



**MANSFIELD DOWNTOWN PARTNERSHIP
EXECUTIVE COMMITTEE
SPECIAL MEETING
Via Teleconference
Monday, October 5, 2020
4:00 PM**

MINUTES

Present: Frank Gifford, Toni Moran, Diana Pelletier, Sean Vasington, Cara Workman

Guests: Board member John Carrington

Staff: Cynthia van Zelm

1. Call to Order

Executive Committee Chair Diana Pelletier called the meeting to order at 4:04 pm.

2. Approval of June 29, 2020 Minutes

Cara Workman made a motion to approve the June 29, 2020 minutes. Sean Vasington seconded the motion. Frank Gifford abstained. The motion was approved.

3. Discussion of Strategic Planning

Ms. Pelletier said the goal of the meeting today was to follow-up on feedback from the last Board assessment and the suggestion at the September Board meeting that strategic planning ensue. Ms. Pelletier referenced the goals prepared by Executive Director Ms. van Zelm in January and an outline she prepared for the meeting.

The Committee agreed that any strategic planning process should be facilitated by an outside skilled facilitator, from Connecticut, but not overly familiar with Downtown Storrs, to provide objectivity.

Ms. Workman and Sean Vasington suggested that the September 2016 strategic plan was operational.

Mr. Vasington favored reviewing the goals for Downtown Storrs. What do we want the downtown neighborhood to be? He suggested that this be the first priority and an operations plan be done as a second initiative.

Mr. Vasington said the Downtown Storrs property owners, businesses, and residents should be involved in the strategic planning process.

Mr. Vasington said realities have changed from five years ago when the last strategic plan was done i.e., UConn's cap on growth, COVID-19, evolving state of retail in the world (from traditional stores to internet based, entertainment with retail, etc.).



Mr. Gifford suggested bringing in someone that has the pulse on economic trends including how retail and other commercial development will continue to change.

All agreed to capture the advantages of being in Mansfield – lure of being in a less congested area, but at the same time near to Boston and New York City.

The Committee agreed to write a letter of intention to the property owners in Downtown Storrs asking them to be part of the process of developing a scope of work for a new strategic plan. The target for timing is early spring.

The Committee will update the Board and gather its feedback at the November Board meeting.

Toni Moran 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. Mr. Gifford seconded the motion. The motion was approved.

3. 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: Committee members: Mr. Gifford, Ms. Moran, Ms. Pelletier, Mr. Vasington, Ms. Workman

Board member Mr. Carrington

Partnership Executive Director Ms. van Zelm

Mr. Gifford made a motion to adjourn. Ms. Moran seconded the motion. The motion was approved and the meeting adjourned at 5:54 pm.