

**MANSFIELD DOWNTOWN PARTNERSHIP
BOARD OF DIRECTORS MEETING
Thursday, December 6, 2012
University of Connecticut Lodewick Visitors Center**

4:00 PM

MINUTES

Present: Steve Bacon, Harry Birkenruth, Carl D'Oleo-Lundgren, Matt Hart, Dennis Heffley, George Jones, Mike Kirk, Paul McCarthy, Frank McNabb, Betsy Paterson, Chris Paulhus, Alex Roe, Steve Rogers, Kristin Schwab, Bill Simpson, Ted Yungclas

Staff: Cynthia van Zelm, Kathleen Paterson, John Zaccaro

1. Call to Order

Board Vice President Steve Bacon called the meeting to order at 4:05 pm in President Lodewick's absence.

2. Opportunity for Public Comment

There was no public comment.

3. Approval of Minutes of November 1, 2012

Ted Yungclas made a motion to approve the minutes of November 1, 2012. Chris Paulhus seconded the motion. Frank McNabb abstained. The motion was approved.

4. Executive Director Report

Cynthia van Zelm said an informational meeting on the UConn Tech Park will be held today at 7 pm in the Town Council chambers.

She said there will be a special Board meeting on December 12 at 4 pm in Council chambers.

Ms. van Zelm said the Local First Mansfield program was going well and she commended Partnership Communications and Special Projects

Manager Kathleen Paterson for all her work along with that of Linda Painter and Jessie Shea in the Town Planning office. She said the One Stop Shop will be held on December 9 from noon to 4 pm in the Community Center. Local businesses will be available in one place for people to shop and buy gifts for the holiday season.

5. Storrs Center Action Items

Ms. van Zelm said that Moe's and the 7-11 have opened since the last Board meeting. She said the Flower Pot will also move in to Storrs Center from its location on Storrs Road. The Leyland office will move to another office to make room for the Flower Pot. Dog Lane Café and Mooyah Burgers & Fries are scheduled to open in mid-December, with Geno's Grille scheduled to open in late January.

She said work has begun on the temporary town "triangle" which will stay in place until the Bolton Road extension is completed and the square can be built in late summer 2013.

Ms. van Zelm said the music series on Saturday has gone well and will continue through December.

She said that the Phase 1B residential is approximately 25 percent leased and 25 percent of the apartments in 1 and 9 Dog Lane have been renewed.

Ms. van Zelm referenced information she had e-mailed the Board about Price Chopper in response to some questions raised at a prior Town Council meeting. She noted that there are two other Price Choppers in the United States and Canada. Matt Hart will update the Council about Price Chopper at its next meeting under the Town Manager's report. Ms. van Zelm also referenced a letter from UConn General Counsel Richard Orr to the Board explaining recusal by the UConn appointees to the Board with respect to discussion about a potential new tenant in Storrs Center.

Ms. van Zelm said there will be a UConn public meeting to take comments on the draft Environmental Impact Evaluation of water supply to the University and Mansfield. The meeting will be on December 11 at 7 pm in the Bishop Center at UConn.

6. Appointment of Committee members

Bill Simpson made a motion to appoint Paul McCarthy to the Business Development and Retention Committee, Toni Moran to the Finance and

Administration Committee, and George Jones to the Membership Development Committee. Betsy Paterson seconded the motion. The motion was approved.

7. Review and Update on Process for Conflict of Interest Disclosure

Mr. Bacon said that Partnership attorney John Zaccaro and Town attorney Dennis O'Brien were continuing to review whether the Town's Code of Ethics applies to employees of the University of Connecticut who have been appointed to the Board for the express purpose of representing the University. He said a decision hopes to be finalized by the January Board meeting.

Mr. Zaccaro reviewed with the Board the Town's Ethics Ordinance, and, in particular, Section 25-7 which includes the rules that public officials must follow. Mr. Zaccaro said he will work with Board members on any disclosures that they need to make. He noted that the Town has a training in place that Board members could also attend. Ms. B. Paterson reminded Board members that they must disclose that they are on the Board and any other committees they serve on, if they are providing comment at a public meeting, regardless of whether it is Partnership or Storrs Center business.

Steve Rogers asked when disclosure letters should be given to the Partnership. Ms. van Zelm suggested that it be done every year after the Annual Meeting to cover any new Board members.

8. Review and Approval of 2013 Meeting Dates

Chris Paulhus made a motion to approve the Mansfield Downtown Partnership Board meeting dates for 2013. Alex Roe seconded the motion. The motion was approved.

