



**Mansfield Downtown Partnership
Board of Directors
February 4, 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, Sean Vasington, Emily Wicks, and Cara Workman

Board Emeritus: Steve Bacon, Betsy Paterson

Staff: Cynthia van Zelm

Guests: Hart Realty Advisers: Albert Fitch, Josh Kagan

Blackline Retail Group: Dan Dori, Katie Santarelli

1. Call to Order

President Diana Pelletier called the meeting to order at 4:31 PM.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of January 7, 2021

Toni Moran made a motion to approve the January 7, 2021 minutes. Mario Conjura seconded the motion. The motion was approved.

Diana Pelletier made a motion to go into Executive Session according with CGS §1-200 (6) (E) and CGS §1-210 (b) (5) (B) Commercial or financial information given in confidence, not required by statute. Frank Gifford seconded the motion. The motion was approved.

The Committee went into Executive Session at 4:32 pm.

4. Executive Session – In accordance with CGS §1-200 (6) (E) and CGS §1-210 (b) (5) (B) Commercial or financial information given in confidence, not required by statute.

Present: Board members Mr. Aylesworth, Mr. Conjura, Mr. Ferrigno, Mr. Gifford, Ms. Hanzlik, Mr. KC, Ms. Moran, Mr. Muncy, Ms. Pelletier, Mr. Vasington, Ms. Wicks, and Ms. Workman

Board Emeritus members Mr. Bacon, Ms. Paterson

Partnership Executive Director Cynthia van Zelm

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Hart Realty Advisers representatives: Mr. Fitch, Mr. Kagan

Blackline Retail Group representatives: Mr. Dori, Ms. Santarelli

Mr. Fitch, Mr. Kagan, Mr. Dori, and Ms. Santarelli left the meeting at approximately 6 pm.

The Committee came out of Executive Session at 6:32 pm and the meeting adjourned.

5. Executive Director Report

Executive Director Cynthia van Zelm said the “Spend & Win” Supersized!” promotion is underway to encourage people to shop and eat in Mansfield and be eligible for prizes.

Ms. van Zelm said Senior Communications Manager Kathleen Paterson also created a social media campaign #LoveMansfieldCT to show support for Mansfield businesses. Board members were sent an e-mail earlier in the day about how they can participate.

Ms. van Zelm said Event Coordinator Denise Kegler is working on events for the spring and summer. The Partnership is supporting a UConn graduate student to conduct puppet performances March 18-20 on Betsy Paterson Square. Ms. van Zelm has been running these type of performances by Town Manager Ryan Aylesworth during the pandemic to ensure they meet safety protocols.

Two new events are planned for April and May – a celebration of National Poetry Month, and Dine Around the World (promoting the various types of restaurants in Downtown Storrs). There will also be pop up performances in the spring.

The John E. Jackman Bike Tour is scheduled for June 5 and planned as an in person event pending health and safety protocols. The Summer Concerts on the Square are not planned this year but if prudent, there may be a concert or two planned on an ad hoc basis. Two Moonlight Movies are planned for August (none in July) pending health and safety protocols. The Celebrate Mansfield Festival is planned for September 25, again, pending health and safety protocols.

With respect to strategic planning, Sean Vasington has prepared a second draft of a scope of work for a strategic plan as part of a Request for Proposals (RFP) for a consultant to assist the Partnership with this endeavor. The goal is for a final plan to be completed in December with assistance with implementation through June 2022. He will send the draft RFP to the Board for its review and comments. Mr. Vasington said the proposed budget is \$50,000, and he is looking for feedback from the Board on the cost as well.

6. Review of Board Assessment Responses

Ms. Pelletier summarized the responses to the Board Assessment. She said the responses were shared with the Governance Committee at its January meeting.

Ms. Pelletier said several Board members noted the need for the Board to be more diverse. Ms. Pelletier said the Governance Committee decided to hold off on nominating more Board members until

after strategic planning is completed as that process may lead to some leads prospective new Board members.

Ms. Pelletier said other comments included the following: Board meetings are well run; the Partnership has adjusted well to the ramifications of COVID-19; and staff has done a great job.

7. Report from Committees and Task Forces

Celebrate Mansfield Festival

Chair Emily Wicks said the Committee held its first meeting. The goal is to try for a regular schedule for the Festival at the event on September 25.

Governance

Chair Pelletier encouraged Board members to send prospective Board members to the Committee.

She said Amanda Hanzlik was appointed to the Celebrate Mansfield Festival Committee, and Ryan Aylesworth was appointed to the Finance and Growth Committee.

8. Upcoming Agenda Items

Ms. Pelletier asked that Executive Director evaluations be returned to her by February 19.

9. Adjourn

Ms. Wicks made a motion to adjourn. Prabhas KC seconded the motion. The meeting adjourned at 6:50 pm.

Minutes prepared by Cynthia van Zelm.