



**TOWN OF MANSFIELD
ECONOMIC DEVELOPMENT COMMISSION
Thursday, March 24, 2016 ■ 5:30 PM
Council Chambers
Audrey Beck Municipal Building
4 South Eagleville Road**

Regular Meeting Agenda

Call to Order/Roll Call

Opportunity for Public to Comment

Approval of Minutes

- December 17, 2015 – Regular Meeting
- January 28, 2016 – Regular Meeting
- February 25, 2016 – Regular Meeting

Old Business

1. Update on Project Green Space
2. Economic Development Website Update/Criteria for Choosing Featured Businesses
3. Membership

New Business

1. Presentation Dairy Industry – Stacey Stearns, Mansfield Agriculture Committee
2. Presentation on Mountain Dairy –Paul Brody, Mountain Dairy
3. Discussion with Agriculture Committee members on potential joint initiatives

Reports

- Staff Update
- Business activity
- Events
- Chamber of Commerce/Mansfield Business and Professional Association (MBPA)
- Other

Communications

Adjournment

DRAFT MINUTES
MANSFIELD ECONOMIC DEVELOPMENT COMMISSION
Regular meeting – Thursday, December 17, 2015
Conference Room B, Audrey P. Beck Municipal Building

Members Present: S. Ferrigno, J. McGuire, G. Thompson, R. Beebe, K. Dorgan (5:40 p.m.), M. Hirschorn (5:44 p.m.), A. Marcellino (ex officio)
Staff Present: Matthew Hart, Town Manager; Linda Painter, Director of Planning; Kevin Filchak, Graduate Intern

S. Ferrigno called the meeting to order at 5:31 p.m.

Public Comment: No public comments were received.

Approval of Minutes:

- October 22, 2015: McGuire MOVED and Thompson seconded motion to approve minutes. MOTION PASSED, Dorgan abstained.
- November 19, 2015: McGuire MOVED and Thompson seconded motion to approve minutes. MOTION PASSED UNANIMOUSLY.

Old Business

New Business:

1. Green Bank Solar Leases for Commercial Properties: Painter discussed the solar lease program for businesses and nonprofits. She said that there will be a presentation by Green Bank in the coming months but no date has yet been chosen. An insert for the event is the commercial tax billing. After a discussion of the program and various applications in Town, the Commission requested Filchak forward the Green Bank flyers to them.
2. 2016 Monthly Meeting Topics: The Commission reviewed meeting topics for the upcoming year. It was decided that for the January meeting the EDC would invite Mary Oliver, the Program Coordinator for Windham Arts, to speak on their programs. February would have a presentation on the Dairy Industry in Mansfield. In March the Commission will invite Larry Silbert from UConn to discuss University initiatives. The Commission will revisit meeting topics in the spring.

Reports:

- Staff Updates: Filchak presented an update on major projects he is working on for the Commission. He discussed the Permitting Guidebook, the Business Visitation Survey, the Town's business website, and a Business Welcome Kit. The members discussed and asked questions on each. Specific areas noted were updating the Mayor's name on the webpage and including phone numbers for emergency services in the business welcome kit. The Commission also asked that the information presented be shared with Cynthia VanZelm at the Mansfield Downtown Partnership. McGuire asked that the presentation be sent to the Commission. Hart asked that the website and welcome kit be focused on and presented to the Commission in January.

- Business Activity: Noted.
- Events: No events
- Chamber of Commerce/Mansfield Business and Professional Association (MBPA): The MBPA will be holding its next meeting on January 13, 2016 at 8:00 a.m. in the Mansfield Community Center.
- Other

Ferrigno adjourned the meeting at 6:30 p.m.

DRAFT NOTES
MANSFIELD ECONOMIC DEVELOPMENT COMMISSION
Regular Meeting – Thursday, January 28, 2016
Council Chambers, Audrey P. Beck Municipal Building

Members Present: J. McGuire, G. Thompson, D. Fecho, M. Hirschorn, A. Marcellino (ex officio)

Staff Present: Matthew Hart, Town Manager (6:30 p.m.); Linda Painter, Director of Planning; Kevin Filchak, Graduate Intern

J. McGuire called the meeting to order at 5:36 p.m.

Public Comment: R. Hossack, Middle Turnpike and D. Freudmann, Eastwood Road, addressed the Commission and urged the EDC to oppose the Project Green Space proposal.

Approval of Minutes: Due to a lack of quorum, minutes were tabled until February EDC meeting.

Old Business:

1. Green Bank Solar Leases for Commercial Properties: No update on project.
2. 2016 Monthly Meeting Topics: It was decided that the discussion on Agricultural businesses in Mansfield originally to be discussed in February, will be rescheduled for the March EDC meeting. The February EDC meeting will have instead a review of current projects and initiatives.

New Business:

1. Presentation on Windham Arts Program, presenter Mary Oliver, Program Coordinator: Mary Oliver presented an overview of Windham Arts, the designated service organization for arts, culture, history and tourism for 22 communities in the northeast corner of Connecticut, and the services they provide through various programs such as online listings, a regional magazine, and radio programs. Oliver expressed interest in partnering with local EDCs and other organizations such as UConn on regional economic development and tourism initiatives.
2. Alcoholic Liquor Permits: Painter updated the Commission on the current status on the update to the Town's Alcoholic Liquor regulations and the need for a referendum to expand the list of allowable liquor permits to include brewpubs.
3. Project Green Space: Painter and Hart provided an overview of a concept for proposed legislation being promoted by the Audobon Society, noting that the Town Council had referred the matter to committee for review. Members expressed concern regarding impacts of the proposal. Marcellino suggested that the Commission issue formal comments opposing Project Green Space in response to the Town Council referral. McGuire suggested continuing to the matter to February for further discussion and a formal vote to convey the Commission's recommendation to the Town Council.

Reports:

- Staff Update. Painter noted that draft zoning regulations had been sent to the Commission for review and would be discussed at the February meeting. At the request of McGuire, Hart gave an update on the current tax appeal at Storrs Center.

Adjournment: McGuire adjourned the meeting at 7:15 p.m.

DRAFT NOTES
MANSFIELD ECONOMIC DEVELOPMENT COMMISSION
Regular Meeting – Thursday, February 25, 2016
Council Chambers, Audrey P. Beck Municipal Building

Members Present: S. Ferrigno, J. McGuire, D. Fecho, A. Marcellino (ex officio)

Staff Present: Matthew Hart, Town Manager; Janell Mullen, Assistant Planner; Kevin Filchak, Graduate Intern

Ferrigno called the meeting to order at 5:35 p.m.