9. Four Corners Sewer and Water Study Advisory Committee Update

Matt Hart reiterated that the draft Environmental Impact Evaluation (EIE) had been released for comment with a meeting being held on December 11. He said the amount of water being sought has increased to 2 million gallons per day in anticipation of the UConn Tech Park. There have been some questions raised about a good governance model for the use of water. The draft EIE did identify a few interconnections as the most viable options; wells were reviewed but would not provide the capacity needed.

Mr. Hart said that UConn is also interested in divesting itself in its role with respect to water supply. There will be a lot of attention on a successor model. The EIE will be completed first.

Ms. Roe said that there will be a fiscal model performed to look at the capital and operations costs of water supply. Ms. Roe said it will be at least three years before additional water capacity would be available once a decision is made on water supply sources.

11. Report from Committees

Advertising and Promotion

Chair Kristin Schwab said the Committee discussed holiday promotional activities. There is nothing formal planned for this year given the state of construction except for the music program.

The Committee brainstormed about wayfinding signage in Storrs Center. The current priority is to help the businesses who are on Dog Lane and not visible from Storrs Road.

Ms. Schwab said Winter Fun Day will be held in February. She said she met with Ms. K. Paterson and Ms. van Zelm and discussed a model that would shift the focus to Storrs Center, and giving the businesses ownership on what type of activities they would want to do. The Partnership will look at what other groups are doing on that February weekend and promote them similar to the “Celebrate Mansfield Weekend.”

Business Development and Retention

Chair Steve Rogers said Cara Workman from UConn University Events met with the Committee. University Events now includes conferencing services and is housed in the President’s office. The group discussed how to receive more information about UConn events so the Mansfield businesses can be prepared for big events and also potentially advertise to the event participants. There will be continued dialogue with the Committee and with the LeylandAlliance marketing team.

Executive

The Committee met earlier in the day to discuss the goals developed as part of the Strategic Planning process. At the last Board meeting, the Board had approved the new Partnership Mission and Vision. The Committee reviewed the Storrs Center goals and had a good discussion.

The Committee agreed with the goals for Storrs Center and added a new goal about coordinating with the master developer LeylandAlliance on vision and planning for the future phases of Storrs Center. The Committee will meet again to review the non-Storrs Center draft goals, i.e., Four Corners, King Hill Road, and the Partnership structure. The Committee will bring its recommendations back to the Board.

Festival on the Green

Ms. B. Paterson reported that the 2013 Festival planning will begin in about a month. Ms. K. Paterson said it will be the 10th annual Festival and will take place on September 22. With construction, it will be held for one more year in front of EO Smith High School.

Finance and Administration

Chair Harry Birkenruth said the Committee welcomed Toni Moran to serve on the Committee.

The Committee approved a relocation claim for Select Physical Therapy. The relocation budget is still under budget.

Mr. Birkenruth said the Committee approved using some of the Partnership's fund balance (\$8,450) for kiosks along Dog Lane that will highlight the businesses, provide maps, and have information about events. The Partnership would pay for half the costs and Leyland would pay the other half.

Membership Development

Chair Frank McNabb said that membership renewals letters and the new brochure will go out Friday or Monday.

He said the Partnership is working on having a presence at Jorgensen events and UConn basketball games. The Committee also plans to have a table at the UConn Co-op on January 20 and 21 when the students come back from the winter break.

He said that Ms. van Zelm provided a Storrs Center update article that appeared recently in the Reminder News.

Nominating Committee

In Chair Philip Lodewick's absence, Mr. Bacon said members of the Committee met with Carl D'Oleo-Lundgren to fill the student representative position on the Board. He said the Committee all thought Carl was a very impressive candidate. Mr. Simpson made a motion to appoint Carl D'Oleo-Lundgren as the University of Connecticut student representative to the Partnership Board of Directors. Mr. McNabb seconded the motion. Mr. Yungclas, Mr. Hart, and Ms. B. Paterson spoke highly of Mr. D'Oleo-Lundgren's credentials. The motion was approved unanimously.

Planning and Design

Chair Steve Bacon said the Committee met with Andy Graves, architect with BL Companies, and Sam Gardner, architect with GWG, to finalize the compliance of Phases 1A and 1B, and the intermodal transportation center with the Storrs Center Sustainability Guidelines.

13. Adjourn

Mr. Paulhus made a motion to adjourn. Ms. Paterson seconded the motion. The motion was approved and the meeting adjourned at 5:00 pm.

Minutes taken by Cynthia van Zelm.