

**MANSFIELD DOWNTOWN PARTNERSHIP
BOARD OF DIRECTORS
Thursday, October 1, 2015
Mansfield Town Hall
Town Council Chambers**

4:00 PM

MINUTES

Present: Steve Bacon, Mona Friedland, Matt Hart, Riley Hasson, George Jones, Philip Lodewick, Paul McCarthy, Betsy Paterson, Shamim Patwa, Diana Pelletier, Steve Rogers, Paul Shapiro, and Bill Simpson

Staff: Cynthia van Zelm, Kathleen Paterson, Dee Goodrich, Partnership attorney John Zaccaro

1. Call to Order

Board President Philip Lodewick called the meeting to order at 4:06 pm.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of September 3, 2015

Paul Shapiro made a motion to approve the minutes of September 3, 2015. Betsy Paterson seconded the motion. The motion was approved.

4. Executive Director Report

Cynthia van Zelm indicated that her updates would fall under the Storrs Center Update agenda item.

Ms. van Zelm introduced Dee Goodrich as the new Partnership Transportation Coordinator. Board members introduced themselves.

5. Storrs Center Update

As follow-up to a prior Board discussion, Ms. van Zelm said Kevin Filchak, the Town's economic development intern, had done research on the pros and cons of a brew pub and the zoning implications (the production of beer in a commercial establishment is not currently

allowed under the Town's regulations). His research was presented to the Town's Economic Development Commission where they held a brief discussion and asked that Director of Planning and Development Linda Painter to provide answers to zoning questions that were raised at the meeting. Matt Hart asked that Ms. van Zelm forward Mr. Filchak's report to the Board.

Ms. van Zelm said that all residents had moved into the Oaks apartments. She said there are some outstanding items to be done such as putting in the final blinds in all the apartments, but most work is complete.

Ms. van Zelm said Centerplan has moved out of the space in the Nash-Zimmer Transportation Center. One of Ms. Goodrich's priorities is to look at options for this space.

Ms. van Zelm said the parking situation in the parking garage has improved due to the Oaks residents moving above the 3rd floor as designed. In addition, the overnight rate has been raised to ensure that cars are not staying for days/weeks at a time. Ms. van Zelm said the addition of 200 plus apartments has caused some operational issues including additional trash, parking issues, etc. Mr. Hart said the Town may need additional police and public works help as the downtown footprint has grown.

Ms. van Zelm reiterated that a "casting call" had gone out for actors from the UConn marketing group, ATION that is working with the Partnership on developing a promotional video on Downtown Storrs.

6. Review of Request for Proposal for a Consultant to Develop Partnership Organizational Strategic Plan

Ms. Paterson made a motion to approve release of the Request for Proposal for a Consultant to Develop Partnership Organizational Strategic Plan. Bill Simpson seconded the motion.

Ms. van Zelm reviewed the highlights of the Request for Proposal (RFP), noting the inclusion of background on the Partnership, deliverables required by the consultant, and schedule. She is recommending that a small steering committee be formed of the Board to guide the process. She asked for feedback on the budget for a consultant, and a deadline for responses to the RFP.

After some discussion about setting a budget, Matt Hart suggested changing the RFP to a Request for Qualifications (RFQ) whereby a formal cost proposal is negotiated with a preferred candidate. The Board agreed to go this route.

With respect to a deadline for response, Mr. Hart suggested that it be no less than 3 weeks.

Ms. Paterson asked Mr. Simpson to agree to a modification to change the motion to reflect an RFQ process. Mr. Simpson agreed. Ms. Paterson made a motion to approve release of the

Request for Qualifications for a Consultant to Develop Partnership Organizational Strategic Plan. Paul Shapiro seconded the motion. The motion was approved.

Ms. van Zelm asked for volunteers from the Board to serve on the steering committee. Ms. Paterson and Mr. Lodewick volunteered.

Ms. van Zelm said she will follow-up with names of potential consultants that the Board had suggested at the September Board meeting. She will also place the RFQ on the Partnership, Town, and CT Main Street Center websites.

7. Report from Committees

Celebrate Mansfield Festival

Ms. Paterson read her letter to the editor that appeared in the Chronicle this week. The letter thanked and commended the entire Festival team.

Advertising and Promotion

Riley Hasson reported that the Pup Crawl will be October 17 and is included as part of the Last Green Valley's Walktober events.

The Committee also talked about the downtown trick or treating event on October 24, and brainstormed ideas to enhance Winter Welcome which is December 5.

Ms. Hasson said the Partnership is also supporting the UConn alumni Storrs Center Stroll which is in two weeks.

Business Development and Retention

Chair Steve Rogers said the Committee met on Monday and reviewed the new businesses coming into Storrs Center. The Committee also discussed some of the concerns from current business owners about potential competition coming in from new businesses in Phase 2. The concern from businesses about the increase in their taxes was discussed again.

Mr. Rogers said he and Committee member Rene Schein will be reaching out to the new businesses in Phase 2 to welcome them.

The Committee is looking for at least one more Committee member.

Finance and Administration

Ms. van Zelm reported that the Committee did not meet last month.

Membership Development

Chair George Jones said the Committee did not meet this month but is still planning on meeting with the Finance and Administration Committee to discuss Partnership funding.

Planning and Design

Chair Steve Bacon said the Committee discussed the public spaces in downtown, particularly on Wilbur Cross Way. The Committee is interested in seeing more dedication to design, landscaping, etc. in some of the new spaces including the courtyard on Wilbur Cross Way, and the grassy area near Bruegger's Bagels. He is interested in continuing to push for ideas to make the blank wall near the Post Office more attractive. There is still work there to be done to the parking lot by the Town and Leyland which has delayed any decorative work on the wall. Mr. Hart agreed that there is still work to be done and said there is a plan for vegetation to enhance the aesthetics of the wall.

Mr. Bacon said there needs to be a plan for improvements to the public spaces to set the stage for funding requests.

8. Other

Mr. Lodewick noted that this was one of Ms. Paterson's last meetings as Mayor, as she is not running for Town Council again. He asked for a motion to appoint Ms. Paterson as an Emeritus Board member. Mr. Simpson made the motion which was seconded by Mr. Jones. The motion was approved.

The Board and staff celebrated Ms. Paterson's long time commitment and dedication to the Partnership with a cake in her honor.

9. Adjourn

The meeting adjourned at 5 pm.

Minutes taken by Cynthia van Zelm.