Public Comment: B. Schafer, Echo Road, addressed the Commission regarding marketing the Downtown as a 'live near your work' location. Provided the Commission with a packet showing an example from University of Minnesota.

Approval of Minutes: Due to a lack of quorum, December 2015 and January 2016 minutes were tabled until March EDC meeting.

Old Business:

1. Project Green Space: Hart explained the proposal under consideration by the legislature and the referral from the Town Council. Hart also detailed the responses from the other Town Committees and Commissions thus far. McGuire suggested drafting a position statement. Ferrigno and McGuire opposed the motion. Fecho wanted more information. Ferrigno tasked Filchak with drafting a position statement for the Commission for the March meeting.
2. Mansfield Quick Reference Guide: Filchak presented and explained the design of the packet and magnets. Marcellino asked about what packets are currently provided to new businesses and suggested these be submitted to them.

New Business:

1. Draft Zoning Regulations: Janell Mullen presented to the Commission prioritized sections of the Zoning Regulations currently being reviewed and updated: Water Connections, Stormwater, Live Music, and Alcoholic and Liquor Permits. Mullen explained and answered several questions on each from the Commission. Hart explained that the goal is to move the Regulations towards a framework. Ferrigno asked if the Commission should submit comments regarding the proposed regulations. Mullen concurred.
2. Website Updates: Filchak presented the proposed changes to the Town's Business and Economic Development webpages. The Commission asked questions concerning the location on the webpage. McGuire proposed adding a town brand to webpage.
3. Featured Business: Filchak presented a draft version of a featured business. Marcellino asked where we could put this on the website. Ferrigno asked how often the EDC should feature a business. Hart suggested quarterly. Marcellino asked that a set of criteria be developed. Commission will discuss proposed criteria in March.

Reports:

- Staff Update: Hart provided staff update. Discussed the Town Council / PZC joint committee on Housing and Rental Housing properties. Explained that Filchak is currently researching town branding. Updated on Storrs Center retail spaces and their new tenants, stating that forty percent of Phase II spaces have been rented. Hart said that they are in talks with potential Brew Pub tenants. Hart explained that he and Linda Painter met with the owners of Kirby Mill and discussed the possibility of converting the space into a business accelerator. Hart then explained the potential sale of Region 19 facilities to University of Connecticut. The Commission discussed and asked questions concerning the sale and its potential impacts. Hart concluded his comments by saying that he would review appointments to the

Commission. Marcellino asked about the business visitation surveys and when they would continue. McGuire stated that the old version of the surveys had been updated to the new model and updated Commission on observed trends.

Adjournment: Ferrigno adjourned the meeting at 7:00 p.m.

Mansfield Agriculture Committee Charge

CHARGE/DUTIES: The Agriculture Committee shall be an advisory board to the Town Council and other Town officials with the following charges and duties:

General

- a. To foster agricultural viability and preservation of agricultural land in Mansfield.
- b. To foster a healthy environment.
- c. To serve as a conduit between local farmers and non-profit agencies, civic organizations, municipal boards and commissions, elected officials, and non-farm residents.
- d. To advocate for agriculture before land use and other commissions.
- e. To act as a resource for agricultural information.
- f. To chart land use in Mansfield to support a balance between agriculture, preservation, and other land uses.
- g. To promote keeping Town-owned farmland in agricultural production. In addition, to ensure the responsible use of Town-owned farmland by monitoring use agreements between the Town and local farmers.

Education and Outreach

- a. To increase awareness of agricultural enterprises in the community.
- b. To promote the value of viable agriculture to the Town in the areas of employment, property taxes, environment and farmland preservation.
- c. To provide information and guidance on agriculture-related issues-such as zoning, inland wetland, public works and others - to town departments and other boards and commissions and residents as necessary.
- d. To support young farmers by supporting local, regional, and state vocational agricultural education, and 4-H programs.
- e. To recognize and support new farming operations.
- f. To act as a sounding board and provide review to town departments, boards and commissions concerning the impact of proposed town policies on agricultural activities.

Economic Opportunities

- a. To identify opportunities to preserve and expand agriculture in Mansfield.
- b. To promote opportunities for residents and local businesses to support agriculture.
- c. To provide information regarding available financial support related to agricultural viability.

MEMBERSHIP: The Agriculture Committee will consist of 6 regular voting members and 4 alternates appointed by the Town Council in accordance with A§192 of the Mansfield Code. Insofar as practical, members appointed shall be representative of all groups interested in the management, protection and regulation of agriculture as defined by Connecticut General Statutes I-lq, particularly those directly involved in agriculture. A chairman, vice chairman and a secretary will be elected and will serve for a term of one year.

LENGTH OF TERM: The appointments will be for three year terms.

AGRICULTURE COMMITTEE

The Agriculture Committee advises the Town Council and other bodies on matters related to promoting a viable agricultural economy and preserving farmland in Mansfield.

Accomplishments for FY 2014-2015

- Provided information to agricultural community about workshops and grant opportunities.
- Hosted meeting with Mansfield's agricultural community to discuss how the Agriculture Committee support farm businesses in Mansfield
- Actively participated in the Mansfield Tomorrow project and provided recommendations on Draft Mansfield Tomorrow Plan of Conservation and Development.
- Managed agricultural leases on eight Town-owned properties
- Facilitated farmland protection projects.
- Initiated a regional agricultural working group to collaborate and promote agriculture.
- Co-hosted a regional meeting at Willimantic's new Commercially Licensed Commercial Kitchen (CLiCK).
- Produced and distributed the Mansfield Grown Brochure.
- Partnered with Working Lands Alliance to map existing and potential farmland and survey non-farming farmland owners in Mansfield to identify land that could be suitable for farming and determine if lease arrangements could be established with beginning farmers.
- Responding to a traffic accident on Pleasant Valley Road, initiated with Mansfield's Traffic Authority the installation of farm traffic signs to improve road safety.
- Reviewed and made recommendations to the Town Council on the Draft UConn Master Plan.
- Encouraged pre-planning tours of farms by the fire department representatives.

