

**MANSFIELD DOWNTOWN PARTNERSHIP
BOARD OF DIRECTORS
Thursday, January 8, 2015
Mansfield Town Hall
Town Council Chambers**

4:00 PM

MINUTES

Present: Steve Bacon, Harry Birkenruth, Tom Callahan, Mona Friedland, Brid Grant, Matt Hart, Riley Hasson, Philip Lodewick, Paul McCarthy, Toni Moran, Betsy Paterson, Steve Rogers, Paul Shapiro, and Bill Simpson

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

1. Call to Order

Philip Lodewick called the meeting to order at 4:02 pm.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of December 4, 2014

Betsy Paterson made a motion to approve the minutes of December 4, 2014. Steve Bacon seconded the motion. The motion was approved.

Mr. Lodewick introduced Riley Hasson, a UConn junior, who will be taking the place of Cheyenne Haslett on the Board. Ms. Haslett will be abroad during the spring semester. Board members introduced themselves and welcomed Ms. Hasson.

4. Executive Director Report

Cynthia van Zelm said the bid opening for the stage roof and light pylons on the Town Square has been pushed from January 8 to January 13 at the request of one of the potential bidders. She said the work on the sculpture and trellises is underway.

A donor event is tentatively planned for May 1.

Kathleen Paterson, Communications and Special Projects Manager for the Partnership, is working on Winter Fun Week. This is the third year of Winter Fun Week after a Winter Fun Day event for several years. Ms. K. Paterson said various events will be highlighted that week that occur in the downtown area including business specials, the EO Smith High School winter play and UConn events, to bring people out in the winter and assist the local businesses. Ms. van Zelm said the UConn Alumni Association is planning a Storrs Center stroll on February 7 from 1 pm to 5 pm as they receive a lot of interest in knowing more about Storrs Center from their alumni. Businesses are being requested to have a special menu item, event, etc.

Ms. van Zelm said she plans on bringing a draft of ordinances and policies for the Town Square and public spaces for downtown to the Board in February. After discussion, the Board suggested that Ms. van Zelm bring the drafts to the Advertising and Promotion Committee at its January 28 meeting for their review. She will also invite members of the Planning and Design Committee to the meeting. Ms. van Zelm will send out the Memorandum of Understanding between the Town and UConn on the use of the Town Square to the Advertising and Promotion Committee before the meeting.

5. Review of Downtown Storrs Logo

Toni Moran, Chair of the Advertising and Promotion Committee, opened the Power Point presentation by noting that the Committee reviewed a few logo designs for Downtown Storrs that the UConn student group ATION had worked on over the fall semester.

Ms. van Zelm and Ms. K. Paterson reviewed the origin of the new logo – noting that the Partnership has moved from promoting the vision of Storrs Center to promoting the place.

Ms. van Zelm referred back to the Downtown District Public Spaces and Green Infrastructure Master Plan noting that the Plan looked at a wider downtown development area, linking the public spaces of Moss Sanctuary, the Community Center, commercial buildings, etc.

In 2013, the Partnership began to refer to the downtown area as Downtown Storrs as referenced in its communications plan. LeylandAlliance branded Storrs Center as its development. Ms. van Zelm noted that the downtown will thrive if all the attributes in the downtown are promoted.

One of the goals was to identify a logo for Downtown Storrs.

Ms. K. Paterson said the Partnership continued its work with ATION, a UConn student marketing and design firm, to prepare a logo for consideration. ATION had prepared the new Celebrate Mansfield Festival logo for the Partnership.

The new proposed logo was unveiled. Ms. K. Paterson noted that the leaf reflects the large oak tree on the corner of the Town Square. The buildings reflect the new construction and the more urban feel of the pedestrian-friendly downtown. The veins of the leaf reflect the roads

and the Town Square. The colors are vibrant and unique and are reminiscent of New England autumnal tones.

Ms. Moran said she likes the sense of motion, the colors, and the combination of urban and rural.

Mona Friedland said there is a juxtaposition with the Storrs Center corporate logo.

Brid Grant said the logo is contemporary and youthful and represents the new downtown.

In general, the Board liked the new logo.

Matt Hart asked about keeping the Storrs Center name. The Board discussed this at length with varying opinions on the use of the Storrs Center name vs. Downtown Storrs. Some members said they and others refer to the area as downtown Storrs while others noted the fact that the Storrs Center name is very well known as a description of the downtown. Some Board members agreed that using Downtown Storrs does encompass a wider area than just the new development.

In response to a comment from Tom Callahan, Ms. K. Paterson said that the Partnership logo (for the organization) will stay the same for now.

The Board also discussed whether UConn should be represented in the logo.

Mr. Hart asked Ms. van Zelm to gather more input on the logo.

Ms. K. Paterson noted that there would have to be a concerted effort to promote the downtown as Downtown Storrs.

Ms. Moran moved that the Partnership Board endorse the Downtown Storrs logo and send it to the Town Council for endorsement. Ms. Paterson seconded the motion. The motion was approved.

6. Report from Committees

Advertising and Promotion

Ms. K. Paterson said Winter Welcome was a success. Ms. Moran noted that there was a visit from Santa Claus and carolers on the Town Square.

Square Fair

Ms. Moran said the Square Fair Subcommittee has not met.

Celebrate Mansfield Festival

Ms. Paterson said the Festival Subcommittee will meet on Feb. 2.

Business Development and Retention

Steve Rogers said the Committee met last night and is continuing to meet with Storrs Center businesses to listen to any recommendations and concerns. Mike Young, owner of Sweet Emotions, was at the meeting last night. Mr. Young noted that the lighting near his business was not as brilliant as he would like, recognizing that the street lights are LED down lit lights. Mr. Rogers said he and Ms. van Zelm are noting concerns and following up with the appropriate entity, as needed. Overall, Mr. Young is happy.

Finance and Administration

Mr. Callahan said the Committee started to work on the Partnership's FY2015-2016 budget and plans to bring it to the Board in March or April.

Membership Development

In Chair George Jones absence, Ms. van Zelm said the Committee will meet on January 12. The membership renewal letters are almost ready to be mailed.

Planning and Design

Mr. Bacon said the Committee met with Will Quintanilla from Humphreys & Partners Architects and Bill Kerensky from LeylandAlliance on the Sustainability Guidelines checklist for Phase 2.

Mr. Bacon said the main subject discussed was whether there should be radon mitigation and/or testing in the Phase 2 construction. There had been high radon readings in some of the old buildings in the Phase 1 footprint. The Committee asked Mr. Kerensky to follow-up with his colleagues at Leyland and EdR to determine if radon testing was done in the Phase 1 buildings, and if so, would Leyland/EdR consider those results a basis for installing piping in Phase 2? Or would Leyland/EdR consider going directly to mitigation piping for Phase 2?

Mr. Bacon said since some of the Phase 2 buildings will have residences on the 1st floor, the issue of radon mitigation becomes more significant.

Ms. 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. Bill Simpson seconded the motion. The motion was approved.

7. Executive Session pursuant to Connecticut General Statutes sections 1-200 (6) (E) and 1-210 (b) (5)

Present: Mr. Bacon, Mr. Birkenruth, Ms. Friedland, Ms. Grant, Ms. Hasson, Ms. Moran, Ms. Paterson, Mr. Rogers, Mr. Shapiro, and Mr. Simpson

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

The Board reconvened in regular Session.

8. Adjourn

The meeting adjourned at 5:55 pm.

Minutes taken by Cynthia van Zelm.