



The Downtown Beat

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105 William Street, 2nd floor

New Bedford MA 02740

DNB, Inc. Sponsors Open Meeting on March 15 to Discuss Downtown Progress, Issues

Come one; come all to our Open Meeting, scheduled for March 15th at 6:00 pm at Cobblestone Restaurant. Donna Motta, Executive Director and Kevin Pelland, DNB, Inc. President will moderate this exchange of ideas.

As our staff and board of directors continue to work hard to improve the public perception of our historic downtown, we want your input in terms of solutions to obvious concerns including parking, infrastructure, business recruitment – and anything else you can think of.

In the spirit of keeping the meeting solution-oriented, we are asking you to brainstorm ways we can work on improving our collective downtown, rather than focusing on the obvious problems. For example, there has long been perceived parking problem downtown; that we know. The question is: how do we solve it?

We need to hear from all of you so we can get a better handle on what problems

need to be tackled. On the other hand, we also would like to know from you what seems to be working well or can be improved upon further.

Downtown New Bedford is a small community where every voice matters and where one person, as you will see throughout this issue, can make long lasting positive contributions. Katherine Knowles, Executive Director of the Zeiterion likes to say, "If a group comes together with a common purpose, anything can happen." We agree.

This DNB, Inc.'s second meeting of this type. The first, held jointly with the New Bedford Economic Development Council, spawned many positive results both direct and indirect. At that first meeting, we learned that you wanted DNB, Inc. to sponsor more events, to bring more people downtown and also to do more marketing. The highly successful Chowder Fest was Kevin Pelland's idea, and Albert Santos of Hygrade Seafood, Inc. was quick to jump in as a sponsor, (see

page 5) but it was also an indirect result of the kinds of conversations that occurred at the first open meeting. Since then, DNB, Inc. has also put renewed efforts into tackling the difficult problems of making our ample parking more available to visitors and also into improving the perception of public safety. People's feelings on these issues are deeply entrenched and a challenge to change, so new and positive ideas are always welcome. It's hard to know how many times in a row it would take for a person to find a parking space easily downtown before he or she stopped chalking it up to good luck that day and started thinking, "There is good parking downtown."

We expect the meeting will run for about two hours. Light refreshments will be served. We hope you can make it. We look forward to seeing you, listening to your ideas and engaging in a positive exchange that will help our organization move forward throughout 2007 and beyond.

Annual Gala is sweet sixteen on April 4

Spring might not arrive if we didn't have a Gala. That's why we have been having them for 16 years now; otherwise winter might be permanent. This year's gala is April 4 in the Webster Bank lobby, 5:00-7:00 pm. Tickets are \$50.00 each, and a portion of the ticket is a tax deductible donation. We invite you to come to visit, to view the work of our local artists and artisans and to share in honoring three people who are making a difference downtown.

Katherine Knowles, Executive Director of the Zeiterion Theatre will receive the Cultural Arts Recognition Award. Under her direction for the past two years the Z has become more than a theatre. It is true performing arts center now with a vastly increased schedule of

varied performances.

Albert Santos, President of Hygrade Fish Processing, Inc. will receive the Business of the Year Award. Last fall he was quick to see the potential of a Chowder Fest and became a very generous sponsor of the event. It was such a success that it will become an annual event.

Sally Spooner, our newsletter jack of all trades and photographer, will receive the President's Award. She is a longtime DNB, Inc. volunteer.

At the Gala we invite you to visit with the local artists and artisans who display their work. This year we will see Ron Wilson and his stunning photographs. Arthur Moniz will bring his fine prints

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DNB, Inc. will sponsor **A Taste of SouthCoast** on Sunday, May 20th (rain or shine) from 1:00–5:00 p.m. at Custom House Square. An outgrowth of the success of the Chowder Fest, this event will feature between twenty and thirty of our restaurants

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**Officers and Directors
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Donna Motta, Executive Director

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Executive Director's Corner



By: Donna Motta Executive Director

The Unveiling

A new Downtown New Bedford, Incorporated website is here and ready for review.

We are proud to unveil www.downtownnewbedford.org as our newly designed website. Mr. Paul Allan of New Bedford 360 put together our new look in a matter of weeks. We are currently in the process of updating the content, but the basics are in place, including the headings: ***Projects, Membership, Places of Interest and Attractions.***

Ms. Kate Powers, an intern from UMass Dartmouth, is writing and editing the text, which will be updated on a regular basis so you have timely information about our organization's work to improve the perception and infrastructure of our historic district.

