



**Mansfield Downtown Partnership
Board of Directors Special Meeting
January 7, 2021
By Teleconference
4:30 PM**

Minutes

Present: Ryan Aylesworth, Mario Conjura, Steve Ferrigno, Frank Gifford, Amanda Hanzlik, Prabhas KC, Toni Moran, Kyle Muncy, Diana Pelletier, Emily Wicks, and Cara Workman

Board Emeritus: Steve Bacon

Staff: Cynthia van Zelm, Kathleen Paterson, Denise Kegler, Mary Ollennu

1. Call to Order

President Diana Pelletier called the meeting to order at 4:34 PM.

New Board member Amanda Hanzlik introduced herself and Board members also introduced themselves.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of November 5, 2020

Frank Gifford made a motion to approve the November 5, 2020 minutes. Mario Conjura seconded the motion. The motion was approved.

4. Executive Director Report

Executive Director Cynthia van Zelm reported that she had met with Board members Prabhas KC and Cara Workman about Mr. Prabhas' proposal for the UConn Consulting Group to assist the Partnership by reviewing what Downtown Storrs may look like in the future including a view of events on Betsy Paterson Square, and ways to promote Downtown Storrs to the current property owners and future business tenants.

Mr. KC said the project would include research and data collection including interviews.

It would be a semester long project with five to seven students and two alumni advisors.

Mr. KC asked for Board member volunteers to help guide the process. Mr. Conjura, Ms. Workman, Ms. Hanzlik, Kyle Muncy, Emily Wicks volunteered to assist.

Mr. KC said there would be a check in process with the Board at week eight, with a final presentation in May.



In response to a question from Toni Moran, Ms. Workman said the student group's work will supplement the Partnership strategic plan, not be in place of it.

Ms. van Zelm said she and Kathleen Paterson are working on a January to March campaign to promote Mansfield businesses.

Ms. van Zelm noted the Mansfield fourth grade Go Fund Me project to buy gift cards from local businesses for front-line health workers.

5. Approval of 2021 Meeting Dates

Ms. Moran made a motion to approve the Mansfield Downtown Partnership meeting dates for 2021. Mr. Gifford seconded the motion. The motion was approved.

6. UConn Strategic Planning

Ms. Workman took the Board through the UConn strategic planning process with Board members working independently on key questions related to priorities and values.

Ryan Aylesworth and Steve Ferrigno joined the meeting at 5:14 pm.

Board members reported on their responses.

Ms. Workman asked Board members to return their completed sheets to her by January 13.

7. Update and Discussion of Business Outreach

Ms. van Zelm said she and Ms. Paterson will be providing information to businesses about the upcoming federal Paycheck Protection Program.

She said she may be asking Board members to assist her with follow-up with businesses.

8. Report from Committees and Task Forces

Celebrate Mansfield Festival

Chair Emily Wicks said the Committee will meet next week.

Finance and Growth

Chair Moran said the Committee reviewed and approved a proposed FY21-22 budget. The proposed budget will come to the Board in the coming months.

The Committee authorized Ms. van Zelm to release a request for proposals from qualified consultants to help with a revenue generation plan. Ms. Moran noted that revenue from memberships is declining.

Ms. Moran made a motion to accept the September 30, 2020 financials as approved by the Committee. The motion was approved.



Executive Committee

Ms. Moran said the Executive Committee met today in Executive Session with the new owners of the Wilbur Cross Way and Bolton Road Ext. commercial property. She said it was a positive meeting.

Ms. Pelletier asked for Board assessments to be returned by next week.

9. Adjourn

Ms. Moran made a motion to adjourn. Mr. KC seconded the motion. The meeting adjourned at 6:20 pm.

Minutes prepared by Cynthia van Zelm.