I. Title  New Haven Downtown Council. Records, 1916 -

II. The papers of New Haven Downtown Council deposited in the Library on 1980 & 1986, by In converted the deposit to a gift.

III. Linear feet of shelf space occupied: 27 ft. Approximate number of items: 21,000 (includes 81 vol.)

IV. Restrictions: None

V. Literary rights of the unpublished writings of in these papers, and in other collections of papers in the custody of the New Haven Colony Historical Society Library, have been dedicated to the New Haven Colony Historical Society.

VI. Press release was issued on

VII. Biographical note: See page b.

VIII. Analysis: See page c.

Note: See Mfilm #109 for Maps (box 1) and oversize items (box 2).
Abbreviations

FAE  F. Aldrich Edwards
DC  Downtown Council
City  New Haven as governing body
IDEA  International Downtown Executives Association
SNETCO  Southern New England Telephone Co.
NHHLP  New Haven Historic Limited Partnership
  (DC, Ninth Square Assoc., N.H. Preservation Trust)
Biographical Note

The New Haven Downtown Council was founded in 1979 as a "private, non-profit corporation, serving to stimulate the economic development of Downtown New Haven and promote its central business district." Under the guidance of Executive Director F. Aldrich Edwards since its inception, the Council has become a leading voice in the downtown, organizing several large-scale development projects and many promotional events and monitoring all important activity in the area.

In its earliest years, the Council was largely concerned with smaller promotional projects designed to develop interest and a positive image for downtown. Among these projects were the New Haven Picking Up campaign to improve the city's appearance, the successful Summersongs program on the Green, and New Haven birthday and Christmas celebrations. Such projects, designed to bring attention and people to the downtown area, also served to establish the Council as an active force for the city's promotion.

The Council's attentions, with its influence, soon broadened, however, and by 1984 most of the organization's energy was channelled into several large-scale development projects which promise to have a lasting effect on the future of New Haven. Among these were the Council's initiation of the project to rehabilitate the old SNETCO building on Court Street for mixed residential and commercial use in 1980-1981, and preparation of façade-rehabilitation guidelines for important and historic New Haven buildings under the auspices of the Broadway and Lower Chapel Street Rehabilitation Project; but certainly the most ambitious and significant project the Downtown Council has undertaken has been the Ninth Square project. This farsighted venture, encompassing plans for both rehabilitation and new construction promises, if it succeeds, to make the Ninth Square one of New Haven's centerpieces. (For a detailed account of the Downtown Council's involvement with the Ninth Square initiative, see The Ninth Square Project: A Chronicle, by Cory Alperstein, Box 22, Folder F-H).

Despite a near-merger with the Greater New Haven Chamber of Commerce in 1981, the Downtown Council has created a unique niche for itself in New Haven affairs. Both by initiating projects and by monitoring outside developments from the Schiavone Corp.'s Entertainment District to the proposed North Haven Mall, the Council has become a prime mover in the City of New Haven.
Analysis

Though it is impossible to fit the many activities of the Downtown Council into rigid categories, because a single project often requires inter-play of private, public, and City interests, the following division is fairly accurate. The researcher may sometimes find it helpful to consult more than one category, and in building projects to refer to the listing of architectural drawings in Boxes 40-42 and Oversize.

Series 1. Administrative papers of DC.
Box 1-8

Series 2. Downtown promotional projects.
Box 9-13

Series 3. Development projects orchestrated by DC.
Box 14-24

Series 4. Development projects monitored by DC.
Box 25-32

Series 5. Associate organizations not relating to previous projects.
Box 33-34

Series 6. City department projects not previously developed.
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Series 7. Incidental relationships with local organizations.
Box 39

Architectural drawings
Box 40-42

Oversize Items 1-8
Box 43

New Haven Days banner.
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Papers relating to the collection.

SERIES I: Administrative papers of the Downtown Council.

BOX 1

Folder A  Assessment by Time-Life Books of New Haven as a possible site for future operations. 1976 (19)


Case study of New Haven published in Promoting Effectively for Downtown Business. 1983 (1 v.)

Folder A1  Professional background of FAE (1)

Handwritten notes by FAE recounting ideas and meetings re his first days as executive director June-Sept, 1979. (24)

[See Box 2 Folder F for FAE report, After Four Years.]