We want you to take a look and utilize the new site as we gear up to inundate you with new and exciting projects coming up this spring and summer. Feel free to make suggestions. And stay tuned for further developments.

Visitor's Guide Deadline

Our updated website will undoubtedly bring more visitors and is just one more reason to advertise in the annual Visitor's Guide. Besides being posted on the website, the Visitor's Guide is distributed to the Visitor's Centers, to the Whaling Museum, to the Art Museum, to the Ferry terminal and other places visitor's frequent. Twenty five thousand copies are distributed, and this is something you often see people carrying and consulting as

they walk around downtown deciding where to eat or what destination to visit.

The deadline is March 15. Call (508)990-2777 for information.

Meet Kate Powers

There is a new face at DNB, Inc., intern Kathryn Powers. Kate has interrupted a successful career at Adams Media in Avon as an editorial assistant to go back to school for a master's degree in professional writing. We are fortunate enough to have her services for 10 hours per week throughout this semester. She is currently taking a



web authoring course and putting it to direct use as she works on editing our website. She is working on our marketing program and will help with the Gala and the Taste of South Coast, too.

She is excited to have an opportunity to do work that will help her writing skills.

Gala Artists, Artisans, Galleries

Mary N. Hurwitz

**Arthur Moniz Gallery
Gallery X**

New Bedford Art Museum

Judith Kline

**Sally Spooner, DNB, Inc. Photos
Ray's Gallery**

Sasse'

Studio Glass

Upstair@ 384

**UMASS New Bedford, College of
Visual and Performing Arts**

Wilson Gallery

Financial Incentives Committee Encourages you to learn about Downtown Loan Program

Something has happened to our perception of banks and bankers during the Internet revolution. A whole generation is growing up using ATM cards and debit cards and never entering a bank beyond the ATM.

This generation may not know that there are helpful and friendly bankers inside. There are still some who prefer the personal touch of handing their deposits directly to a teller, but more and more use the ATM as their banker.

"Talk to your banker." That's the message from Financial Incentives Committee Chair Paul Mello who is a Branch Manager at Citizens-Union Savings Bank.

"The bank is an excellent starting point for discussing your plans. We want to hear from you. We can help you with your ideas and then give you information about the other resources you will need to start or expand a business.

I often see my customers in the super market or on the street. A lot of business discussions have started there and then moved later to meetings at the bank."

If you are located inside the eligible area bordered by the waterfront, School Street, Kempton Street and County Street, a downtown business loan may be a good choice for you. Since its inception in 1990, the downtown business loan program has accounted for over \$22 million in downtown business investment. It is a highly successful program, but in a quiet way, so we remind people about from time to time.

There are two types of downtown business loans. A Tier One loan, up to \$100,000 is issued at **below market rate** and is fully adjustable throughout the term of the loan which is a maximum of ten years. Eligible expenses include equipment financing, working capital, inventory, facade improvements and other leasehold improvements.

Tier Two loans are loans over \$100,000. They are market rate loans. In a Tier Two loan, two or more banks get together to share the risk of granting a loan. Tier Two expenditures include real estate acquisition, new construction and major renovations. To apply you may either speak with your regular banker or start at DNB, Inc. (508) 990-2777. Current participating banks are: Bank of America, BankFive, Bristol County Savings Bank, Citizens Bank of Massachusetts, Citizens-Union Savings Bank, Eastern Bank, First Citizens' Federal Credit Union, Luzo Community Bank, Millennium bcpbank, Rockland Trust Bank, Slade's Ferry Bank, Sovereign Bank and Webster Bank.



Financial Incentives committee members, front row, left to right, Lynn Motta, Slade's Ferry Bank; June Goguen, Eastern Bank; Paul Mello, Citizens-Union Savings Bank; Maria Pinarreta, Luzo Community Bank; Second row, Kevin Pelland, Citizens-Union Savings Bank; Willits Mendonca, Millenium bcpbank; John Clark, Rockland Trust; Donna Motta, DNB, Inc. Not present, Nuno Marques, Bank of America; Jack Silva, Bristol County Savings Bank; Frank Almeida, First Citizen's Federal Credit Union; Joe Gesualdo, Sovereign Bank; Gerald Rego, Webster Bank; Gary Fealy, BankFive.

