

**MANSFIELD DOWNTOWN PARTNERSHIP  
BOARD OF DIRECTORS MEETING  
Tuesday, August 4, 2009  
Mansfield Downtown Partnership Office  
1244 Storrs Road**

**4:00 PM**

**Minutes**

Present: Steve Bacon, Harry Birkenruth, Tom Callahan, Gregg Haddad, Matthew Hart, Dennis Heffley, Frank McNabb, Betsy Paterson, Steve Rhodes, Steve Rogers, Bill Simpson, Antoinette Webster, David Woods

Staff: Cynthia van Zelm

**1. Call to Order and Welcome new Board members**

Board Vice President Steve Bacon called the meeting to order at 4:04 pm in Board President Philip Lodewick's absence. The Board welcomed new Board member Dennis Heffley.

**2. Opportunity for Public to Comment**

There was no public comment.

**3. Approval of Minutes**

Betsy Paterson made a motion to approve the July 7, 2009 Board minutes. Dean David Woods seconded the motion. Steve Rhodes and Steve Rogers abstained. The motion was approved with two abstentions.

**4. Director's Report**

Cynthia van Zelm asked again for Board members to assist with the staffing of the Partnership table at the *Festival on the Green*. Dean Woods volunteered.

Ms. van Zelm also referenced the e-mail she sent to the Board on WNPR's segment on downtowns on "Where We Live" from 9 am to 10 am tomorrow.

**5. Appointment of Additional Committee Members for 2009-2010**

Mr. Bacon noted that long-time Planning and Design Committee member Leon Bailey had resigned from the Committee. Bill Simpson made a motion to appoint Jon Hand to the Mansfield Downtown Partnership Planning and Design Committee, and Michael Allison to the Finance and Administration Committee until the end of

the Partnership's fiscal year on June 30, 2010. Ms. Paterson seconded the motion. The motion was approved unanimously.

## **6. Storrs Center Action Items**

Mr. Bacon said that Board President Philip Lodewick had convened a meeting with the key Storrs Center stakeholders including the Town, the University, and LeylandAlliance to continue to focus on forward progress on Storrs Center. He said there is still a lot to be accomplished but everyone is working toward a common goal. The Town is continuing to negotiate its development agreement with LeylandAlliance while the University is negotiating its own agreements. Mr. Bacon said the Finance and Administration Committee continues to look at the draft Business Plan and agreements between Leyland and the Partnership. Leyland continues to work on debt and equity financing.

Ms. van Zelm said the Storrs Road project is continuing to move toward design and the goal is to have a meeting with the key stakeholders soon.

## **7. Four Corners Sewer Study Advisory Committee**

Matt Hart said the Four Corners Sewer Study Advisory Committee discussed a special design district for the Four Corners area at its last meeting. Discussions will continue on a special design district with Town Planning Director Greg Padick at its next Committee meeting.

The Committee discussed the benefits of having a Board presence on the Four Corners Sewer Study Advisory Committee. Partnership representative Phil Spak's term on the Partnership Board of Directors ended on June 30. Executive Director Cynthia van Zelm agreed to attend the Committee meetings for an interim period to represent the Board of Directors.

## **8. Report from Committees**

### Advertising and Promotion

Dean Woods said the Advertising and Promotion Committee recently met and reviewed the Partnership communications plan.

He thanked the many Board members for contributing to the banners on the pedestrian walkway. Mr. Bacon noted that in Keene, NH, banners include the name of a business sponsoring the banner. Ms. van Zelm said that the banners on the walkway are serving as a pilot project for a more extensive banner program on the local streets in Storrs Center.

Dean Woods said that Partnership Special Projects Coordinator Kathleen Paterson has been working on the fall newsletter.

Ms. van Zelm said that two new panels for the kiosk describing the Partnership and showing the latest concept plan were almost ready.

#### Business Development and Retention

Ms. van Zelm said the Business Development and Retention Committee would be meeting in mid to late September.

#### Festival on the Green

Ms. Paterson thanked Board members for donations to the *Festival* and asked for additional assistance.

She said that Isabelle Atwood would be the Grand Marshal for the Celebrate Mansfield parade.

Ms. Paterson thanked the University for its increased presence at the *Festival* including the School of Fine Arts programs, UConn Athletes, and cooking demos from Dining Services.

Ms. Paterson reiterated that there will be an entire weekend of events including the Vintage Mansfield wine tasting, Know Your Towns Fair, Explore the River at the Town of Mansfield's River Park, Storrs Farmers Market, Picnicpalooza at E.O. Smith High School, the Celebrate Mansfield Parade, and the 6<sup>th</sup> Annual *Festival on the Green*.

#### Finance and Administration

Mr. Callahan said the Finance and Administration Committee will continue to review the DRAFT Storrs Center Business Plan.

He also said the Committee discussed and recommended adding health coverage for Partnership staffs' dependents, as the result of a loss in health care coverage. He said the Partnership would be able to fund this for the next year out of fund balance. This will be reviewed if finances change. Ms. Paterson made a motion to include health insurance for Partnership staff dependents. Steve Rhodes seconded the motion. In response to a question, Matt Hart said the Partnership purchases its plans through the Town system. Health coverage at the Town is available to Town employees' dependents. The motion was approved unanimously.

#### Membership Development

Frank McNabb said he will be meeting next week with former Membership Development Committee chair Betsy Treiber as part of the transition to Chair.

Mr. Bacon reminded the Board that a 19<sup>th</sup> Board member, the student representative, needs to be appointed. Ms. van Zelm said she will work on an application.

## Planning and Design

Mr. Bacon said the Committee continues to work on its charge and hopes to complete it at its August meeting.

He said most of the July meeting revolved around a potential trip to Princeton, New Jersey. Mr. Bacon said that Jim Constantine, with Looney Ricks Kiss (prior consultant to the Partnership), invited the Partnership to Princeton to discuss with municipal leaders and others, the changes to the downtown. One of the new amenities in the downtown is a parking garage. He said that Committee members thought the trip may be too far but recommended that the Storrs Center parking steering committee look at other rural communities that have paid parking facilities. Mr. Simpson said he has a trip planned already to Princeton and he could represent the Partnership. He will let Ms. van Zelm know his plans when they are finalized.

## **9. Adjourn**

Ms. Paterson made a motion to adjourn the meeting. Mr. Hart seconded the motion. The motion was approved unanimously and the meeting adjourned at 5:10 pm.

*Minutes taken by Cynthia van Zelm.*