

**MANSFIELD DOWNTOWN PARTNERSHIP  
FINANCE AND GROWTH COMMITTEE  
MANSFIELD DOWNTOWN PARTNERSHIP OFFICE  
23 ROYCE CIRCLE**

**THURSDAY, JUNE 20, 2019**

**4:30 PM**

**MINUTES**

Present: Chair Paul Shapiro, Jason Alaska, John McGuire, and Mike Switchenko

Staff: Cynthia van Zelm

**1. Call to Order**

Chair Paul Shapiro called the meeting to order at 4:35 pm.

**2. Approval of Finance and Growth Committee Minutes from February 21, 2019**

Mike Switchenko made a motion to approve the February 21, 2019 minutes. John McGuire seconded the motion. The minutes were approved,

**3. Review of March 31, 2019 Financials**

Cynthia van Zelm noted that the membership fees were slightly greater than budget.

Mr. McGuire requested that the percentage that is represented by the Actual Column be shown above the column (i.e., 25%, 75% or 100%).

Mr. Shapiro stated that the LAZ Parking report was non readable due to the small font. Others agreed with Mr. Shapiro. Ms. van Zelm will follow-up with LAZ to change the format so that it is more readable.

**4. Review of Supporter Income**

Ms. van Zelm reported that soliciting financial support is time consuming for staff with insufficient return on the effort. Ms. van Zelm suggested that it was time for new ideas. It was proposed that there be a further discussion with Mr. Shapiro and Board President Steve Bacon to ascertain if a new direction with outside, professional fund-raising help could be justified.

Mr. McGuire asked if financial support is given by the landlords. Ms. van Zelm said that The Oaks has been very supportive of events. The other landlords also tend to support events rather than operating expenses.

**5. Review of Fund-Raising Ideas**

Ms. van Zelm stated that a separate checking account would be required to support a Facebook "Donor Button."

The two easiest support initiatives would be "Pass the Hat" at events and some kind of drawing. Both concepts require more consideration before they are brought to the Board.

Fundraising may fit into the advice sought from a consultant. (See item 4)

## **6. Old Business – Investment Policy**

The Town of Mansfield had prepared a 1<sup>st</sup> Draft of a proposed policy for the handling of cash reserves. The Partnership intends to follow the Town's lead.

## **7. July Committee Meeting**

The July and August meetings of the Mansfield Downtown Partnership Finance and Growth Committee have been cancelled. If the need arises, a Special Meeting will be called and scheduled.

## **8. Update on Downtown Storrs**

Per Matt Joyce with The Wilder Companies, Daddy's Noodles is moving forward. There may be an opening this summer.

Tang is supposed to open before the UConn students return but there doesn't seem to be activity at the location.

There are now four locations that are closed: Grille 86; Bliss, Amazon and Toasted. There has been no information from landlords about new tenants.

## **9. Other Business**

The parking issue was discussed.

Ms. van Zelm is seeking three bids for insurance renewal. Mr. McGuire questioned the amount of deductible stipulated by the insurance policy. How do the deductibles impact the insurance premiums?

## **10. Adjourn**

Mr. McGuire moved that the meeting be adjourned. Mike Switchenko seconded the motion that passed unanimously at 6:00 pm.

*Minutes taken by John McGuire*