Folder B  Minutes of the Executive Committee meetings of the DC including reports, memoranda, and correspondence so placed by the DC. This folder begins with the first, organizational meeting and, therefore, contains much about the structure and goals. Some of the included reports will be specifically mentioned, where they pertain to future projects found elsewhere. Feb. 8 – Aug. 21, 1979. (33)

Folder C  Minutes Sept. 5-28, 1979 (15)

Folder D  Minutes, including reports on clean-up and lighting campaigns, and cooperation with Conn. Trust for Historic Preservation on conference called Main Street Revitalization. Oct. 3-17, 1979 (28)
Folder E  Minutes, including plans for "Around Every Corner the City Sings", status of suburban malls, and possibility of a Filene's branch in New Haven.  Nov. 2-30, 1979  (34)

Folder F  Minutes, including continuation of status reports and plans for second annual meeting.  Dec. 5-31, 1979  (39)

Folder G  Minutes, including resolution of negotiations to set up a Downtown Fund with the New Haven Foundation and description of new litter receptacles campaign.  Jan. 1980  (29)

Folder H  Minutes, including a Lower Chapel Street development report and the first proposal to the Southern New England Telephone Company for reuse of their Court Street building.  The Feb. 29th meeting was the second annual meeting.  Feb. 6-29, 1980  (29)

Folder I  Preparatory notes and instructions for photography and taping shown at Feb. 29th meeting.  (59)

Folder J  Minutes  March 1980  (20)

Folder K  Minutes, including a special meeting with the Chamber of Commerce and the City to set up a "sales force" to sell New Haven to retailers, a status report on malls, notification to restaurateurs about outdoor service, and progress of other promotional programs.  April 1980  (30)

Folder L  Minutes, including authorization for final action program with American City Corp., status report on "Look What We've Got" program, reports on other on-going programs, correspondence from City on DC part in program of marketing and a complete Mid-Year Interim Report by the DC on all its functions.  May-June 1980  (37)

Folder M  Minutes, including assignment of summer intern and her specific schedule for one building on Lower Chapel Street.  July 1980  (32)
Folder N  Minutes, including ceremony of signing American City Corp. contract, questionnaire to help plan for New Haven's downtown, and description of scheduled downtown places tours.
   Aug. 6-Sept. 30, 1980  (33)

Folder O  Minutes, including FAE authorization to apply to Conn. Historical Com. to assist in funding a Downtown Reuse Design and Development Center and application, and map showing litter receptacles locations.
   Oct.-Dec. 1980  (41)

Folder P  Minutes
   Jan.-Feb., 1981  (42)

Folder Q  Minutes, including confidential report on Lower Chapel Street projects, second grant for the New Haven Foundation Downtown Fund and letters to Board of Aldermen in support of Shubert project.
   March-April 15, 1981  (38)

Folder R  Minutes, including announcement of Chase Enterprise and Olympia/York as government center developer and summary of projects in which DC participated in some way.
   April-Aug. 1981  (33)

Folder S  Minutes, including details of proposed merger with Chamber of Commerce, up to point of voting upon final decision.
   Sept.-Nov. 1981  (64)

Folder T  Minutes, including full reports by FAE on failure of Chamber of Commerce merger, reevaluation of continuing the prospect, and need for DC to pursue its own agenda.
   Dec. 1981  (17)
Folder A  Minutes, including special meeting explaining rejection of Chamber merger and assessment of DC thereafter, and report on Founders' Luncheon. Jan. 1982 (33)

Folder B  Minutes, including 5th annual meeting on Feb. 25th. Feb.-March (29)

Folder C  Minutes, including report of David Holmes, Chairman of the City's Office of Downtown and Harbor Development, and later letter of FAE to City offering DC aid in specific, mutual projects. April-May (33)

Folder D  Minutes June-Dec. (46)

Folder E  Minutes Jan.-Feb. 1983 (27)

Folder F  Annual meeting, including FAE report, After Four Years, and summary of downtown development projects completed between Jan. 1980 and Dec. 1982. March 4 (36)

Folder G  Minutes, including progress on DC lease arrangements, Artspace, Ninth Square property owners' meeting, etc. March-June (35)

Folder H  Minutes, including major reports on Ninth Square developments as well as on-going projects. July-Oct. (44)

