommendations will be here within a month.

Mr. MacKenzie answered we are hoping within the next four to six weeks.

Alderman Hirschmann stated my question deals with signage. My recollection is that in the past we did vote to provide a signage program and was it for just the Millyard or was it for the whole district? We seem to be lagging. Is there sign money somewhere that we have not gotten to yet?

Mr. MacKenzie replied we are lagging somewhat. In the last year and a half there have been other priorities for our staff. The Board has had certain priorities for us so it has not been implemented yet. The priority was for the Millyard but I think the Granite Street corridor is perhaps the most critical area to start investing in a comprehensive sign package. There is roughly \$50,000 that has been set aside by the Board. That money is still there.

Alderman Hirschmann stated I was expecting marquees like in Portland that guided you to different districts.

Mr. MacKenzie replied yes that would be ideal and would work well here. We don't have enough money to do the comprehensive sign package in the entire downtown, but I do think that the Granite Street corridor is critical and maybe a portion of Elm Street.

Chairman Wihby asked so you are going to get back to us on those two items.

Mr. MacKenzie answered yes. Should I bring that back to this Committee?

Chairman Wihby replied yes.

Chairman Wihby asked Tom Lolicata to come forward. We had a couple of complaints from people. First we need more ATM's at the civic center and the lines outside were too long and they could have opened more doors. The parking, I heard from a couple of different people that commercial trucks were parked on Elm Street and selling spaces on their properties for \$15 or \$20. Did you get those complaints? Was Rubenstein used well enough or should it be used differently?

Mr. Lolicata answered we found out one thing. First of all, we have plenty of parking in Manchester. We got killed with the private parking. They came out of the woodwork. I was out every single night and I will tell you right now that some of these people are taking parking away from the City, literally. I was looking during the afternoons and at night. Some of these things should be looked at closely. I think people should need permits to do these things.

Chairman Wihby asked do you have to be licensed in order to have these parking lots.

Mr. Lolicata answered I don't know what the zoning laws are on that but I think somebody ought to look into that. Down on Commercial Street and in the Millyard we had a few problems. They literally stole half of the cars from the Rubenstein lot. If everybody was worrying about parking, they sure didn't show it.

Chairman Wihby asked is that something you are going to look into and get back to the Traffic Committee on.

Mr. Lolicata answered I would like to go to the Traffic Committee and have somebody investigate and see if these people need permission to do this stuff if there is such a thing in the zoning laws.

Chairman Wihby stated I heard there were people in the road who almost got run over and stuff like that. Is there police enforcement?

Mr. Lolicata replied some people are occupying other spaces. We lost some signs that were literally taken. Without blaming anybody, they were stolen. We have had the police working with us a couple of nights on these things. I understand that one company called up and asked if they could do this and they were told that they couldn't because of where they were located. They were honest about it and they got an honest answer. That tells me that other businesses in a certain zone down there must be in the same boat. I don't know about the City. We have a lot of PR to do to tell these people about our lots. We were actually cheaper. The City was cheaper than all of these private lots. We have to start telling people that the lots are cheaper and get the shuttle going. I don't think people realize that stuff.

Chairman Wihby stated Bob MacKenzie was just talking about having some sort of map or something to let people know where everything was. I know that some people called about the bus stops and where they were going to stop and I don't even know if there was a schedule. Maybe if we had something posted in the arena that showed where parking was, where the bus stops were and where the restaurants are downtown for these people who come in from out of state.

Mr. Lolicata replied a lot of people did walk. We had some nice weather.

Chairman Wihby stated I looked outside and there were 100 limos parked out front on Elm Street and I guess what is scary about that and it is nice to see that but what is scary is they get in the limos and just leave. Where did they come from? If they came from Massachusetts maybe we should let them know that there is something in the vicinity that they can go to and I don't know if we did

that well enough as far as in the arena itself. Maybe we could have a booth that gives out little maps and tells everything about downtown.

Mr. Lolicata replied I think the little glitches have to be worked out. I think overall it went over wonderful.