Plans for FY 2015-2016

- Produce and distribute Mansfield Grown Brochure.
- Provide information to farm community about farm grant programs and workshops.
- Assist new and beginning farmers with accessing farmland.
- Respond to Planning and Zoning Commission referrals to provide input on development proposals on or adjacent to prime farmland.
- Provide input to the Planning and Zoning Commission on zoning related to agriculture.
- Continue quarterly meetings with Regional Agriculture Working Group.
- Outreach and provide information to Mansfield residents about the value of agriculture in Mansfield and in the region.
- Work with Economic Development Commission to promote agricultural businesses.
- Investigate hosting local Farm-to-Table/Farm to Chef Program.
- Co-sponsor a Walktober event or other educational events that promote farming in Mansfield.
- Provide recommendations to the Planning and Zoning Commission for revised zoning regulations.
- Work with Open Space Preservation Committee on issues related to farmland preservation.
- Draft criteria for permanently preserving town-owned farmland for adoption by the Town Council.

Round the Bend Farm (1997)

Heidi, Charlie, Mark and David Galgowski
117 Baxter Rd., Storrs, CT 06268 • 860-429-7094
Tomatoes, peppers, green beans, cucumbers, squash.

Sawmill Brook Farm (2011)

Pascal and Joan Prignano
111 Crane Hill Rd. Storrs, Ct 06268
860 450-6295 • www.sawmillbrookfarm.com
An equine boarding facility providing trail riding, arena and lessons for all riding levels and styles. The farm operates in association with Sugar Magnolia, a horse rescue facility in Westchester, N.Y.

Storrs Farmers Market (1994)

P.O. Box 619, Storrs, CT 06268
storrsfarmersmarket@gmail.com
www.storrsfarmersmarket.org
Saturdays, 3:00 - 6:00 pm May - November
On the front lawn of Mansfield Town Hall
4 S. Eagleville Road, Storrs, CT 06268

Storrs Winter Farmers Market (2009)

Two Saturdays a month, 3:00 - 5:00 pm
December - April Mansfield Public Library
54 Warrenville Road, Mansfield Center, CT 06250

Shundahai Farm (2009)

Raluca Mocanu and Ed Wazer
253 Maple Rd., Storrs, CT 06268 • 860-429-0695
www.shundahaifarm.com • mail@shundahaifarm.com
We grow vegetables and berries and sell them through our CSA, from June through mid-October. We have farm sales open to the public the rest of the year (customers are informed of dates by email). Please email us if you would like to be on our contact list for the CSA or farm sales. We focus on soil health and do not use any pesticides. You can learn more about our CSA and our farm at shundahaifarm.com.

Storrs Regional FFA (1963)

E.O. Smith High School, 1235 Storrs Rd., Storrs CT
860-487-0877x4571 or 4575
Christmas trees, bedding plants, poinsettias, fresh eggs and Easter lilies at the school from Oct-June, Mon-Fri, 8-3 plus selected weekends for many products. After school education programs for elementary and middle school students. Call for more information.

Thistle Springs Farm (1960)

Ed Hall
35 Mansfield Hollow Rd., Mansfield Center, CT 06250
860-617-5399
Hay and beef cattle. Sand and gravel.

Thompson's Christmas Tree Farm (1955)

Maurice Thompson • 308 Browns Rd., Storrs, CT 06268
Christmas trees at the farm beginning the day after Thanksgiving, Wed. - Fri. 12-4 and weekends 9-4. Cut your own or we'll cut for you; trees brought to your vehicle. Fraser firs are our specialty.

Thompson and Sons, Inc. (1875)

54 Middle Turnpike, Mansfield Depot, CT 06251
860-429-9377 • fax 860-429-9378 • www.gmthompson.net
customerservice@gmthompsonandsons.com
Feed and needs for animals, pet supplies, bedding, hay, and straw. Lawn and garden needs, lime and fertilizer. Wood Pellets, BioBricks and Coal. We Deliver! Mon. - Fri., 8-5:30; Sat. 8-3.

Tri-County Greenhouse (1982)

290 Middle Tpke (Rt. 44) Mansfield Depot CT 06251
860-429-5532 • greenhouse@tri-countyarc.org
A nonprofit providing training and employment to adults with intellectual disabilities. We offer unique annual, perennial, vegetable and herb plants. Hardy mums, poinsettias, wreaths, holiday and memorial planters, hanging baskets, garden bouquets, and fresh cut freesia. Whether a novice or an expert, we're your source for homegrown plants and friendly advice. We even take requests! Open year round: Mon-Fri 8-5, Weekends 9-4.

Twin Pond Farms (2010)

Bryan Kielbania
438 & 483 Browns Rd., Storrs, CT 06268
860-428-9502 • twinpondfarms@msn.com
Hay-Square and mini bales. Nursery goods-small and large size plant stock. Seasonal berries. Firewood and stone goods. We sell wholesale and retail! 9am to 3pm-Mon. - Fri. and Sat. 9am-1pm.

University of Connecticut (1881)

UConn owns and manages approximately 700 acres of agricultural land and there are many agricultural experiences to be had on the Storrs campus. Enjoy an ice cream at the Dairy Bar (www.dairybar.uconn.edu). Take a walk around Horsebarn Hill and visit the animal barns (www.animalscience.uconn.edu/visitors/tour.php). Learn more about UConn's student-run organic farm, Spring Valley Farm, at www.dining.uconn.edu/spring-valley-farm. Experience Cornucopia Fest, UConn's agricultural fair, each fall (www.cornucopia.uconn.edu).

Valley Farms LLC (2007)

Farah Hussey and Chris Landeck
PO Box 511, Mansfield, CT 06250
860-625-8813 • www.valleyfarmsllc.com
Raising "Kobe-style" beef from registered Angus and Wagyu cattle, grain raised, hormone and antibiotic free Available by the side or USDA by the cut. Grain-fed market hogs and free-range eggs. Selling at the Storrs Farmers Market. Custom Farming. Please call for more information.



Spring 2015

GROWN IN THE LAST GREEN VALLEY



MANSFIELD GROWN



A guide to the Agricultural Products and Services in Mansfield, CT

Produced by the
Mansfield Agriculture Committee.

aerial photo from www.glsweetnam.com



Mansfield,

Connecticut is one of 35 towns located in The Last Green Valley, National Heritage Corridor. Mansfield has a rich history of agriculture and is home to the University of Connecticut, which began in 1881 as the Storrs Agricultural School. Today, Mansfield has many diverse farms offering a wide range of products – from fruit and vegetables to dairy to meats – for both wholesale and retail sale.