Folder I  Minutes, including a report on Downtown Management. Nov.-Dec. (24)

BOX 2 (continued)

Folder K  [Complete annual reports will be found in minutes of
Feb. 8, 1979-Feb. 19, 1980 - Feb. 27, 1981-Feb. 25, 1982 -
March 4, 1983-March 23, 1984]

Annual report  1980  (13)
Annual report, with letter of appreciation from
Mayor Biagio Dilieto  2c  1981  (2 v.)
Contract between DC and designer of above report  (1)
Script for above report  (12)
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Copy of certificate of incorporation  2c  (6)
Copy of income tax exemption  2c  (4)

Folder M  Board members 1980-1985  (30)
Mailing list  1980  (4)
[More complete lists in better condition will be found
in annual meeting minutes]
Organization chart of DC  1981  (2)

BOX 3

Folder A  Monthly reports to Board of Directors  1979  (31)

Folder B  Director's reports  1984-1985  (20)

Folder C  Real estate projects, public and private  1979  (2)
Listing of all projects proposed or undertaken 1979-1981  (23)
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<td>A development summary, by R. S. Peigeluth, Chairman of the New Haven Development Commission 1980</td>
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<td>Statement by FAE to his Executive Committee evaluating present accomplishments and assessing future 1981</td>
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<td>Gentrification and Its Effects on Downtown Retailing by David E. Levy, a research project at Middlebury College, New Haven as model.</td>
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<td>Folder F</td>
<td>Shaping the Downtown Idea, by Nancy Fletcher and Robert Gregson, a promotional plan and philosophy.</td>
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<td>A report on development, its process, philosophy, and support, by Stanley Mulvihill</td>
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Main Street Revitalization: Business Preservation in Partnership, a conference in New Haven sponsored by the Conn. Trust for Historic Preservation. Planning committee, program schedule, correspondence, etc. and introductory speech by FAE. 1979-1980 (3 v.)

Membership in the International Downtown Executives Association (IDEA) 1979 (12)

Program and notes taken at 25th annual conference of IDEA by FAE and Nancy Fletcher 1979 (26)

Papers relating to attendance at IDEA 26th annual conference in Detroit on Sept. 14-16, 1980, at which FAE was a group leader on town-gown relationships. His notes on sessions attended included 1980 (27)

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Handwritten notes on general meeting with Frank Logue, outgoing mayor of New Haven 1979 (3)

Notes on meeting with John Sawyer, Development Administrator, about mutual concerns and plans 1980 (2)
Folder G  Report on Workfare and Metro Squad proposals, to be a joint DC and City management program. 1982 (4)

FAE letter in support of bond issuance for historic preservation (2)

Report to Founders' Luncheon on failure to merge with the Chamber of Commerce. (2)

Downtown development report given at annual meeting on Feb. 25, 1982. (4)

Folder H  Work program for a downtown management and commercial revitalization program for the City, a joint project of the DC and the Office of Downtown and Harbor Development. (2c of first part of report) (36)

Folder I  Appendix to above (7)

A plan to activate programs of above report (6)

Description of Hartford Downtown Council programs studied for ideas (12)

Progress report on downtown revitalization, by FAE 1984 (4)

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Vision for Downtown New Haven, 1985 by FAE (3)

Folder K  Map of downtown development (1)

Folder M  Appointment books of FAE indicating heavy schedule of professional meetings 1979-1981 (3 v.)
Folder T (continued)

Minutes of Downtown Cultural Events Committee meeting (6)

Arrangements for FAE to speak to graduate students at Yale School of Organization and Management (5)

Agenda of joint meeting with several agencies (1)

Folder U

Papers relating to Cities Congress on Roads to Recovery, a three day meeting on urban revitalization, sponsored by the City of Cleveland, Cleveland State University and The Plain Dealer. FAE, Biagio DiLieto, John Sawyer and Peter Halsey participated in a session on public/private partnership at work. Lionel S. Jackson, Jr. and Cheever Tyler also attended June 9-11, 1982 (30)

Folder V

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Arrangements for salute to Biagio DiLieto 1985 (11)

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Flyer for Advertising Club of New Haven County luncheon, program about downtown New Haven moderated by FAE 1986 (1)

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FAE notes on preparations for study  
Evaluation by FAE of Chauncey's report, stressing weaknesses in plan

Personnel and assets of DC and CC
Alternatives to distribution of preceding should merger occur

Report to the Board of Directors of the Greater New Haven Chamber of Commerce and to the Executive Committee of the New Haven Downtown Council, by Henry Chauncey, Jr. Sept. 21, 1981

Amended and restated certificate of the Greater New Haven Chamber of Commerce
Report of the joint subcommittee to the Greater New Haven CC and DC on the implementation to combine, with appendix
Duplicate copy
Announcement by Chauncey to DC Board of rejection by Executive Com.

