

**MANSFIELD DOWNTOWN PARTNERSHIP
EXECUTIVE COMMITTEE
SPECIAL MEETING
TOWN COUNCIL CHAMBERS**

THURSDAY, FEBRUARY 6, 2014

11:30 AM

MINUTES

Present: Steve Bacon, Harry Birkenruth, Tom Callahan, Mike Kirk, Philip Lodewick, Betsy Paterson, Steve Rogers

Also Present: Board members Matt Hart and Toni Moran

Staff: Cynthia van Zelm

1. Call to Order

Philip Lodewick called the meeting to order at 11:40 am.

2. Approval of July 11, 2013 and October 3, 2013 Minutes

Betsy Paterson moved to approve the minutes of July 11, 2013 and October 3, 2013. Mike Kirk seconded the motion. The motion was approved.

3. Implementation of Strategic Plan including Review of Mission vis a vis Branding of Partnership; Update on Funding Partnership Operations; Review of Partnership Staffing; Review of Partnership Committee Structure; Review of Board Role

Cynthia van Zelm said that she would like to review the branding and logo for the Partnership as it continues to transition to a management/promotion role in Storrs Center. One of the questions that has come up in many meetings and with master developer LeylandAlliance is what geographic area is considered "Storrs Center." Is it only the Leyland owned property? If it includes other neighboring businesses, how are they described? Downtown Storrs/Mansfield? Ms. van Zelm said that she thought she could get some assistance through the Digital Media Center at UConn in terms of rebranding the Partnership.

The Committee spent some time discussing the Partnership's future role. Matt Hart suggested looking into whether the Partnership could become a national certified National Main Street Center community. Committee members thought this should be pursued and Ms. van Zelm will follow-up with the CT Main Street Center team.

The Committee agreed that it is important to preserve and promote the asset that the Partnership created while also focusing efforts on finishing Phases 2 and 3.

The Committee discussed funding and staffing of the Partnership. Harry Birkenruth said the future functions of the Partnership need to be defined more clearly before branding and staffing/funding issues are resolved.

Mr. Lodewick will follow-up with Howard Kaufman at Leyland Alliance about the Storrs Center brand.

4. Adjourn

Tom Callahan made a motion to adjourn. Ms. Paterson seconded the motion. The meeting adjourned at 1 pm.