You hold the key to the future of our agriculture by buying food, fiber and forest products from local farms, businesses, farmers markets and farm stands; and by supporting town or state policies that keep farms and forests viable.



Bailey's Maple Syrup & Honey, LLC (1951)

George L. Bailey, Jr.
75 Crane Hill Rd., Storrs, CT 06268 • 860-423-2136
Maple syrup and honey sold at the farm and Storrs Farmers Market. Visits by appointment.

BirdWalk Farm (1995)

Lynn Stoddard, 192 Ravine Rd., Storrs, CT 06268
lynn.stoddard@gmail.com
Fresh eggs year-round (free-range, organic feed). Seasonal, pasture-raised lamb, pork, & chicken available for preorder.

Cedar Ledge Tree Farm (1984)

Ken and Mindy Cone
260 Coventry Rd., Mansfield Center, CT 06250
860-423-5690 • www.cedarledgetreefarm.com
Christmas trees, wreaths, and boughs sold at the farm from the weekend after Thanksgiving until Christmas, Sat. and Sun., 9-5. Also Mon. thru Fri. in Dec., 12-5. Carts and saws provided. Christmas shop. Natural stone for walls, walks, patios and accent boulders. Pumpkins in the fall. Enjoy tractor rides, mulch mountain sliding and pedal karts last weekend in Sept. through October (M-F 12-5, Sat. & Sun 10-5).

Cloverleigh Farm (2015)

Susan Mitchell • 438 Browns Rd., Storrs, CT 06268
cloverleighfarm@gmail.com
860-373-6324 • www.cloverleighfarm.com
Community Supported Agriculture (CSA) program featuring a diverse mix of over 40 different vegetables, herbs and flowers. Weekly on-farm distribution at the Twin Ponds Farm dairy barn. Full-season memberships and fall student memberships. No-spray blueberries & blackberries, optional. Growing food, community, and good health. CT NOFA Farmers' Pledge.

Foxfire Farm (1998)

Elisa Santee and William Trietch
85 South Bedlam Rd., Mansfield Center, CT 06250
860-455-0739
A grass based Jersey dairy bottling raw milk.

Foxfire Stables, LLC (2007)

Elisa Santee and William Trietch
85 South Bedlam Rd., Mansfield Center, CT 06250
860-455-0739 • www.foxfirestables.net
An equine boarding facility featuring a 60x120 indoor riding arena and a 100x150 outdoor arena. All stalls are 10x12 with mats and have Dutch doors to individual runouts.

Bassetts Bridge Farm (2005)

Jean & Wesley Bell
552 Bassetts Bridge Rd., Mansfield Center, CT 06250
860-455-0545 • www.thegardensatbassettsbridgefarm.com
Display gardens, perennials, annuals, herbs, vegetable plants, containers, trees, shrubs, grasses, and summer vegetables. Open by appointment.

Green Valley Veterinary Services, LLC.

122 Atwoodville Rd, Mansfield Center, CT 06250
860-420-5002 • www.greenvalleyvetservices.com
Dennis Thibeault, DVM
Personalized and compassionate care for your farm animals and family pets. Over 20 years experience. Dr. Thibeault uses a holistic approach to improve the health and welfare of his patients. The desired end result is the well-being of your animal, using traditional and alternative techniques, as well as a strong emphasis on nutrition and environmental management.

Gurleyville Native Produce (2015)

Nancy and Ken Rawn
17 Codfish Falls Rd., Storrs, CT 06268 • 860-487-4876
Selling vegetables and cut flowers through a farm stand and the Storrs Farmers Market. CTNOFA Organic Pledge. Come visit our Farm!

Hillside Farm (1991)

Tom Wells • 513 Wormwood Hill Rd.
Mansfield Center, CT 06250 • 860-429-9698 • 860-429-2874
Mulch hay and feed hay available year round at the farm. All natural freezer beef in halves or whole. Wholesale milk.

Ledgecrest Greenhouses (1947)

Paul L. Hammer, Jr.
680 Storrs Rd., Storrs, CT 06268 • 860-423-8279
Annuals, perennials, herbs, vegetable plants, and spring flowering plants. March-July, 9am-5:30pm daily.

Mathews Farm (2004)

Sharyn and Sara Mathews
Blueberries sold at Storrs Farmers Market; July-Aug.

Merrow Farm (2001)

Chris Kueffner • 3 Merrow Rd., Storrs, CT 06268
860-805-3276 • www.merrowmaze.com
Themed educational corn maze – two miles of paths in four acres of corn! Fun and informative for kids and adults. Check our website for hours and information.

Mike's Stand (1972)

Kenley Hill
327 Daleville Rd., Willington, CT 06279
860-429-4563 • sugarshackllc@hotmail.com
Vegetables, fruits, flowers, and baked goods sold at Storrs Four Corners Stand, May 1st to Oct. 31st. Open 9am -7pm daily. We want to buy from local growers! Visit us at our new location in Bolton, located across from Munson's Chocolates on 199 Hop River Road.

Milrick Lawn Service & Landscaping LLC (2007)

Rick and Millie Brosseau
89 Flanders Rd., Coventry, CT 06238
860-942-8586 • www.milricklawnservice.com
Locally produced foods; maple syrup, Honey, fruits, and vegetables. Annuals, Perennials, herbs, vegetable plants, house plants, hanging baskets, and five premium mulches. Landscaping services; organic land care, lawn maintenance, paver patio and walkway's, retaining walls and drainage solutions. Mon.-Fri. 9-6; Sat 8-6; Sun 9-3(during peak season)

Mountain Dairy (1772)

Willard J. Stearns and Sons, Inc.
50 Stearns Rd., Storrs, CT 06268
860-423-9289 • www.mountaindairy.com
mountaindairy@snet.net
Local milk direct from the Stearns family farm since 1871. Available at independent markets and neighborhood stores.

CHAPTER 6: DIVERSIFYING THE ECONOMY

Goal 6.4

Agriculture is valued by the community and expanding with increased acreage, higher production and growing market opportunities.

In addition to being an economic development asset, agricultural lands and open spaces also provide ecosystem and revenue benefits to the Town. See Goal 10.3, Strategy B, Action 4 for specific recommendations on how the Town can continue to preserve and enhance open space and agricultural lands.

