

**MANSFIELD DOWNTOWN PARTNERSHIP
BOARD OF DIRECTORS
Thursday, February 6, 2014
Mansfield Town Hall
Town Council Chambers**

4:00 PM

MINUTES

Present: Steve Bacon, Harry Birkenruth, Tom Callahan, Matthew Hart, Dennis Heffley, George Jones, Philip Lodewick, Toni Moran, Betsy Paterson, Shamim Patwa, Steve Rogers, Paul Shapiro, and Bill Simpson

Staff: Cynthia van Zelm, John Zaccaro (Partnership attorney)

Guest: Howard Kaufman, LeylandAlliance

1. Call to Order

Philip Lodewick called the meeting to order at 4:06 pm. He welcomed new Board member Paul Shapiro to the meeting and fellow Directors introduced themselves.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of January 8, 2014

Matt Hart made a motion to approve the minutes of January 8, 2014. George Jones seconded the motion. The motion was approved.

4. Approval of New Committee Members

Steve Bacon made a motion to approve the appointment of Dee Goodrich to the Advertising and Promotion Committee. Tom Callahan seconded the motion. The motion was approved.

Betsy Paterson made a motion to go into executive session pursuant to the applicable provisions of the Freedom of Information Act, particularly Connecticut General Statutes sections 1-200 (6) (E) and 1-210 (b) (5), to receive commercial or financial information not

required by statute and given in confidence by the Storrs Center Master Developer's representatives. Harry Birkenruth seconded the motion. The motion was approved.

5. Executive Session

Present: Mr. Bacon, Mr. Birkenruth, Mr. Callahan, Mr. Hart, Mr. Heffley, Mr. Jones, Mr. Lodewick, Ms. Moran, Ms. Paterson, Ms. Patwa, Mr. Rogers, Mr. Shapiro, and Mr. Simpson

Also Present: Cynthia van Zelm with the Mansfield Downtown Partnership; John Zaccaro with Cipparone & Zaccaro; and Howard Kaufman with LeylandAlliance

The Board reconvened in regular Session.

Mr. Kaufman left the meeting.

6. Executive Director Report

Cynthia van Zelm said that Winter Fun Week (events occurring in the downtown district) is this week and Kathleen Paterson in the Partnership office has put together a schedule of events which has been distributed widely in the community.

Ms. van Zelm said she anticipates the Partnership will be moving to its new office in the transportation center later in February.

She said LeylandAlliance will be hosting the fall National Town Builders Conference in Mansfield in October. Storrs Center would be showcased and the Partnership would play a significant role.

Ms. van Zelm said that NetMark Associates has held three workshops with the town square fundraising team and solicitation should start soon.

7. Four Corners Sewer and Water Study Advisory Committee Update

There was no update on the Four Corners Sewer and Water Study Advisory Committee.

8. Report from Committees

Advertising and Promotion

Toni Moran reported that the Art Fair Subcommittee of the Advertising and Promotion Committee has sent out applications to artists to participate in this new monthly event on Dog Lane near the Town Square. Janet Jones is heading up the Subcommittee.

Ms. Moran said the Advertising and Promotion Committee is looking to reach out to more people through the monthly newsletters and will be printing some hard copies to be distributed around town.

Business Development and Retention

In Steve Roger's absence, Ms. van Zelm reported that the Committee has been discussing the idea of an emporium or design whereby small businesses can flourish on Wilbur Cross Way.

Executive

Mr. Lodewick said the Executive Committee met before the Board meeting to continue to look at implementation of the Partnership's 3-Year Strategic Plan. The Committee and staff are looking at prioritizing areas of focus.

Membership Development

George Jones said that renewal letters had gone out. There had been a good response to a letter from Mr. Jones soliciting members to join the Partnership committees.

Planning and Design

Mr. Bacon said the Committee did not meet in January.

9. Executive Director Evaluation

Mr. Lodewick said Director comments on Ms. van Zelm's annual evaluation are due to him by February 28.

10. Adjourn

Mr. Callahan made a motion to adjourn. Ms. Paterson seconded the motion. The motion was approved and the meeting adjourned at 6:00 pm.

Minutes taken by Cynthia van Zelm.