

**MANSFIELD DOWNTOWN PARTNERSHIP  
BOARD OF DIRECTORS MEETING  
Thursday, October 6, 2016  
Mansfield Town Hall  
Town Council Chambers**

**4:00 PM**

**MINUTES**

Present: Steve Bacon, Matt Hart, Mike Kirk, June Krisch, Paul McCarthy, Toni Moran, Bob Niderno, Shamim Patwa, Diana Pelletier, Anthony Raggi, Joy Sgobbo, and Paul Shapiro

Staff: Cynthia van Zelm

**1. Call to Order**

President Steve Bacon called the meeting to order at 4:03 pm.

Mr. Bacon asked that an agenda item be added after the approval of the minutes to establish the task forces as recommended in the Strategic Plan. Diana Pelletier made that motion. Toni Moran seconded the motion. The motion was approved.

**2. Opportunity for Public to Comment**

There was no public comment.

**3. Approval of Minutes of September 1, 2016**

Paul Shapiro made a motion to approve the minutes of September 1, 2016. Ms. Pelletier seconded the motion. The motion was approved.

Mr. Bacon noted that Board member Tom Callahan had resigned from the Board of Directors. He retired from UConn this past spring and has been working for the State of Rhode Island. Mr. Bacon said he and Executive Director Ms. van Zelm would be working on an event to recognize Mr. Callahan for his service.

**4. Approval of Motions to Authorize Partnership Task Forces**

Mr. Bacon said the recently approved Strategic Plan calls for the establishment of task forces in the areas of governance, growth, and positioning of the Partnership and the downtown. The

ability for the Partnership to create task forces will be added to the Bylaws but work by the task forces needs to begin before the Bylaws can be ratified by the Partnership membership.

Mr. Shapiro made a motion to approve the following:

To implement the Strategic Plan approved by this Board on September 1, 2016, by establishing a Governance Task Force charged with the duties and activities set forth in the Strategic Plan, which shall serve as until such time as the Bylaws are amended to establish a permanent Governance Committee as a Standing Committee of the Partnership; and further, to approve the appointment of Steve Bacon and Betsy Paterson as Co-Chairs of the Governance Task Force; and further, to ratify any and all actions or activities of the Chairperson or other members of the Governance Task Force taken prior to the passage of this motion.

To implement the Strategic Plan approved by this Board on September 1, 2016, by establishing a Growth Task Force charged with the duties and activities set forth in the Strategic Plan, which shall serve as until such time as the Bylaws are amended to establish a permanent Finance and Growth Committee as a Standing Committee of the Partnership; and further, to approve the appointment of Matt Hart and Mike Kirk as Co-Chairs of the Growth Task Force; and further, to ratify any and all actions or activities of the Chairperson or other members of the Growth Task Force taken prior to the passage of this motion.

To implement the Strategic Plan approved by this Board on September 1, 2016, by establishing a Positioning Task Force charged with the duties and activities set forth in the Strategic Plan; and further, to approve the appointment of Toni Moran and George Jones as Co-Chairs of the Positioning Task Force; and further, to ratify any and all actions or activities of the Chairperson or other members of the Positioning Task Force taken prior to the passage of this motion.

June Krisch seconded the motions.

Mr. Bacon said typically the Board asks that Board members be involved in committees. With the new proposed structure there will be less committees. The goal is to make sure that Board members are involved in the new structure. Mr. Shapiro agreed with this premise and also encouraged non-Board members to continue to serve on committees, task forces, etc.

The motion was approved.

## **5. Executive Director Report**

Ms. van Zelm gave an update on Storrs Center. She said the Oaks will begin its renewal process this week. She said Toasted is scheduled to open October 14. CME Engineering is scheduled to open by mid-December, and Tang and Grille 86 by January. Ms. van Zelm said

there are still 5 more homes to sell in Main Street Homes. Storrs Center Alliance plans to have another open house.

Ms. van Zelm said the Festival went very well again this year. She said a debrief with committee members will be held later this month. She thanked Board members for their contributions and time dedicated to the Festival.