Measures of Effectiveness:

- Increase in agricultural acreage, managed forests, production and distribution
- Increase in average farm income
- Increase in number of full-time farmers
- Number of Mansfield farms supplying products to local schools, businesses and institutions

Strategy A | Increase visibility of agriculture to strengthen the agricultural identity of the town and region. See Goal 5.4 for additional strategies related to increasing access to local food.

ACTIONS	WHO	WHEN	RESOURCES
<p>1. Promote food production by non-farming residents and private, non-commercial agricultural activities. Connect residents with programs and resources for growing their own food at home or in community gardens. See Goal 5.4, Strategy A, Action 1 and Goal 5.6, Strategy A, Action 3 for specific actions on increasing the availability of community gardens.</p>	<p>Agriculture Committee Parks & Rec</p>	Ongoing	<p>Staff Time Volunteer Time Operating Budget</p>
<p>2. Feature local products at community events.</p>	All Departments	Ongoing	<p>Staff Time Operating Budget</p>
<p>3. Preserve scenic vistas of working agriculture. See related action under Goal 3.4, Strategy A.</p>	<p>PZC Agriculture Committee Town Council</p>	Ongoing	Staff Time
<p>4. Develop a program to recognize local farmers who are making a contribution to agriculture and forestry.</p>	Agriculture Committee	Short Term	<p>Staff Time Volunteer Time Operating Budget</p>



ACTIONS	WHO	WHEN	RESOURCES
<p>5. Identify Mansfield as an agricultural community through signs.</p> <p>Post signs at town gateways showing support for agriculture; develop signage to identify preserved agricultural lands; increase the visibility of agricultural producers through directional signs, both permanent and temporary/seasonal.</p>	<p>Agriculture Committee DPW</p>	Short Term	<p>Staff Time Volunteer Time Operating Budget</p>
<p>6. Encourage schools to promote agriculture.</p> <p>Highlight local foods on school menus; incorporate nutritional and agriculture-based curriculum, and provide students with experiential learning opportunities through farm visits, taste tests and composting.</p>	<p>Agriculture Committee Mansfield Board of Education Region 19 Board of Education UConn</p>	Short–Medium	<p>Staff Time Volunteer Time Operating Budget</p>

Strategy B | Promote agricultural experiences for the public.

ACTIONS	WHO	WHEN	RESOURCES
<p>1. Encourage UConn to strengthen connections with local farms through events, trips to farms and other agri-tourism sites, purchasing food from local farms, etc.</p>	Agriculture Committee	Ongoing	<p>Volunteer Time Staff Time</p>
<p>2. Support and encourage agricultural education and activities for youth, including 4-H program and Region 19’s Agri-Science Program.</p> <p>Potential activities include a recognition program for youth achievements in agriculture.</p>	<p>Agriculture Committee Mansfield Board of Education Region 19</p>	Ongoing	<p>Staff Time Volunteer Time</p>
<p>3. Organize events on farms, forest lands and at the Storrs Farmers Market.</p>	Agriculture Committee	Ongoing	<p>Volunteer Time Operating Budget</p>
<p>4. Work with other communities, regional organizations and the state to develop and brand an ‘Agricultural Trail’ to showcase local agri-tourism activities.</p> <p>Leverage the success of UConn’s Dairy Bar to encourage visits to local farms and help connect interested farmers to other local and regional agri-tourism destinations, activities and initiatives. <i>See Goal 6.5, Strategy B, Action 2 for strategies to reduce regulatory barriers to agri-tourism in Mansfield.</i></p>	<p>Agriculture Committee Economic Development Commission Economic Development Team</p>	Short-Medium	<p>Staff Time Volunteer Time Operating Budget</p>

SHORT TERM = 2015–2019	MEDIUM TERM = 2020–2024	LONG TERM = 2025–2035
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Strategy C | Continue to connect farmers with resources. *See Goal 6.2 for related strategies and actions.*

ACTIONS	WHO	WHEN	RESOURCES
<p>1. Connect farmers with state programs and resources at the CT Department of Agriculture such as Farm-to-School, Farm-to-Chef, and Farm Viability Grants.</p>	<p>Agriculture Committee</p> <p>Economic Development Team</p>	Ongoing	<p>Staff Time</p> <p>Volunteer Time</p>
<p>2. Conduct outreach to farmers to ensure that they are aware of available local tax incentives.</p> <p>Examples include PA 490, abatements and exemptions unique to agricultural activities, and other business tax incentives such as those identified in <i>Goal 6.3, Strategy A, Action 7</i> as may be adopted by the Town Council.</p>	<p>Agriculture Committee</p> <p>Economic Development Team</p>	Ongoing	<p>Staff Time</p> <p>Volunteer Time</p>
<p>3. Include a representative from the UConn School of Agriculture and Natural Resources as a member of the Agriculture Committee.</p>	<p>Town Council</p> <p>UConn</p>	Short Term	Volunteer Time
<p>4. Support the development of a local farmers network to enhance opportunities for collaborating and sharing information.</p>	<p>Agriculture Committee</p> <p>Nearby Towns</p>	Short Term	Volunteer Time
<p>5. Partner with UConn to make information about upcoming speakers, events and research related to agriculture more easily accessible to farmers and the public.</p>	<p>Agriculture Committee</p> <p>Economic Development Team</p>	Short Term	<p>Staff Time</p> <p>Volunteer Time</p>
<p>6. Work with nearby communities to develop an annual or semi-annual event that brings together regional farmers and people from relevant support organizations.</p> <p>Potential topics include education on marketing channel selection and exploring the potential for a regional cooperative to facilitate sales to institutions, restaurants and grocery stores.</p>	<p>Agriculture Committee</p>	Short–Medium	<p>Volunteer Time</p> <p>Operating Budget</p> <p>Sponsors</p>

SHORT TERM = 2015–2019

MEDIUM TERM = 2020–2024

LONG TERM = 2025–2035

Strategy D | Ensure that Town officials and the public understand the value of agriculture and forestry to Mansfield.