Annual Gala is sweet sixteen on April 4

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and paintings. Don't pass up a chance to visit with him. Wanda Hubbard, owner of Sasse', is a newcomer to the Gala. She is a jewelry designer. Bob and Susan Duquette are owners of Studio Glass, and every year their work is a little different from the year before. The College of Visual and Performing Arts will bring ceramics, wood, jewelry and metals. Ray's

Gallery shows glass design. Mary Hurwitz will show her textile designs. Lori Bradley from upstairs@384 will show ceramics and digital new media. Judith Klein is a print maker. Gallery X will have an eclectic display. DNB, Inc. will show photos from 2006.

We hope to see you there. It is a nice way to visit, honor people, and support DNB, Inc.

Downtown New Bedford, Inc. presents downtown's Art, Artists, Photographers and Artisans at its

16th

Annual Gala Downtown Reception

Production donated by Monaghan Printing and Moore & Isherwood, Inc.

to benefit Downtown
New Bedford, Inc.
\$50 per person

Webster Bank
We Find a Way
545 Pleasant Street
New Bedford, MA
5 p.m. - 7 p.m.
Wednesday, April 4, 2007

Order your Gala tickets early:

Contact DNB, Inc. (508-990-2777), contact a board member, fax the order form below (508-996-7969) or mail it to DNB, Inc. with your check, 105 William Street, 2nd floor, New Bedford, MA 02740, or e-mail us your contact information to DNB@DowntownNewBedford.com

Name: _____

Company: _____ Phone number: _____

Number of tickets needed: _____ Amount enclosed: _____

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and caterers serving small portions of their most popular dishes, ranging anywhere from soup to nuts. While the event is not contest-oriented, we do plan to give a "Best Booth Presentation" award to the one participating restaurant that has the most decorative booth set up. Each restaurant will pay \$100.00 to participate.

You will be hearing a lot more about this event in weeks to come. Here is what we can tell you now: We are very enthusiastic. We expect it to be a huge success which will attract as many as 3,500 people and be held in two tents. It will be an affordable, enjoyable family event with entertainment and children's activities.

Raising money to put on this kind of event is the most difficult task, followed by recruiting volunteers. We ask you to help us with both. Various sponsorship levels are available.

Major Sponsor: \$5,000 and up

Benefits:

- 50 Free tickets
- Continuous mentions in print and broadcast media advertisements
- A full page advertisement in the Program Brochure (day of event)
- A listing on an events-day poster (hung under a tent)

■ Company banner hung in a strategic location within Custom House Square

Platinum Sponsor: \$2,000

Benefits:

- 40 free tickets
- Mentions in print and broadcast media advertisements
- A half page advertisement in the event's Program Brochure
- A listing on the events-day poster (hung under a tent)

■ Company banner hung in a strategic location within Custom House Square

Gold Sponsor: \$1,000

Benefits:

- 20 Free tickets
- Occasional mention in print and broadcast advertisements
- A quarter page advertisement in the Program Brochure
- A listing on the events-day poster (hung under a tent)

■ Company banner hung in a strategic location within Custom House Square

Silver Sponsor: \$500.00

Benefits:

- 10 free tickets
- Occasional mention in print

advertising

■ A business card size advertisement in the Program Brochure

■ A listing on the events-day poster (hung under a tent)

■ Company banner hung at Custom House Square

If you can help, contact our office (508) 990-2777. Or contact any of our board members. Or email dnb@downtownnewbedford.org.

Or fax this to DNB, Inc. at 508-997-7969. You may also suggest a favorite restaurant as a participant. Thanks for your help.

Sponsor/volunteer signup:

Name: _____

Company: _____

Sponsorship level: _____

Will volunteer:

Best way to contact:

Phone: _____

Best time to call: _____

Fax: _____

Email: _____

Potential Restaurant _____

Contact Name: _____

Phone number: _____

Begging - To Give or Not to Give? And when is it aggressive?

By Arthur Bennett

Chairman, Downtown Safety Committee

"Got any spare change?"

If you haven't been asked that question or one very much like it, you haven't been downtown very long. Yes, downtown New Bedford has its share of beggars - but so do most other urban areas. The question is, what, if anything, can we - or should we - do about it.

