

**MANSFIELD DOWNTOWN PARTNERSHIP
BOARD OF DIRECTORS
Thursday, April 3, 2014
Mansfield Senior Center
303 Maple Road**

4:00 PM

MINUTES

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

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

Guests: Howard Kaufman, Debbie Lastro, and Monica Quigley with LeylandAlliance; Jeffrey Resetco with EdR

1. Call to Order

Philip Lodewick called the meeting to order at 4:05 pm.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of March 6, 2014

Bill Simpson made a motion to approve the minutes of March 6, 2014. Steve Bacon seconded the motion. The motion was approved.

Betsy Paterson made a motion to move Agenda Item 7 to the next Agenda Item. Toni Moran seconded the motion. The motion was approved.

4. Recommendation to Partnership membership on Bylaws changes

Cynthia van Zelm and Partnership attorney John Zaccaro reviewed the proposed Bylaws changes that were recommended by the Nominating Committee. They include a change in address of the Partnership office; the allowance of The Chamber of Commerce Windham Region to appoint its Partnership Board members to the Board if the Mansfield Business and Professional Association (a subgroup of the Chamber) has not taken action; and a clarification

that the Partnership's Conflict of Interest and the Town of Mansfield's Code of Ethics apply to any contracts a Board Director or officer may have related to the Partnership.

Ms. Paterson made a motion to approve the amendments to the Partnership's Bylaws, and recommend to the Partnership members that they ratify these amendments to the Partnership's Bylaws as approved by the Partnership's Board of Directors. Bill Simpson seconded the motion. The motion was approved. *The recommended changes to the Bylaws are attached to the minutes as reference.*

Paul Shapiro asked if Board members were informed of the requirements of the Mansfield Code of Ethics. Mr. Zaccaro replied that the Board had received several memos about their obligations with respect to disclosure when the Code of Ethics was revised by the Town Council approximately a year ago. Ms. Paterson suggested that information be sent to the Board as a reminder.

Ms. Moran made a motion to set the annual dues for individual members of the Partnership at \$25 per year commencing on January 1, 2015 and to recommend to the Partnership membership that they ratify this change in the individual dues from \$15 per year to \$25 per year. Ms. Moran made a motion to adopt the proposed amendment to the Articles of Incorporation, and to recommend to the Partnership members that they approve the amendment to the Partnership's Articles of Incorporation. Ms. Paterson seconded the motions.

Membership Development Committee Chair George Jones said the Committee felt that the proposed increase was appropriate. Steve Bacon suggested that Mr. Jones make the proposal at the Annual Meeting. The motion was approved. *The recommended change to the Articles of Incorporation is attached to the minutes as reference.*

5. Update on Storrs Center For Sale Housing

Monica Quigley, Leyland's Vice President for Sales and Marketing, said the Leyland team had reached out to prospective home owners through social media, direct mail postcard, a press release, and through the Partnership's database to invite people to its kick-off meeting about for-sale housing in Storrs Center. She said that over 100 people attended the event last night. The majority of the audience was community members.

Ms. Quigley said the Founding Resident Program was announced where a prospective homeowner submits an application with a \$1,000 refundable deposit. She said 28 people have signed up since last night. The next step is to work on purchase agreements for those who are ready to commit. Ms. Quigley said that some people expressed in interest in a single design while others were interested in a variety of layouts.

Shamim Patwa arrived.

Ms. Quigley said there were questions about whether people could rent their homes. She said Leyland would poll the founding residents to see how they feel about that idea.

Ted Yungclas arrived.

Harry Birkenruth asked if the types of units could change. Mr. Kaufman said it was possible but there could be less total units if, for example, the 10 unit condo is swapped out for townhomes.

Ms. Quigley said a bus trip to Warwick Grove is planned for interested potential Storrs Center homeowners. The models proposed in Storrs Center have been previously built in Leyland's Warwick Grove project.

Ms. Quigley said marketing will continue through social media, e-mail blasts, and an advertising program. She said that Kathleen Paterson in the Partnership office will send information out to the Partnership's database.

Ms. Quigley and Mr. Kaufman said there was a lot of positive energy at the meeting.

Ms. Patwa asked if the response received shapes the design of the apartments planned for Phase 2. Jeffrey Resetco said EdR is creating dining rooms in some of the apartments in Phase 2, similar to what was done in Phase 1C. He did note that the demand for dining rooms has not been as high as envisioned. Ms. Patwa asked about including condos in Phase 2. Mr. Kaufman said Phase 3 was the test market. If it is successful, perhaps additional housing could be constructed on land Storrs Center Alliance owns outside of the Storrs Center Special Design District.

Tom Callahan commended Mr. Kaufman and the Leyland team for picking up the challenge of evaluating the current market for for-sale housing.

6. Update on Storrs Center – Phase 2

Mr. Resetco and Mr. Kaufman handed out the latest renderings for the proposed Phase 2 mixed-use development. Mr. Resetco thanked Planning and Design Committee Chair Steve Bacon for the Committee's review of the plans. Mr. Bacon noted that the Committee had reviewed three renditions of the plans over the last few months. EdR came back with improved plans each time.

Mr. Resetco said the goal was to create a new neighborhood that felt different than the previous phases.

He said retail storefronts will look similar to the current storefronts.

Mr. Kaufman said that buildings VS-6 and VS-10 will have shallower retail similar to Sweet Emotions. It will allow for smaller spaces for retail and office use.