ACTIONS	WHO	WHEN	RESOURCES
<p>1. Identify the full range of benefits related to agriculture and forestry and communicate to officials and the community.</p> <p>This will help communicate why agriculture is important to people with different priorities, such as contributions to sustainability, community character, economic development and climate change mitigation.</p>	<p>Agriculture Committee</p> <p>Open Space Preservation Committee</p> <p>Conservation Commission</p> <p>Economic Development Team</p>	Ongoing	<p>Staff Time</p> <p>Volunteer Time</p>
<p>2. Provide ongoing education to Town employees and commission/committee members on the importance of agriculture in the community, contributions to the community, and why it is the Town’s policy to support agriculture.</p> <p>Identify potential impacts for each department, board and commission on agricultural viability and educate staff accordingly.</p>	<p>Agriculture Committee</p> <p>Economic Development Team</p>	Ongoing	<p>Staff Time</p> <p>Volunteer Time</p>
<p>3. Recruit farmers to serve on all relevant Town committees, commissions and boards to ensure that challenges and opportunities related to agriculture can be brought to the table.</p> <p>In addition to the Agriculture Committee, important groups include the Conservation Commission, Economic Development Commission, Open Space Preservation Committee, Sustainability Committee and Town/University Relations Committee.</p>	<p>Town Council</p> <p>Town Democratic and Republican Town Committees</p> <p>Agriculture Committee</p>	Ongoing	<p>Staff Time</p> <p>Volunteer Time</p>
<p>4. Ask Town boards and committees to identify any actions related to agriculture within annual reports.</p>	Town Manager	Ongoing	<p>Staff Time</p> <p>Volunteer Time</p>

SHORT TERM = 2015–2019	MEDIUM TERM = 2020–2024	LONG TERM = 2025–2035
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Strategy E | Support legislation, policies and regulations that increase farm viability.

ACTIONS	WHO	WHEN	RESOURCES
<p>1. Advocate for changes to state legislation and policies to support farming and expanding markets.</p> <p>Potential issues include enabling legislation for agricultural tax incentives, health regulations related to production and processing of food, and coordinating regulations between states, such as weight of trucks.</p>	<p>Agriculture Committee</p> <p>Economic Development Commission</p> <p>Economic Development Team</p>	Ongoing	<p>Staff Time</p> <p>Volunteer Time</p>
<p>2. Conduct annual outreach with farmers to review existing regulations and identify impacts on the viability of their operations.</p>	<p>Agriculture Committee</p> <p>Economic Development Team</p>	Ongoing	<p>Staff Time</p> <p>Volunteer Time</p>

Strategy F | Support the expansion of agricultural operations and agriculture-related businesses. *See Goal 3.2 for strategies and actions related to increasing available agricultural land.*

ACTIONS	WHO	WHEN	RESOURCES
<p>1. Incubate and retain new farm operations.</p> <p><i>See related business strategies under Goal 6.2, Strategy A and Goal 6.2, Strategy B.</i></p>	Agriculture Committee	Ongoing	<p>Staff Time</p> <p>Volunteer Time</p>
<p>2. Encourage UConn to include representatives from the Town to ensure that new agricultural initiatives meet the needs of local and regional farmers.</p>	<p>Economic Development Team</p> <p>Agriculture Committee</p>	Ongoing	<p>Volunteer Time</p> <p>Staff Time</p>
<p>3. Support food processing and agricultural product distribution initiatives.</p> <p>The Last Green Valley calls for a regional food hub to process and distribute food, such as Willimantic's Commercially Licensed Cooperative Kitchen (CLiCK). Additional regional initiatives include a mobile slaughtering unit and multi-processing centers for meat, poultry, fruits and vegetables.</p>	<p>Agriculture Committee</p> <p>Economic Development Commission</p>	Ongoing	<p>Staff Time</p> <p>Volunteer Time</p>
<p>4. Consider establishing a small grant program to assist farmers in growing their business.</p> <p>Examples of potential projects include but are not limited to creation of a CSA, signs, marketing materials, and organic certification.</p>	<p>Town Council</p> <p>Agriculture Committee</p>	Short-Medium	<p>Operating Budget</p> <p>CIP</p> <p>Grants</p>

SHORT TERM = 2015-2019	MEDIUM TERM = 2020-2024	LONG TERM = 2025-2035
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Strategy G | Support new market channels for local agricultural products.

ACTIONS	WHO	WHEN	RESOURCES
<p>1. Increase the volume of local foods in public and private institutions (i.e. school food service, child care and pre-k programs, hospitals, correctional facilities, etc.). <i>See related action under Goal 6.4, Strategy C.</i></p>	<p>Agriculture Committee Mansfield Board of Education Region 19 Board of Education</p>	Ongoing	<p>Volunteer Time Operating Budget</p>
<p>2. Work with UConn Dining Services to continue their programs to purchase local food. UConn has demonstrated commitment to procuring local foods whenever possible and is active in efforts to change procurement guidelines for State institutions to make it easier to buy local food. There are tentative plans to move UConn’s production kitchens to a new facility at the Bergin campus which would allow more processing (cut, cook, chill, freeze) and make it easier for Dining Services to contract directly with local farmers.</p>	<p>Agriculture Committee</p>	Ongoing	<p>Volunteer Time Staff Time</p>
<p>3. Help make connections between farmers and new restaurants, stores and the distributors that supply them. The public school system already participates in the Connecticut Farm to School program by receiving fruits, corn, pumpkins and squash from an orchard in Killingly. The Farm to School program is actively recruiting farms. Restaurants can connect with local farmers by participating in a similar state Farm to Chef program.</p>	<p>Agriculture Committee Economic Development Team</p>	Ongoing	<p>Volunteer Time Staff Time</p>
<p>4. Incorporate SNAP EBT payment programs at the Storrs Farmers Market.</p>	<p><i>See Goal 5.4, Strategy A, Action 3 for specific recommendations.</i></p>		

Strategy H | Support marketing of agricultural products and agriculture-related businesses.

ACTIONS	WHO	WHEN	RESOURCES
<p>1. Identify projects for marketing local agriculture and apply for funds from the Connecticut Farm Viability Program. Potential projects include a ‘Grown in Mansfield’ brand and signage programs as identified in <i>Goal 6.4, Strategy A, Action 5.</i></p>	<p>Agriculture Committee</p>	Short Term	<p>Staff Time Operating Budget Grants</p>
<p>2. Promote local farms and products on the Town website and at community events.</p>	<p><i>See related strategies under Goal 6.2, Strategy D and Goal 6.4, Strategy A.</i></p>		

SHORT TERM = 2015–2019	MEDIUM TERM = 2020–2024	LONG TERM = 2025–2035
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Town of Mansfield

Department of Planning and Development

Date: March 24, 2016
To: Economic Development Commission
From: Linda M. Painter, AICP, Director of Planning and Development
Subject: Monthly Update

Staff Update

- *Economic Development Forum* - Staff attended a regional Economic Development Forum on March 16th in East Hartford sponsored by the Department of Economic and Community Development (DECD) and the Connecticut Economic Resource Council (CERC). The DECD noted at the meeting that municipalities will be assigned an “ambassador” who will serve as a point of contact between the state and local municipalities. Mansfield’s DECD ambassador is Robert Rigney.