Newspaper publicity about merger
Papers relating to FAE's application for position as president of the Greater New Haven Chamber of Commerce. Included is a vitae and listing of New Haven projects and organizations with which he had had some part and his report on program recommendations for the CC. He was not the candidate chosen 1982
Budget, including working papers and rationale for many items 1979, 1980
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Extension 1983-1985 (23)

Grant of income tax exemption 1979 (2)

Box 5

Folder A
Curriculum vitae of DC staff 2c. 1979 (6)
[See Box 4 Folder F for more complete vitae of FAE]

Employment of Ronald Lee Fleming for one day as educational consultant (1)

Papers relating to Nancy Fletcher's employment as promotion director for the DC, including a full curriculum vitae, her resume of ideas for New Haven projects, her evaluation by DC, her salary ranges, and terms of her discontinuance 1979-1982 (28)

Folder B

Employment of Joseph Strogatz for two months as consultant in promotion of public usage of downtown 1979 (4)

Employment of Janet Mansfield as executive secretary and administrative assistant 1979-1982 (9)

Job description for director for downtown management 1980 (2)

Job description for Stanley Mulvihill for 1982-1983 as assistant to FAE (2)

A call for volunteers (1)

Papers relating to specific volunteers and interns (16)

Calendar of advocate/intern assignments (2)

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Papers relating to the employment of Robert Gregson as a part-time graphics designer 1980-1981 (16)
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- Memo on extension of services of Raymond Short 1983 (1)
- Memo on services of Cory Alperstein (1)
- Job description of executive director 1985 (1)
- Evaluation of FAE by new consulting firm in Sciences Park, Rohrbach-Brooks (5)

Folder D

Papers of the Downtown Management Com. whose chief concern was to facilitate bringing people to the core of downtown. Much of their work is scattered through Series 2 - events occurring on the Green - and retail trade 1979–1980 (36)

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Folder F

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- Downtown Cultural Events Com. 1980 (21)
- Downtown Oversight Com.; a chief concern being downtown parking and traffic 1981 (35)

Folder G

Downtown Developer Steering Com., newly formed to increase role of large developers and property managers in revitalization programs 1984 (39)

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Folder I

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Continuation

Folder K

Case for a downtown newsletter

1980

Planning a schedule and notes, finance, distribution lists, correspondence, postal permit, etc. having to do with the publication of Headliners

Folder L

Continuation

1980-1981

Folder M

Continuation

1980-1981

Assessment and funding

Folder N

Preparation for survey of usefulness of Downtown Headliners

1981

Folder O

Distribution questionnaire

Summary of responses

Folder P

Plan for developing a logo

1979

Plan and notes for a brochure explaining the DC to New Haven residents

1980

Invitation to and catering bill for opening reception at new DC offices

1980

Guest book at event

Photographs of FAE, Nancy Fletcher, and Janet Mansfield

1980
Box 5 (continued)

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Photos of buildings along Chapel Street, from Church to York, and interior of Shubert 1985 (15)
Unidentified people and scenes in New Haven (18)

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Photos taken for above issue, not all being used (29)

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Folder A
Continuation (24)

Folder B
Negatives and proof sheets taken for Headliners in Spring and Winter 1980 (23)

Folder C
Negatives for Spring 1980 issue (9)
Negatives and proof sheets for Summer 1981 (2)

Folder D
Photos of unnamed people, events, places, apparently taken for Headliners. A good source for people, events and places in New Haven in 1980-81. (17)

Folder E
Continuation (21)

Folder F
Continuation, including photo of Henry Chauncey, Chester Kerr standing before Ticknor & Fields, and photo of 1982 addition to Yale-New Haven Hospital. (19)

