

Draft MINUTES

Members Present: Chair S. Ferrigno, A. McPherson, M. Hirschorn, W. Okeson

Ex-Officio Members Present: A. Moran

Members Absent: C. Chukwuogor, D. Dorfer, D. Fecho, L. Watson

Staff Present: C. van Zelm, E. Galbraith, M. Ollennu

1. CALL TO ORDER AND ROLL CALL

Chair Ferrigno called the meeting to order at 6:10 p.m.

2. OPPORTUNITY FOR PUBLIC COMMENT

None.

3. APPROVAL OF MINUTES

There was no quorum to approve minutes.

4. DISCUSSION ITEMS AT MEETING

A. TOWN GUIDE PRESENTATION

Van Zelm gave a brief overview of the continued work on the conceptualization of a Town Guide that will reflect the socio-economic and cultural view of the town of Mansfield to draw in families and businesses. Also introduced was Tod Kallenbach from DKA, the company tasked with the designing of the Town Guide, who took members through strategic areas of the guide targeted at potential residents and businesses. He informed members of the valuable inputs from various town employees on programs already in motion, suggestions from businesses, and success stories from other college towns and cities, and the Downtown Partnership.

In regards to its marketing for public consumption he opined that the best way is through social media platforms such as Facebook, Instagram and especially LinkedIn which is solely for business professionals. Other areas also suggested for marketing were Google Paid Ads, Realtors.com, Realtors offices, UConn Orientation, and CT Welcome Centers. In conclusion, he emphasized the evergreen nature of the guide for long term usage and hoped that it would be finalized shortly. A question and answer period for members followed the presentation.

Member McPherson joined the meeting at 6:30 pm.

B. Subcommittee Meetings

Members agreed to table all Subcommittee meetings for the rest of the year unless a special need requires a meeting for particular items.

5. OTHER BUSINESS

A. Member Updates

None

B. Staff Updates

Van Zelm updated EDC members on a presentation by Advance CT on the Economic Vitality Action Plan on September 16, 2020 that was unfortunately postponed due to technical hitches and called for volunteers to join the steering committee in this regard.

Mayor Moran and van Zelm updated members on the almost concluded process of hiring a Town Manager and shared some initiatives been undertaken within the Hartford region to retain college graduates in Connecticut.

C. EDC Agenda Item Calendar

No Comments

D. Housing updates

None

Business Updates (Openings/Closings)

Staff updated the EDC on the closing of The Flower Pot, Geno's, Hair Cuttery, Farmhouse Crepes, Mathnasium, Wing Stop, Purelle and Lucky Strikes. Also updated was the reopening of Tokyo Ramen, Oriental Café, Tang, and Daddy's Noodles which opened a few weeks ago. Van Zelm also reported on the contact made to Blackline Realtors and Hart Realty Advisers for businesses who might be interested in leasing in Downtown Storrs. McPherson reported on the continued construction work on the Old Navy store at the East Brook Mall.

6. COMMUNICATIONS

A. Chronicle Article 07-31-2020

Noted

7. FUTURE MEETINGS

A. Upcoming Meeting Schedule

Next regular meeting is scheduled for October 15, 2020.

B. Future Meeting Topics

Ferrigno and staff will review future meeting topics before the October meeting.

8. ADJOURNMENT

Hirschorn's motion to adjourn the meeting was seconded by Ferrigno. The meeting was adjourned at 6:55pm.

Respectfully submitted by:

Mary Ahima Ollennu
Administrative Assistant