

**MANSFIELD DOWNTOWN PARTNERSHIP  
BOARD OF DIRECTORS MEETING  
Thursday, April 4, 2019  
Mansfield Town Hall  
Town Council Chambers  
4:30 PM**

**MINUTES**

Present: Derrik Kennedy, Bonnie Kumiega, John McGuire, Toni Moran, Diana Pelletier, Jessie Richard, Paul Shapiro, Sean Vasington, and Cara Workman

Board Emeritus – Betsy Paterson

Staff: Cynthia van Zelm

**1. Call to Order**

Vice President Toni Moran called the meeting to order at 4:36 pm in President Steve Bacon's absence.

**2. Opportunity for Public to Comment**

There was no public comment.

**3. Executive Director Report**

Cynthia van Zelm said new Event Coordinator Denise Kegler started on Monday.

Ms. van Zelm said a steering team met with Dinep + Schwab last week to review preliminary design for some of the privately owned public spaces in the downtown.

Ms. van Zelm thanked members who have renewed their membership. Ms. Moran asked Ms. van Zelm to send a reminder e-mail to those who have not renewed yet.

Ms. van Zelm said Economic Development Commission Chair John McGuire and Vice Chair Steve Ferrigno will report on EDC activities to the Town Council on April 8.

Ms. van Zelm said invites to learn more about the Mansfield Opportunity Zone on April 23 and May 1 will be sent out to the Board. These events are organized to showcase Mansfield to realtors, property owners, developers, and other stakeholders who are looking to develop and/or invest in the Opportunity Zone in northern Mansfield.

Board members Cara Workman, UConn Director of University Events and Conference Services, and Sean Vasington, UConn Associate Director & University Landscape Architect, provided updates on UConn upcoming construction, and future events respectively.

Ms. Workman referred to an overview of major events at UConn that she provided to Board members. She said there is no official master calendar.

Ms. Moran asked about the True Colors event and the Town's interest in being supportive of this event. Ms. Workman said UConn does help coordinate this event which is always the Friday and Saturday of UConn spring break.

Ms. Workman said the new President inauguration is set for October 4.

She said upcoming large events are UConn Orientation (May through July) and the CT Invention Convention.

Mr. Vasington passed out copies of maps and a tentative schedule for UConn major construction projects for Summer/Fall 2019.

He said this summer will not include the long duration of road closures as last summer did. However, Jim Calhoun Way will be closed until 2020 for the athletic facility updates.

The new recreation center is supposed to open in fall 2019.

UConn is making a conscious effort to direct all visitor parking to the two garages.

As the Northeast Science Quad is built, parking will be displaced. A 700 space parking lot is already under construction on Discovery Drive. UConn Transportation will provide an extensive shuttle system for parkers in that lot to the buildings in the core of campus.

As follow-up to previous conversations about the possibility of incorporating pay by cell options to Downtown Storrs, Ms. van Zelm reviewed a draft communications plan if this enforcement process was implemented. The plan includes an extensive series of meetings with downtown stakeholders, press release, social media, training sessions for the public, and LAZ ambassadors on site during transition.

Board members made several suggestions including holding a training session with the public at the Nash Zimmer Transportation Center and the Senior Center, to learn how to use the application, placing an article in Mansfield Views, and giving businesses cards with information about the app to hand out to customers as well as making sure their websites are completely up to date on parking.

Sean Vasington also suggested checking out the reviews of the various parking applications.

#### **4. Executive Director Evaluation**

Ms. Moran asked Board members to send their evaluations of Executive Director van Zelm to Mr. Bacon by April 24.

#### **5. Approval of Minutes of March 7, 2019**

Diana Pelletier made a motion to approve the minutes of March 7, 2019. Paul Shapiro seconded the motion. The motion was approved.

#### **6. Review of Board Assessment Comments**

Ms. Moran noted a few frequent comments on the assessments from Board members but it was decided to defer this agenda item for further discussion to the May agenda.

## **7. Report from Board Members on Business Outreach and Discussion**

Ms. Workman reported on her visit with the Ballard Institute & Museum of Puppetry. She also reported on the visit she and Derrik Kennedy had with UCPEA. She will write up the comments.

Bonnie Kumiega said she has a meeting set up with Head Husky.

## **8. Report from Committees and Task Forces**

### Celebrate Mansfield Festival

Chair Jessie Richard said the Festival Committee reviewed the site plan and the activity booth form. This year, there will be a concert at 6 pm as part of the Festival which will run from 2 pm to 7 pm.

### Governance

Ms. Pelletier said the Committee is presenting Ms. Kumiega and Tahj-Anthony Jean for the two open Board positions to be elected on by the Partnership membership at the Annual Meeting.

Mr. Kennedy, Mr. Vasington, and Ms. Workman will give updates to the membership on the Town and UConn respectively.

Four students applied for the open UConn student Board representative position. Interviews will take place on April 23.

## **9. Upcoming Agenda Items**

Ms. Moran said upcoming agenda items include Ms. van Zelm's annual evaluation, review of Board assessment responses, and an update on the possible new elementary school.

Mr. Vasington asked if there could be an update on Four Corners.

## **10. Adjourn**

Paul Shapiro made a motion to adjourn. Ms. Kumiega seconded the motion. The motion was approved. The meeting adjourned at 6:30 pm.

*Minutes taken by Cynthia van Zelm.*