Participants at the Forum were provided copies of the “2015-2016 Connecticut Economic Review” and “Doing Business in Connecticut – 2015.” For digital copies of each please follow links below:

Doing Business in Connecticut – 2015:

<https://nebusinessmedia.uberflip.com/i/518124-doing-business-in-connecticut-2015>

2015-2016 Connecticut Economic Review:

http://www.ct.gov/e cd/lib/e cd/finalcerc_0100_ct_economicreview_client.pdf

- *Website Revisions* – The updates to the Mansfield Business and the Economic Development Commission pages that were discussed at the February EDC meeting are being prepared for rollout on the Town’s website.

Business Activity

Please let us know if you are aware of any business openings/closings that we have missed.

The following businesses have filed trade name registrations with the Town Clerk:

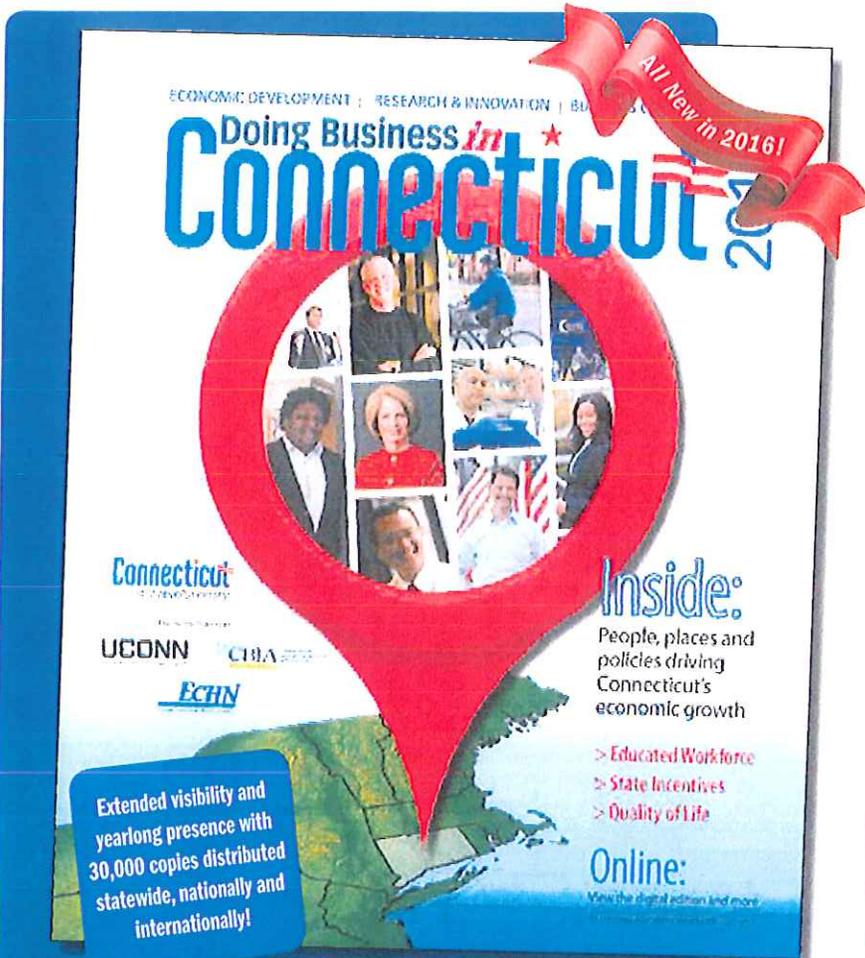
- Cobblestone Farm
- Storrs Wine and Spirits
- SentinelRX
- Smartpath Mortgage
- BSP Threading and Tailoring Center
- Inside Out Organizing

Chamber of Commerce/Mansfield Business & Professional Association (MBPA)

The MBPA will be holding its next meeting on April 13, 2016 at 8:00 a.m. in the Mansfield Community Center.

Be a Part of Doing Business in Connecticut 2016.

**Economic Vitality, Workforce Development,
Research and Innovation for Connecticut.**



In Print:

Doing Business in Connecticut is an annual glossy four color magazine in print and digital format showcasing Connecticut's many economic development opportunities, and the attributes that make Connecticut a special place to work, live and play.

Doing Business in Connecticut is designed to provide government officials, presidents, CEOs, owners, and top level executives an overview of resources and current information. Doing Business in Connecticut is the go to tool for our state in 2016.

Online: www.DoingBusinessinCT.com

In addition to housing the digital edition, this micro-site will be refreshed throughout the year with new information. It will be a useful extension of the print version to extend the reach, audience, and timeliness.

In Person: June 9th, 2016

Your participation in the publication includes a Special Launch Event at the CT Business Expo on June 9, 2016. Meet n' greet with state dignitaries, movers n' shakers and fellow participating companies!

Content to include:

- Industry Spotlights
- Key Employment Sectors
- Top Reasons to do Business in Connecticut
- Five Clusters Data & Graphics
- City Focus / Major Cities in CT
- Workforce Development
- Shaping the Economy
- Reinventing Connecticut
- Connecticut Fun Facts
- By the Numbers Data
- And More

A PUBLICATION OF:

HARTFORD BUSINESS JOURNAL

**View the Digital Edition at
www.DoingBusinessinCT.com**

Participation Opportunities:

Sponsorships
2-page Town or Company Profile Spreads
Advertising

We are currently reserving advertising space for:

- > Town Property and Development Initiatives
- > Commercial Real Estate Properties
- > Franchise Opportunities (based in and out of CT)

Doing Business in CT 2016 may include the following Industry Spotlight categories:

Film, TV and Digital Media
Insurance and Financial Services
Manufacturing
Biosciences and Pharmaceuticals
Health Care
Technology
Education and Research
Tourism / Arts & Culture
Construction & Real Estate
Green Business
Energy
Transportation

**For more information contact Donna Collins,
Associate Publisher at 860-236-9998 ext. 121.
Or dcollins@HartfordBusiness.com**

CTFORBUSINESS.COM



Financial Assistance **GET FINANCING...AND GET GROWING**

The Department of Economic and Community Development (DECD) offers customized incentive packages to support business growth and job creation.