Mr. Resetco said that if approvals are received in the next two months, they hope to break ground on June 1 with opening in July/August 2015.

Mr. Jones asked whether a tenant had been chosen for the 5,000 square foot building near Price Chopper. Mr. Kaufman said negotiations are still under way. Mr. Jones said the tenant or tenants will be important as it is a prominent corner.

Debbie Lastro and Mr. Kaufman said Phase 2 will include 205 apartments, and 34,000 square feet of commercial space.

Ms. Patwa asked about the location of pocket parks. Mr. Resetco said they were looking into plazas with public art between the VS-8/9 and VS-10 buildings. He said the space between the TS-3 building and the VS-2 building would be a pedestrian only corridor.

Mr. Kaufman said the for-sale residential area will have some small pavilions. *Subsequent to the meeting, Ms. van Zelm updated the Board via e-mail that, per Mr. Kaufman, the area adjacent to the VS-6 building will be a small park area (had previously been building VS-7).*

Mr. Bacon said it will be important to continue to look into how to implement the Downtown Public Spaces Plan that was prepared for the Partnership. If it is implemented, there will be pathways for contemplative spaces to visit.

Ms. Patwa asked about the idea of decorative sidewalks. Mr. Bacon said there was some support for unique sidewalk features at the Planning and Design Committee. The obstacles would be expense and maintenance. Mr. Kaufman thought decorative pavement between VS-8/9 and VS-10 would be possible.

Mr. Kaufman updated the Board on some changes to the parking for Phase 2. Mr. Kaufman said the development team has determined that if they are able to build a parking lot for Phase 2 vs. a parking deck, they would only need 90 spaces and not 120 as originally thought. The 90 spaces will allow for a smaller footprint.

Dennis Heffley asked whether Leyland had spoken to prospective homeowners about parking. Mr. Kaufman said the lot would be for renters in Phase 2. All the for-sale homes would have at least one parking spot. If additional parking was needed, they would look for a spot in the parking garage.

Mr. Callahan asked about the status of Educational Playcare. Mr. Kaufman said they hope to start construction next week and open later in 2014.

Mr. Kaufman, Ms. Lastro, Ms. Quigley, and Mr. Resetco left the meeting.

7. Executive Director Report

Ms. van Zelm said the Planning and Zoning Commission meeting on Storrs Center Alliance/EdR's proposal to change the parking factor for rental units was on April 21 at 7 pm.

She said the Nash-Zimmer Transportation Center grand opening is April 14 at 10 am at the Center.

8. Report from Committees

Advertising and Promotion

Ms. Moran said the Square Fair planning is well underway. She said work is on-going on the procedure to close a portion of Dog Lane for the Square Fair.

She said the Advertising and Promotion Committee is working on publicizing Storrs Center to the students staying in Mansfield for the summer, and to other visitors.

Business Development and Retention

Steve Rogers said the Committee had sent a letter to the new Storrs Center businesses to see if they had any concerns that they wanted to share with the Committee. There has been no feedback.

Mr. Rogers said the Committee also looked at the idea of creating a retail emporium with Mr. Kaufman. Mr. Rogers said the idea of a true emporium may not work economically as most of these type of co-ops are in older building with lower rent. Ms. Paterson said she continues to be interested in a space to sell Connecticut made goods. Mr. Rogers said that Mr. Lodewick had also expressed interest in this based on a store he had visited in Bend, Oregon. Mr. Heffley mentioned a Connecticut made store in Waterbury.

Finance and Administration

Mr. Callahan said the Committee had discussed and recommended salary increases for the Partnership's Communications and Special Projects Manager, and its Office Assistant. He said Mr. Lodewick asked the Finance and Administration Committee to bring a recommendation about a salary adjustment for the Partnership's Executive Director at the next Board meeting.

Membership Development

Mr. Jones said the Committee is focused on its mission of attracting new members and keeping its current members. A second letter has been sent out to members who have not renewed to be followed up by contact by Committee members.

Mr. Jones said the Committee is also pursuing a social event for members who give \$200 and above, which is a designated benefit.

The Board discussed the benefit of members and how their membership is best utilized. Ms. van Zelm said she and Matt Hart will be working with the CT Main Street staff on how other downtowns utilize members. Mr. Hart said he thought the Partnership would always need an advocacy group.

Mr. Callahan said a strong membership base continues to add value and legitimization to the Partnership.

Nominating

Mr. Bacon reported that the Committee interviewed two prospective student representatives to the Board today. Additional students will be interviewed soon.

He said UConn School of Fine Arts Dean Brid Grant has accepted a request by the Committee to be considered for a Board position when Ted Yungclas' term ends on June 30. A vote of the membership will occur at the Partnership's Annual Meeting in June.

Planning and Design

Mr. Bacon said there was no Committee report.

9. Four Corners Sewer and Water Advisory Committee Update

Mr. Hart said CT Water is constructing the water interconnection to Mansfield. The project is currently in the permitting stage. The goal is to have the system in place by 2016.

Mr. Hart said the Town has engaged Weston & Sampson to assist with the sewer pump station, trunk line, and collection system. The design is underway. Mr. Hart said funding for the sewer project may be brought to the Mansfield voters in November. The goal is also to have the sewer connection in place by 2016.

Mr. Bacon asked if Linda Painter would attend a Board meeting and talk about Mansfield Tomorrow. Mr. Hart said this was possible and that some schematics could be shown of the Four Corners as well.

10. Adjourn

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

Minutes taken by Cynthia van Zelm.