Ms. van Zelm said the Pup Crawl will be October 15 and trick or treating on October 29. She said the UConn Alumni office is also sponsoring the 3<sup>rd</sup> Storrs Center Stroll as part of Homecoming. Many businesses have signed up to participate.

Ms. van Zelm said Mansfield Planning and Development Director Linda Painter has sent a letter to Storrs Center Alliance requesting that they complete an updated parking study by December.

Ms. van Zelm followed up with a question from Board member Steve Smith from last month's meeting about parking revenue. She said the revenue for parking provided last month includes the garage, and on-street parking.

Ms. van Zelm said three new parking signs indicating the location of parking in the garage and the fact that it is free for 2 hours have been put out near CVS, near the oak tree on Betsy Paterson Square, and near Wingstop. She is working with Storrs Center Alliance and LAZ Parking on a sign to go on the parking garage on the Dog Lane and Royce Circle sides.

## **6. Monthly Review of Strategic Plan Dash Board**

Ms. van Zelm handed out an updated Strategic Plan Dash Board and went over the status of the Partnership's strategic priorities from the Strategic Plan. Highlights include a draft of an MOU between the Partnership, Town and UConn which is being reviewed by UConn's attorney; and review of potential changes to the Bylaws by the Governance Committee on October 11.

## **7. Approval of Storrs Center Public Spaces Study**

Mr. Bacon said the Storrs Center Public Spaces Study is the result of the work of UConn Associate Professor Kristin Schwab and her students. The Board had previously reviewed designs in several public areas of the downtown which would be well served by improvements: courtyard between Mooyah and Geno's; courtyard between Bruegger's and Dunkin Donuts; courtyard between Bliss and Amazon; landscaped area across from Educational Playcare on Wilbur Cross Way; the Post Office area; and access from the parking lot off Elsie Marsh Way to Royce Circle.

The Planning and Design Committee discussed the recommended priorities at its September meeting, as well as funding. The Committee recommended moving up the Wilbur Cross Parklet and the Wilbur Cross Way Axial Ribbon in terms of priority as there may be potential

funding for the Parklet and the Axial Ribbon would be in a key potential public use area. Betsy Paterson was to talk to Mansfield's state legislators about possible grant funding.

Shamim Patwa asked if property owner and businesses would contribute since improvements would benefit them. Ms. van Zelm said the plan is to talk to the property owners about the recommendations since most of them are on private land. Her goal is to put together a comprehensive proposal for funding alternatives that would include contributions from property owners.

Mr. Shapiro expressed concern about locking the Board into the priorities and advocated being able to come back to the Board if the priorities change or if there are some different designs that are favored by the Board. Mr. Hart suggested bringing back each project to the Board for final approval.

Mr. Hart made the following motion – Move, to accept the Storrs Center Public Spaces Study as a guide to the future development of public spaces in Storrs Center and to authorize the Planning and Design Committee or a task force to explore funding for each priority. The Board of Directors shall approve funding in the Public Spaces Study for each project. Mr. Shapiro seconded the motion. The motion was approved.

## **8. Report from Committees**

### Advertising and Promotion

Ms. Moran said the Committee discussed upcoming events and the process to approve events on the Town Square.

Along with discussing the fall events already mentioned, the Committee discussed Winter Welcome on December 5. The plan is to have Santa, carolers, and school choirs. Other events are being discussed.

Ms. Moran said she has reached out to several Board and community members to serve on the Positioning Task Force.

She reiterated that some sort of committee should remain to plan the Celebrate Mansfield Festival.

### Business and Development

Ms. van Zelm said the Business Development and Retention Committee will meet next week. A networking reception for downtown businesses is to be held on November 7 at Dog Lane Café.

Ms. van Zelm will update the Committee on the revised proposed committee structure.

## **9. Adjourn**

Ms. Patwa made a motion to adjourn. Mr. Bacon seconded the motion. The motion was approved and the meeting adjourned at 5:05 pm.

*Minutes taken by Cynthia van Zelm.*