- Low-interest loans with flexible rates and terms. Loan forgiveness may be provided based on job creation goals for projects with strong economic development potential.
- First Five Program provides incentives for large-scale projects. Eligible business development projects must commit to create a minimum of 200 new, full-time jobs in the state within two years or invest not less than \$25 million and create not less than 200 jobs within five years.
- Small Business Express Program provides loans and grants to spur job creation and growth for small businesses that have been operating at least 12 months and have less than 100 employees.
- Manufacturing Innovation Voucher Program provides financial assistance to CT manufacturers to help them undertake innovative projects that will significantly improve productivity, efficiency and competitiveness. <http://ctmvp.ccat.us/>
- Debt and equity financing available through the Insurance Reinvestment Program administered by DECD-approved fund managers.
- Early-stage funding to companies across a broad range of industries through equity and equity-related investments by stimulating high-tech growth in Connecticut.
- Financing opportunities with state participation in conjunction with lending institutions.
- Commercial & Industrial Property Assessed Clean Energy (C-PACE) allows interested property owners to access financing to undertake qualifying energy efficiency and clean energy improvements on their buildings and repay the investment through an additional charge/assessment on their property tax bill. www.energizect.com/c-pace
- A network of local and regional revolving loan funds across the state to assist businesses with financing needs.

For more information, contact the Connecticut Business Response Center at 1-800-392-2122 or visit www.decd.org



Incumbent Worker Training Program (IWT) **HELPING MANUFACTURERS GAIN A COMPETITIVE EDGE**

Are you an advanced or innovative manufacturer in need of assistance to train your workers? If so, the Incumbent Worker Training Program (IWT) may be able to help. This unique program can be used to train incumbent workers in the skills they need to help your business meet current and emerging market needs; bring technological innovation to the marketplace; and help companies leap ahead in productivity and efficiency.

Program Highlights:

- Projects are reviewed on a first-come first-served basis
- Financial assistance will be awarded as matching grants, ranging from \$5,000 to \$100,000 each calendar year
- Applicants must match grant awards dollar for dollar

Eligible Applicants:

All applications requesting funding are evaluated by the Department of Labor to determine if they meet the following mandatory requirements:

Employer:

- A Connecticut-based manufacturer who has 2,000 employees or less and is registered to conduct business for not less than 12 months. Eligible industries include but are not limited to aerospace, medical device, composite materials, digital manufacturing, and other technologically advanced commercial products and services supply chains.
- Must operate as a for-profit entity with a facility located in Connecticut or relocating operations to the state, in whole or in part, as of a condition of such financial assistance through the program.
- Not have previously been awarded a total of \$100,000 under the program within the same calendar year.
- Be in good standing with DRS and DOL and other relevant state or local agencies
- Be registered with the CT Secretary of State
- Have a training project worthy of funding.

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Employee:

- Employed in any of the following functions: direct/indirect labor including but not limited to production, information technology, logistics or research and development, engineers and production support;
- Work at a Connecticut manufacturing facility;
- At least 18 years of age; and
- Working full-time hours as defined by the industry.

Eligible Uses:

Typical uses of this funding include, but are not limited to the following training:

- Upgrade and increase skills
- Industry specific
- Written and oral communication
- Mathematics or science
- Technical and technological skills

Training must expand and/or improve an employee's needed skills and develop opportunities for growth or promotion within the company.

The IWT is funded by the Connecticut Manufacturing Innovation Fund; Department of Economic and Community Development (DECD) is the Fund administrator. The IWT program is administered by the Department of Labor (DOL).

To apply, please complete and submit the application form found at www.ctdol.state.ct.us/MIF-IWT.

For more information, contact program coordinator Bernice Zampano at 860-263-6732 or email at Bernice.Zampano@ct.gov.

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Tax Incentives

YOUR BOTTOM LINE IS OUR TOP PRIORITY

The state of Connecticut and local cities and towns offer a wide variety of tax incentives that encourage business investment. Numerous tax credits, tax exemptions, and tax abatements are available at the state level, while municipalities can offer property tax incentives based on certain levels of capital investment. DECD helps companies identify specific tax incentives that will positively impact the bottom line and improve long-term competitiveness. The following is a list of tax incentives:

Urban and Industrial Site Reinvestment Tax Credit

Dollar-for-dollar corporate tax credit of up to 100% for an investment up to a maximum of \$100 million in an urban area or an industrial project; minimum investment is \$5 million in distressed communities and \$50 million in all other communities.

Angel Investor Tax Credit

A tax credit for angel investors with a cash investment of \$25,000 or more in a qualified Connecticut business. The credit shall be equal to 25% of the investor's cash investment. Total tax credits allowed shall not exceed \$250,000 for any angel investor. Qualified businesses must apply to Connecticut Innovations and be approved to be eligible for a tax credit.

Enterprise Zone Program

Qualifying corporations established within an enterprise zone can receive a 5-year, 80% real and personal property tax abatement and a 10-year, 25% up to 50% corporate business tax credit.

Sales and Use Tax Exemption

Sales and use tax relief on the purchase of tangible personal property for qualifying retention and expansion projects or projects that significantly contribute to a targeted industry cluster. The minimum investment in eligible property must equal \$5 million.

Manufacturing Property Tax Exemptions

A 100% exemption is available on newly acquired and installed machinery and equipment used in the manufacturing process eligible for 5-7 year depreciation.

Corporate Sales Tax Exemptions

A 100% corporate sales tax exemption is available for: (a) machinery used in the manufacturing of finished products or in the biotechnology industry; and, (b) materials, tools and fuel used in the manufacture or fabrication of finished products or in the biotechnology industry. A 50% exemption on machinery, tools, fuels and equipment may be available for those not meeting the requirements for the 100% exemption.

Municipal Property Tax Abatement

Connecticut cities and towns can provide real and personal property tax abatements. The Department of Revenue Services publishes a "Guide to Connecticut Business Tax Credits" found on www.ct.gov/drs.

For more information, contact the Connecticut Business Response Center at 1-800-392-2122 or visit www.decd.org.