



**Mansfield Downtown Partnership  
Board of Directors Meeting  
February 6, 2020  
Nash-Zimmer Transportation Center  
13 Royce Circle – First Floor  
4:30 PM**

**Minutes**

Present: Steve Bacon, Frank Gifford, Prabhas KC, Bonnie Kumiega, Toni Moran, Diana Pelletier, Jessie Richard, Sean Vasington, and Cara Workman

Board Emeritus: Betsy Paterson

Staff: Cynthia van Zelm

**1. Call to Order**

President Steve Bacon called the meeting to order at 4:36 PM.

Mr. Bacon noted that UConn President Katsouleas appointed Cara Workman as his designee on the Partnership Board.

**2. Opportunity for Public to Comment**

There was no public comment.

Toni Moran made a motion to move Agenda Item 9 to 5. a. Diana Pelletier seconded the motion. The motion was approved.

**3. Approval of Minutes of December 5, 2019**

Ms. Pelletier made a motion to approve the December 5, 2019 minutes. Jessie Richard seconded the motion. The motion was approved.

**4. Update and Discussion of Taste of Mansfield initiative – Jiff Martin, Associate UConn Extension Educator**

Jiff Martin, Associate UConn Extension Educator, gave an overview of the Town's Taste of Mansfield initiative. She works closely with Town Senior Planner and Agriculture Committee staff Jennifer Kaufman, and Partnership Executive Director Cynthia van Zelm. Ms. Martin also has an intern that undertakes most of the day-to-day work, including promotion.

One of the key goals this year is to continue to work with the Taste of Mansfield partners, including the Partnership, Storrs Farmers Market, Public Library etc. to identify events the partners are hosting that meet the Taste of Mansfield mission – connecting the community through local food.

Ms. Martin reviewed the Taste of Mansfield website. She mentioned the upcoming Friends and Farmers event where the community can learn about local farmers and the Community Supported Agriculture Program (CSA). The event is Feb. 22 from 10 am to noon at the Buchanan Auditorium, connected to the Mansfield Public Library.

Ms. Martin said the Mansfield School District community dinners have been very popular; the next one is April 1 at 5:30 pm.

Ms. Martin said the Taste of Mansfield team is working on a hero campaign to recognize local restaurants that use local food.

Ms. van Zelm recognized Ms. Martin for all her work and dedication to the Taste of Mansfield.

## **5. Executive Director Report**

Ms. van Zelm said she and Mr. Bacon discussed some of the long-term commercial vacancies on Wilbur Cross Way. They suggested that a letter be sent to the property owner on this issue. Board members agreed and suggested a key point to note in the letter would be concerns raised by other businesses in the downtown. The Board also wants to convey that the Board and staff continue to offer ways to utilize the spaces when empty to convey vitality and progress.

### **5. a. Finance and Growth – Review and approval of reclassification of Communications and Special Projects Manager position**

Finance and Growth Chair Toni Moran noted the information in the packet from Executive Director van Zelm to reclassify the Communications and Special Projects Manager position.

Ms. Moran said the position requires much more responsibility.

She said the Finance and Growth Committee warmly endorsed a change in job description and pay range for the Communications and Special Projects Manager position.

Ms. Moran moved, effective January 1, 2020, to accept the recommendation from the Finance and Growth Committee to

- Change the job title from “Communications and Special Projects Manager” to “Senior Communications Manager.”
- Approve the revised Senior Communications Manager job description as presented.
- Set the pay range for the Senior Communications Manager at \$60,332 – 78,353/yr or \$28.89 – 37.53/hr.

Ms. Pelletier seconded the motion. The motion passed unanimously.

## **6. Review and Approval of Partnership Goals for 2020**

Ms. van Zelm reviewed a draft of Partnership goals for 2020 for the Board's consideration.

Ms. van Zelm said one suggestion is to end the Partnership's coordination of the Pup Crawl, as it does not necessarily meet the Partnership's mission. Board members discussed other groups that may take on the event.

Cara Workman asked about the Partnership's "convener" role. Should it be promoted? Board members agreed that the Partnership serving as an ombudsman for the businesses is an important role. Perhaps this could be divided up more amongst the staff as it takes time that needs to be devoted to economic development.

Sean Vasington suggested that the goals be prioritized to achieve attainable progress. Frank Gifford suggested reviewing how long it takes to meet each goal.

Mr. Bacon suggested that the staff retreat review goals and review how the convener role could be evaluated and spread across staff responsibilities.

## **7. Agreement between the Town of Mansfield and the Mansfield Downtown Partnership, Inc. for Economic Development Services**

Ms. van Zelm said the proposed agreement extends the Partnership's role in economic development work for the Town another three years.

Ms. Richard made a motion to approve the Agreement between the Town of Mansfield and the Mansfield Downtown Partnership, Inc. for Economic Development Services for July 1, 2020 to June 30, 2023, and forward to the Mansfield Town Council for its approval. Mr. Gifford seconded the motion. The motion was approved.

## **8. Business Outreach and Next Steps**

Ms. van Zelm asked Board members to complete their visits and e-mails by March.

## **9. Reports from Committees and Task Forces**

### Celebrate Mansfield Festival

Chair Jessie Richard said one Festival meeting has been held thus far. She said the Festival needs new Committee members.

Ms. van Zelm said one proposed change is to add a small section for the sale of local goods.

### Executive Committee

Chair Bacon said the Executive Committee will meet on March 5 for the purpose of conducting Ms. van Zelm's evaluation. He asked for Board members to return evaluation forms by February 28.



### Finance and Growth

Chair Moran said the Committee approved a preliminary budget for FY20/21 including the pay increase for the Senior Communications Manager. The budget will come before the Board at its April meeting.

### Governance

In Chair Bacon's absence at the last Governance Committee meeting, Committee member Diana Pelletier reported that the Committee had an excellent exit interview with former Board member Anne D'Alleva. Dean D'Alleva said she encourages the Board to stay connected with the UConn School of Fine Arts. She also suggested the use of pop up displays and/or musical performances in the open spaces downtown. Dean D'Alleva recommended more performance space downtown.

### **10. Adjourn**

Ms. Moran made a motion to adjourn. Bonnie Kumiega seconded the motion. The meeting adjourned at 6:07 pm.

*Minutes taken by Cynthia van Zelm*