Folder G
Continuation, including photos of Irving Schlesinger, John Sawyer, City Development Administrator, Richard Lee and Harkness Tower. (19)
Photos of housing preservation in process (4)
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BOX 6 (continued)

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Photos of performing artists in New Haven, including singer Judith Caldwell and actor James Earl Jones  (18)

Folder J  Newspaper publicity retained by DC. Many newspaper articles included with specific projects and in vertical file. 1979-1985  (50)

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Odyssey '81, a Greek festival, logo  (1)

Invitation to the "Remember New Haven Photo Collection" exhibit 1985  (1)

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Recognition award to DC by United Way for their contributions  (1)

Folder L  Video tape produced by the Chamber of Commerce, in color, 3/4" tape, 32 minutes 1980  (1)

Folder M  Script for a slide show on New Haven history done for the New Haven Visitors Information Bureau. Slides not in the collection. 1978  (12)

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Folder A  Videotape for annual meeting of DC on Feb 29, 1980. Master. Still pictures  (1 v.)

Folder B  Same as above  (1 v.)
Folder C  Sound track for above (1 v.)
  Letters of appreciation by FAE for presentation (4)

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Folder B  Correspondence, including some with newly-elected Mayor Biagio DiLieto (31)

Folder C  Correspondence (19)

Folder D  Correspondence. Video tape Jan-April 1980 (38)
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Folder E  Correspondence May-July (25)

Folder F  Correspondence Aug-Dec (42)

Folder G  Correspondence Jan-March 1981 (28)

Folder H  Correspondence April-June (32)

Folder I  Correspondence June-Dec (38)
SERIES 2: Downtown Promotions

BOX 9

(The purpose of all projects in Series 2 was to bring crowds to the business center of New Haven. DC either orchestrated or played a large part in each program. (More details on funding appear in the first box of Series 5])

Folder A

Purpose of a program to promote the cleanliness of the nine square area. Became known under various names such as "Adopt-a-Block", "New Haven's Pickin'Up", etc. 1979 (2)

Reports of meetings and plans in preparation of programs to inform the public about campaign, including implementation of "Adopt-a-Block" idea (27)

Committee assignments for kick-off event (11)

Instructions (3)

Budget (1)

Contract with Ten Years Late Jug Band, entertainers on Oct 20, 1979 (2)
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- List of sponsoring organizations: 16
- List by street: 10
- Unadopted streets: 2

Folder C: Application and information forms for participating groups, giving names and addresses of all individuals: 42

Folder D: Follow-up questionnaire to Adopt-a-Blockers: 44

Folder E: Publicity: 18

Folder F: Evaluation and follow-up: 12
- Board of Aldermen resolution applauding DC's "Pickin'-Up" program: 2
- Letters of thanks: 19

Folder G: Preparatory work for second Clean-up Campaign to take place on April 19, 1980. Includes program planning, meeting and correspondence with Mayor Biagio DiLieto, assignments, instructions, etc.: 1980

Folder H: Sponsoring organizations: 14
- List by street names: 4
- Instructions: 3
- Information form, listing names within sponsoring group: 31

Folder I: Continuation
- Publicity: 21

Folder K: Preparatory papers as in 1979 and 1980 relating to "New Haven's Pickin'-up" of 1981: 38
Box 9 (continued)

Folder L  Lists of block adopters by sponsors and streets 1981 (22)

Publicity

Thanks

Folder M  Description of the New Haven Downtown Fund, jointly built by DC and the New Haven Foundation, which became a participant in the City's trash receptacle project (5)

Meetings and memoranda of DC, including an address by Mayor DiLieto, re progress of container project 1980 (26)

Folder N  DC plan for litter receptacles submitted to Mayor after consultation with pertinent City departments 2c. (12)

Letters of thanks to those who assisted in above plan (7)

Studies of containers

Fact sheet on project as summarized to date by DC (1)

Folder O  Unofficial copy of agreement signed with Nustone Industries, Inc., producer of receptacles (43)

Folder P  Continuation (40)

Folder Q  Photos of containers, manufacture and installation, with Mayor at ceremony (11)

Folder R  List of organizations solicited by DC for their contribution to $30,000 of $87,000 cost of receptacles as agreed to in contract with City (1)

Letters from FAE to above (24)

DC reports to New Haven Foundation Fund (7)

