

**MANSFIELD DOWNTOWN PARTNERSHIP
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE
January 7, 2015
5:00 PM
Mansfield Downtown Partnership Office
23 Royce Circle**

MINUTES

Present: Steve Rogers (Chair), Ron Liu, Paul McCarthy

Staff: Cynthia van Zelm

Guest: Mike Young, owner of Sweet Emotions

1. Call to Order

Steve Rogers called the meeting to order at 5:10 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from October 9, 2014

There was no quorum to approve the minutes.

4. Update from Mike Young, owner of Sweet Emotions

Mike Young said he has owned the Sweet Emotions candy store for about five months, taking over from original owner Barry Schreier.

He said he was thankful for the Partnership keeping in touch with him. He also noted that the surrounding businesses are great about looking out for each other.

Mr. Young said he is pleased with his space. He is now experiencing the trend of what business is like when the students are not in town.

He expressed concerns about the lighting at the shop end of Dog Lane. Some of the tenants around him close earlier and the area can be dark. He said he had mentioned this to The Wilder Companies, the new landlord. He is open to ideas about how to further light his space. He did put up colored orbs to attract people to the store. Mr. Young appreciates that the street lights are LED down-lit lights per the design but would like to find other ways to light the street.

Other ideas might include adding a speaker to pipe out music.

Mr. Young is also concerned about employee parking. Right now, some of them park in the UConn lot near the Bishop Center once it becomes available parking (and not enforced) some time after 4 pm. Could there be more designated spots in the Dog Lane lot? Cynthia van Zelm said that most employees are parking the parking garage.

Mr. Young also suggested additional signage at the top of Dog Lane near Storrs Road so more people know that his business and others are down Dog Lane. The kiosks are helpful but not necessarily visible to car traffic. Ron Liu agreed that more signage to direct people to less visible areas would be helpful.

Mr. Rogers said that he and Ms. van Zelm would follow-up with Wilder, the Town, and the Storrs Center communications team on some of these issues.

Mr. McCarthy left the meeting.

Mr. Rogers encouraged ways to bring the stores more out into the street to create energy.

Mr. Young suggested fire pits on the Town Square. What about winter concerts?

5. Adjourn

The meeting adjourned at 5:55 pm.

Minutes taken by Cynthia van Zelm.