Chairman Wihby stated everybody loved the event and they loved the arena and everything went smoothly. I don't know if there are any police officers here but I don't think there were too many arrests. I think they threw some people out but everything went smoothly. We knew we were going to have to change things as we went forward. This was a plan that was going to change after we met. We are going to have another meeting on November 27 because I think there are a few change orders that have to be put in. One of the things that I would like to have this Committee do is ask the City Clerk to send a letter to department heads and their employees for all of the hard work they have done in conjunction with the civic center. Building is here and Planning is here and Bob has done a great job with it. There is the Traffic staff and Police and Fire and if you look at the Solicitor's Office...I mean there were lots of employees involved. It was not just the department heads but it was all of the employees of the City of Manchester. I would like to get a motion to do that and make sure that the department heads let the employees know that we appreciate all of their work.

On motion of Alderman Pariseau, duly seconded by Alderman O'Neil, it was voted to instruct the City Clerk to send letters to all department heads and their staff thanking them for their work on the civic center.

Alderman O'Neil asked would it be possible and I don't know who the person would be to coordinate this but I think it would be helpful not only to this Board but to the future Board to get a spreadsheet that shows what is going on so that we can kind of keep track. It could be something just as simple as the event, the attendance, how many police officers were outside and at what location, what parking lots are being used and then the shuttle buses so that we are not committing resources to places we really don't need.

Chairman Wihby replied that is a good idea. Jay, is that something that you could put together. A checklist for all different departments to fill out after every event or something? Like MTA could fill out how many people rode the bus and from where and Tom Lolicata could fill out something on the parking lots and then you could send it to the Committee members.

Mr. Taylor responded I think we could put something together.

Alderman O'Neil stated on Saturday night I ended up taking the shuttle down Elm Street and the drivers were keeping track of how many people they picked up.

Chairman Wihby stated Tim Bechert couldn't be here today but he did a super job in communicating with a lot of people and making everything work and taking care of the problems. I haven't heard anything negative.

Mr. Ashooh stated just a couple of things to update the Committee. First of all, Citizens Bank is aware of the demand for another ATM machine. They do track those things and the sponsorship does provide the opportunity for them to put another one in there. I don't think we have to tell a capitalist enterprise that there is another business opportunity. A couple of comments on the job that SMG did this weekend. You are talking about a City that in its inaugural weekend, they had like nine experienced employees and 300 people who have never done this before and I think they deserve a hand. They handled 28,000 people at four events and it was spectacular. I think that Tim and his crew should get some recognition for handling, I think, a spectacular opening weekend. The other thing is we have been getting nothing but great press, from the *Concord Monitor*, the *Herald*, the *Union Leader* has done a good job but I think that you could pick up any paper and already the Verizon Wireless Arena in Manchester, NH is a big deal. I think that...I was talking to Brad Cook the other day and a lot of us have had the same experience. If you are walking to the arena before an event, you listen to what the crowd is saying and they are all saying the same thing, "I can't believe we are in Manchester, NH." Three years ago I never would have thought Elton John would have played here. They are going in and having a great time. I was at the Bare Naked Ladies concert last night and 9,000 people just laughed and had a great time and they all walked out with smiles. So far, so good.

Chairman Wihby stated I know you know this, Skip, but we gave a plaque and a key to the City to Aerosmith and they called Tim and were impressed with coming to New Hampshire and being the first concert here and they were excited about the way the concert went so they have asked to each have a plaque and key to the City to hang in their homes.

Mr. Ashooh replied yes they wanted those for their own homes, which I think is very are. You don't think of a hard rock band being that touched but they were very proud to be the opening act at this arena.

On motion of Alderman Pariseau, duly seconded by Alderman Hirschmann, it was voted to send a letter to SMG to congratulate them on their successful opening weekend.

There being no further business, on motion of Alderman Pariseau, duly seconded by Alderman Cashin, it was voted to adjourn.

A True Record. Attest.

Clerk of Committee