The first thing to be aware of is that asking for money is not illegal. The courts decided long ago that begging on public property is a Constitutionally-protected right. But (and this is important) **aggressive** begging is not. If the person asking you for money is in any way aggressive - if he or she won't let you pass, for instance, or acts at all in a threatening manner - stay calm enough to get a good description and report the incident immediately to police. Chances are that Shawn and Gary, our Community Police

officers, will know immediately from your description who the troublemaker is.

But what if the begging isn't aggressive? What if it's one of those quiet requests for money to buy food, for instance? Our best advice is to say no, politely but firmly. If no one gave, then few would ask. It's true that some of the askers can sound very sincere and their pleas tug at your heart, but remind yourself that at least three downtown locations (Market Ministries, Pilgrim United Church and the Chapel) make meals available free for the asking, and literally dozens of agencies in the city stand ready to offer other kinds of help.

Chances are that when you do give, the money you give is going for something other than food. A friend of ours tells us that whenever someone asks him for food money, he offers to buy them a sandwich from one of our downtown eateries. He says he has yet to have anyone take him up on the offer.

Admittedly it's not always easy to say

no. The writer of this article was approached by a nicely dressed woman on Water St. a few weeks ago and asked for fifty cents to make an important phone call. She was well-spoken, polite and seemed completely sincere. He gave her two quarters. Two nights later, his wife came home with a similar story. He asked her what the woman looked like. Sure enough, same woman! Next time he'll know better.

■ *To discuss aggressive begging or any other safety-related matter, attend a meeting of DNB's Safety Committee, held every Monday morning at 9:00 in the DNB, Inc. office at 105 William St. To receive our weekly email Safety Update, send your email address to dnb@downtownnewbedford.com*

DNB, Inc. Honors three at annual Gala



Katherine Knowles, Executive Director, Zeiterion, Cultural Arts Recognition Award

Katherine Knowles understands every aspect of managing a performing arts center from just about every point of view. She understands the performer's point of view because she was a professional dancer and then actress. She understands the business point of view and has a bachelor's degree in arts administration and cultural policy from New York University and many years of experience as a director of theater and arts programs. She understands audiences, especially East Coast audiences. She has combined her skills with considerable energy, enthusiasm and clear sighted goals to revive a Zeiterion Theatre that was unstable from financial problems when she was appointed just over two years ago. New Bedford and the Zeiterion are fortunate to have her.

Working with a staff of five full time workers and a box office manager, her goal is to have the Zeiterion going all the time with a wide variety of programming meant to appeal to different audiences. She is successfully attaining that goal.

Presently the Zeiterion hosts about 40 performances a year. In addition, the Festival Theatre holds 15-20 performances and the New Bedford Symphony ten. Many organizations rent the theatre for their own events. About 110,000 people attend performances at the Z annually, drawing audiences from the city and surrounding towns including 20% from Providence. Katherine wants the theatre to be a beacon for positive action, and if it can draw 110,000 to downtown New Bedford mainly at night, then she has attained that goal too. Still, she feels, the Z has a long way to go and it will take three to five years to see the results of her work.



Albert Santos, President, Hygrade Ocean Products, Inc. Business of the Year Award

It is safe to say that last fall's highly successful Chowder Fest might not have occurred without the work of Albert Santos and the generous donation his company, Hygrade Ocean Products, Inc. made to sponsor the event. Therefore Hygrade is receiving the DNB, Inc. Business of the Year Award. Sponsoring a highly successful event that brought as many as 3,000 people to the city and set the standard for other events to come might be something to brag about. But Albert Santos is modest and not one to take credit. He is a self described quiet person. He is an Acushnet resident with a wife and two children. For recreation he enjoys relaxing on his boat and, yes, fishing, preferably out of the range of cell phones.

He is more comfortable talking about his business and his employees than talking about himself.

Hygrade Ocean Products, Inc. processes about ten million pounds of fish and seafood products per year and buys in the thousands of pounds per order. That's an astounding 40,000,000 four ounce servings or enough to serve each person in Massachusetts six servings of seafood a week. The products, mainly scallops and fresh and salted cod, are distributed in 38 states and three countries. The scallops are harvested locally, and cod, fresh and salted, are from Alaska. Albert has high praise for his employees who work hard in chilly conditions with a highly perishable product. Fresh fish and scallops know no holidays, so Hygrade Seafood, Inc. is a seven day a week business.

He has a low employee turnover and offers health benefits and a 401K.



Sally Spooner, The Downtown Beat President's Award

It seems like an eternity ago, but we think it was about fourteen years, when Sally Spooner raised her hand to volunteer to be on a newsletter committee.

