

**MANSFIELD DOWNTOWN PARTNERSHIP
BOARD OF DIRECTORS MEETING
Wednesday, November 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, Philip Lodewick, Frank McNabb, Betsy Paterson, Steve Rhodes, Steve Rogers, Kristin Schwab, Bill Simpson

Staff: Cynthia van Zelm

1. Call to Order

Philip Lodewick called the meeting to order at 4:14 pm.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes

Betsy Paterson made a motion to approve the September 1, 2009 Board minutes. Harry Birkenruth seconded the motion. The motion was approved with one abstention by Steve Bacon.

4. Director's Report

Cynthia van Zelm noted that the Board and Committee members holiday reception will be on December 1 at 5:30 pm at the Lodewick Visitors Center, following the December Board meeting.

5. Appointment of Additional Committee Members for 2009-2010

Ms. Paterson made a motion to appoint Dennis Heffley and Steve Rhodes to the Mansfield Downtown Partnership Membership Development Committee until the end of the Partnership's fiscal year on June 30, 2010. Mr. Bacon seconded the motion. The motion was approved with one abstention by Steve Rhodes.

6. Storrs Center Action Items

Mr. Lodewick said that LeylandAlliance is continuing its discussions with potential equity and debt partners for Phase 1A. Mr. Lodewick said that the tenanting on Phase 1A is almost committed. He said there is continued discussion on tenanting of the Market Square area which is designated for more service oriented businesses including the possibility of a small grocery store.

Matthew Hart reported that the Town is continuing its work on an agreement with LeylandAlliance.

Ms. van Zelm reported that BL Companies is working on design for Storrs Road with the first focus on obtaining easements along the road. Ms. van Zelm said that a public meeting will be held when the design work is at 30 percent of completion. She noted that the Partnership's Planning and Design Committee will review prior to that meeting. Tom Callahan noted that UConn is planning to work on the alignment of Mansfield Road with the entrance to the Bishop Center and it will be coordinated with the Storrs Center work. Kristin Schwab suggested that the design team for this project review the pedestrian connections from the Bishop Center to Dog Lane and to the Storrs Center project.

Ms. van Zelm said that the CT Department of Economic Development (DECD) agreed to allow BL Companies to add the design for Phase 1A to its contract with the Town of Mansfield. It will be an extension of their work. It was confirmed with DECD that some of the STEAP grant work can be used for demolition. She said that a budget and scope is being developed for the work on Phase 1A infrastructure.

Ms. van Zelm said the Parking Steering Committee met on Monday and Karla Fox, the Mansfield Downtown Partnership representative, will serve as Chair.

Ms. van Zelm said that the relocation team has heard back from most of the current businesses on their future plans. She announced that Cosimo's, a restaurant in the Hudson Valley, has signed a letter of intent for Phase 1A.

7. Review and Approval of 2010 Meeting Dates

Ms. Paterson made a motion to approve the Partnership calendar of meeting dates for 2010. Mr. Rhodes seconded the motion. The motion was approved unanimously.

8. Four Corners Sewer Study Advisory Committee

Ms. van Zelm said the Town Council has been discussing the charge for the Four Corners Sewer Study Advisory Committee. Ms. Paterson said that some Town Council members had expressed concern about some of the work that the Committee has done on the issue of providing water at Four Corners. Gregg Haddad said the goal is to have more communication at the Council level about some of the work the Committee is doing.

Ms. Schwab asked how potential Four Corners development relates to Storrs Center. Ms. Paterson said the Partnership's charge has been to look at revitalizing Storrs Center, King Hill Road, and Four Corners. It chose to focus on Storrs Center and work its way to reviewing what makes sense to accomplish at King Hill Road and Four Corners, but to ensure that they are not in conflict with Storrs Center, and each other.

8. Report from Committees

Advertising and Promotion

In Dean Woods absence, Ms. van Zelm said the Committee met in September and discussed the *Festival*, the fall newsletter, the upcoming Winter Fun Day, and a proposed Arts and Crafts Fair. The idea for the Fair came from inquiries into the possibility of craft vendors at the Festival and the desire to have a spring event (the Partnership participates in events in the summer, fall, and winter). The Committee will continue this discussion at its December meeting.

Business Development and Retention

Ms. van Zelm reported for Board member Mike Gergler that the Business Development and Retention Committee met on September 30 and reviewed relocation and tenancing with Storrs Center project manager Macon Toledano. She said that Chair Gergler's goal is to send an e-mail to Committee members every two weeks to update them on tenancing and to inquire about potential businesses/ideas for types of businesses in Storrs Center.

Committee member Steve Rogers said the Committee will be reviewing its charge at its next meeting.

Festival on the Green

Ms. Paterson said the *Festival on the Green* and Celebrate Mansfield Weekend had gone very well and the Committee received good feedback. A debrief has been scheduled for November. She said the Committee will start meeting again after January 1.

Finance and Administration

Mr. Callahan reported that the Finance and Administration Committee had reviewed the year end financials as well as the September 30, 2009 financials for the Partnership. He said the Partnership is in good financial shape.

Membership Development

Frank McNabb reported that the Membership Development Committee has met four times in the last month. He said the Committee is focused on where the Partnership can get the most exposure. He noted that memberships had come in

about \$4,400 over what was expected. Mr. McNabb said the goals over the next four to five months are to send membership renewal letters out (*done*); locate membership brochures at the UConn Student Union, UConn Co-op, and the Lodewick Visitors Center (*done*); include information on UConn President Mike Hogan's blog (*done*); arrange a presentation to UConn students with an update and solicitation of membership; send letter to all businesses in town to become members; place stick-ons on front of Reminder News three times a year to update readers and request membership; place an article in the Windham Hospital StaffLink newsletter (*done and published*); update website with milestones as new link (*done*); post signs in businesses' windows who have signed letters of intent; place article in Senior Center's Senior Sparks and Horizons; and look into a Facebook page.

Mr. McNabb noted that this extended outreach would take about \$3,000.

Membership Development Committee member Steve Rhodes expressed interest in making the Storrs Center project more visible. He suggested Storrs Center decals for cars and businesses as a future project.

Planning and Design

Mr. Bacon said there had been some interest by Four Corners Sewer Study Advisory Committee Chair Gene Nesbitt and their committee members to meet with the Planning and Design Committee at its last meeting on their process of developing design and sustainability guidelines. With the status unclear, they did not meet. The Planning and Design Committee received an update on Storrs Center.

9. Other

Mr. Bacon asked about the status of the student member. Ms. van Zelm said she needs to work on an application to be distributed to student members (*done and in distribution*).

10. Adjourn

Mr. Callahan made a motion to adjourn the meeting. Mr. Birkenruth seconded the motion. The motion was approved unanimously and the meeting adjourned at 5:50 pm.

Minutes taken by Cynthia van Zelm.