Folder S  Second request letters (10)

FAE request to Fund for distribution of up to $30,000 for containers as money becomes more available and delivery of same to Controller's Office of City (5)
MSS B37  New Haven Downtown Council. Records, 1916-

BOX 9 (continued)

Folder S (continued)

New Haven Downtown Fund progress reports (29)

Folder T

Letters of thanks to donors (40)

Folder U

Invitations to guests to witness Mayor's symbolic deposit of litter in new container (3)

Correspondence re use of containers elsewhere in New Haven (7)

Correspondence re satisfaction after 1 to 2 years of service 1981-1982 (3)

Letter from Joel Schiavone to FAE offering to help restore aging containers 1984 (1)

FAE marked copy of proposed new litter ordinance 1981 (21)

BOX 10

Folder A

Joint announcement by DC, Chamber of Commerce, and City of "Look What We've Got! campaign to inform about and promote the assets of downtown New Haven 1979 (5)

Brief plans of advertising agency hired to promote above (4)

Questionnaire conducted by Chamber of Commerce to ascertain attitudes and opinions of New Haven by residents (6)

Pre-test of "Look What We've Got" campaign conducted by Southern New England Telephone Company for the Chamber of Commerce (13)

Letter of FAE to Brian J. Matthews of the Chamber offering to co-sponsor the campaign (1)

Outline of advertising for planned events (16)

Folder B

Chronology of the planning, development, execution, publicity evaluation, financing, correspondence, etc. of the above campaign 1980 (43)

Folder C

Continuation 1980-1981 (41)

Folder D

Continuation 1981 (49)

Folder E

Continuation, including special advertising mentioning all performing arts groups in New Haven (67)
Continuation (exclusive of theatre groups) 1982, 1984
Planning a portable display unit to utilize "Look What We've Got" commercials in various places 1980
Pictorial brochure as part of campaign
Song for campaign, words and music by Ken Sutherland 2 c. 1979
Newspaper advertisements not included in foregoing chronology 1979-1980
Proposal by DC for two changeable letter boards to serve as a weekly cultural events calendar for downtown New Haven 1980
Letters inviting participants in DC project to offer empty downtown window space for exhibits by non-profit organizations. Objective to inform about community services and to improve image of downtown. 1979-1980
Windows available listed by streets
Listed by occupant
Listed by participant
Letter of thanks
Same information for second use of vacant store window space 1980
Working papers for initiating program of exhibitions at offices or DC at 161 Orange Street
Copies of sketches of New Haven by Tom Hendricks, first artist to exhibit
Poems by New Havener, Paul Blackwell, read and exhibited. Accompanying photos not included
Biographies and publicity about some of artists
Writings of the CETA Summer Youth Program 1980
Announcement to the press of "Taste New Haven", a food feast and entertainment on the Green sponsored by DC and the Greater New Haven Chamber of Commerce 1980
Chart of events
Application to the NH Downtown Fund for financing
Assignments
Folder M (continued)

Rough notes on plans

Chronology of event; correspondence, entertainers, publicity, invitations, etc.

Folder N

Continuation

"Taste New Haven" as part of Am. Express and the NH Restaurant Assn.

Photo of forks (use unknown)

Folder O

Papers of the Elm City Basketball Classic, Dec. 29-30, for which DC assisted in support of the hospitality committee and community relations

Folder P

Papers relating to placement of concrete planters on Lower Chapel Street

Folder Q

Letters referring to "Summer Solstice" program, a dancing-on-the-Green event

DC and Parks and Recreation Dept. sponsorship for the summer of a bandstand on the Green to accompany qualified performing artists (See also Box 13 B)

Folder R

Announcement of 3rd annual Easter egg hunt on the Green, a year before functioning of DC 1979

Announcement of Fourth hunt, sponsored by the Chamber, Jaycees, and DC 1980

Working papers

Correspondence with Downtown Ministry re its objection to event being held on Good Friday

Folder S

Announcements of "Greeting on the Green" event, created by DC with other cooperating groups to acquaint college freshmen with central New Haven (See also Series 7, Yale)

Lists of participating merchants and their offerings

Thanks to assistants

Newspaper publicity

Song by Ken Sutherland

Letter from Director of Public Affairs of Southern Conn. State University expressing interest in being invited next year

Correspondence