The committee met a few times, but the newsletter never came to fruition. But there was something else. During rather low years for the city, our Emeritus Board member Orren Robbins, who was then the Publisher of the Standard-Times and chairman of the board of DNB, Inc., made a commitment on the part of the Standard-Times to help promote positive news for New Bedford by giving DNB, Inc. and other organizations a ten-inch monthly "feature column." Sally Spooner was "recruited" to write that column for DNB, Inc. It ran from 1994-1998.

Step two occurred in 1999. After several years of "volunteer" service faxing out our homemade monthly newsletter, our friend Janice Fauteux was no longer able to help. We moved to a quarterly print and Internet newsletter. Of course, Sally was tapped to produce it. Shortly after becoming our Downtown Beat reporter and writer, lo and behold, maybe in 2000, Sally quietly revealed to us that she was "taking a course in photography" - and, being the opportunists that we are, in no time flat dubbed her our "official photographer" bringing her camera and newfound photographic interests to Downtown New Bedford, Inc. in the form of the hundreds of photographs of our Golf Tournaments, Galas, Annual Meetings, Laurel Hangings (the most photogenic activity of the year) and other events that you have seen on display in our office, at our events, and on our web site for the past five years - and we hope for many years to come.

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105 William Street
New Bedford, MA 02740

Nonprofit Organization
U.S. Postage Paid
New Bedford, MA
Permit 461

Downtown Beats, NBopenmarket

Elissa Paquette is an original, creative and entrepreneurial force in Downtown New Bedford. She is the owner of Calico, a vintage and designer and handmade dress shop, at 538 Pleasant St. on the corner of Union Street

She has partnered with Ira Cohen of upstairs books to present the work of local artists in upstairsfineart.

She hosts a myspace.com page about doings in Downtown New Bedford.

And now she has started NBopenmarket the second Saturday of each month in the Bristol Building on Purchase Street. NBopenmarket is a venue for artists, antique dealers and crafts people. Expect to find vintage clothing, jewelry, the unique. It is free to the public. Starting in April, there will be a \$10.00 fee for each booth. To be accepted as a vendor Elissa requests that you e-mail her three to five examples of your work at elissa@shopcalico.com. For more information go to: myspace.com/nbopenmarket.

During the cold weather, the market is inside at the Bristol Building, but in warm weather it will move outside into Wings Court. Elissa anticipates a vibrant market

place filled with vendors, a farmer's market and music.

Congratulations to Jeff Pontiff

On February 16th Jeff Pontiff of E. J. Pontiff Real Estate brokered the sale of 392 Acushnet Ave. (AKA 5 Dover St.) from The Dover Street LLC to Burgess Properties, Inc. The purchase price was just under \$1.2 million.

Burgess Properties, Inc., one of Greater Boston's premier commercial real estate firms, will be opening a SouthCoast office in the 22,000 SF office building situated in the middle of the New Bedford Whaling National Historical Park. The building is 90% leased to several prestigious tenants such as C. Raymond Hunt Associates and The South Coast Learning Network.

According to company President Phillip K. Burgess, "We had been interested in expanding operations into the SouthCoast market for a few years as this region is seeing more real growth in housing, retail and population than any other area of Massachusetts. The entire Route 195 corridor, from Fall River to New

Bedford is booming. When Five Dover Street presented itself, it seemed like the right opportunity."

DNB, Inc. Welcomes New Members:

Mr. & Mrs. Terence G. Lewis. Sr.

MASS Small Business Development Center

**30th RUNNING OF THE
NEW BEDFORD HALF-MARATHON
SUN., MARCH 18, 11AM**

Thousands of runners and their families will be downtown for the New Bedford Half Marathon. Please consider planning special OPEN-FOR-BUSINESS hours during this big annual event. THANK YOU!

START/FINISH: City Hall Sq.
COURSE:
N. on Pleasant St. to
N. on Purchase St. to
W. on Nauset St. to
W. on Hathaway Rd. to
S. on Rockdale Ave. to
E. on Cove Road to
S. on West Rodney French to
E. on South Rodney French to
N. on East Rodney French to
W. on County St. to
N. on County St. to
E. on Route 6 to
S. on Pleasant St.

Award Ceremony:
City Hall, 2 PM

For more info on the race or to register as a runner:
www.newbedfordhalfmarathon.com

MB Tourism & Marketing - 508-279-1745