



**Mansfield Downtown Partnership
Board of Directors Special Meeting
August 12, 2020
By Teleconference
3:00 PM**

Minutes

Present: John Carrington, Mario Conjura, Frank Gifford, Prabhas KC, Kyle Muncy, Diana Pelletier, Emily Wicks, and Cara Workman

Board Emeritus: Betsy Paterson

Staff: Cynthia van Zelm, Kathleen Paterson

1. Call to Order

President Diana Pelletier called the meeting to order at 3:00 PM.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of June 3, 2020

Cara Workman made a motion to approve the June 3, 2020 minutes. Mario Conjura seconded the motion. The motion was passed unanimously.

4. Update and Discussion of Welcome Back Plan, Business Outreach, and Next Steps

Executive Director Cynthia van Zelm said that Mary Ollenu has been hired as the Administrative Assistant for economic development, working 19 hours a week. Ms. Ollenu starts on August 17.

Ms. van Zelm said the first installment of Nature's Medicines donation for community projects in Mansfield has been received.

Senior Communications Manager Kathleen Paterson reported on the public awareness campaign around safe health procedures related to COVID-19. She said A-Frames encouraging mask wearing ("Mask Up, Mansfield") will be distributed in Downtown Storrs; decals about social distancing will be placed on the sidewalks in Downtown; Mask Up, Mansfield signs are being distributed to all Downtown businesses (including the Oaks at all their entrances) and can be downloaded off the Partnership website as well; and signs have been placed in the parking garage elevators, outside elevators, and on the stairwell doors.

There are 1300 postcards to be distributed to the Oaks and other off campus housing. Bus ads will run on the UConn bus system.



A social media campaign is also under way with some paid ads.

The Partnership and Downtown Storrs websites are being updated.

Ms. Pelletier reviewed the process for business outreach by Board members, and asked for input as to whether the current calls or e-mails are effective.

Board members agreed that it was a good way to update and hear from businesses about concerns that they have and how the Partnership may be able to help them.

Ms. Pelletier asked all Board members to complete their outreach by August 31. She asked Board members to contact her or Ms. van Zelm if the outreach cannot be completed by then and an alternative plan can be developed to reach out to businesses.

5. Report from Committees and Task Forces

Celebrate Mansfield Festival

Chair Emily Wicks said the Celebrate Mansfield Festival will be a celebration of the entire month. The Festival Committee has a meeting tonight to clarify some of the activities but will include a scavenger hunt where people can visit a business and be entered into a drawing for a prize. This can be done in person or virtually.

Prabhas KC noted that an arts and crafts section had been discussed originally for the Festival. Could a few booths be set up on Paterson Square for a few hours? Ms. Wicks said she would bring this to the Committee.

6. Upcoming Agenda Items

Ms. Pelletier has a few returned Board assessments, which she will review with former Board President Steve Bacon.

7. Adjourn

Ms. Workman made a motion to adjourn. Frank Gifford seconded the motion. The meeting adjourned at 3:36 pm.

Minutes prepared by Cynthia van Zelm.