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ANNUAL REPORT 2011-2012

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 Ted Yungclas

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 Elizabeth Paterson
 Antoinette Webster



Courtesy of Kim Bova Photography

Mansfield Downtown Partnership Board of Directors and staff celebrate the groundbreaking of Phases 1A and 1B of Storrs Center on June 29, 2011.

Mission Statement

The Mansfield Downtown Partnership, Inc. is an independent non-profit organization whose mission is to

Strengthen and revitalize the three commercial areas of Storrs Center, Mansfield Four Corners, and King Hill Road by retaining and improving existing businesses, attracting new business, initiating real estate development and public improvements consistent with physical master plans, holding special events, and advocacy.

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Mansfield Downtown Partnership

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Cynthia van Zelm, Executive Director
 Kathleen M. Paterson, Communications and Special Projects Manager

Table of Contents:

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 Photos from Mansfield Downtown Partnership*

Board of Directors and Mission Statement.....	Page 4	This and That Partnership News	Page 14
Message from the President	Page 6	Nutmeg Summer Series.....	Page 16
New Board Members	Page 9	Members List	Page 19
Volunteer of the Year.....	Page 9	Concept Plan and Timeline	Page 27
Committee Reports	Page 10		

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A message from President Philip Lodewick

To paraphrase a great old song “what a difference a year makes!” At our annual meeting last June, we had just concluded our groundbreaking ceremony under beautiful blue skies and warm summer breezes. It was a great day to contemplate what was to come this year. Since that time a new skyline has risen in the downtown area. Construction continues on the space for the new apartments, restaurants, shops, and services, with a scheduled opening of Storrs Center Phase 1A planned for August of this year. We were fortunate to be favored with a year of good weather and a dedicated team committed to meeting this construction goal. It has been fun to watch, and there is plenty more to come as we anticipate what a vital asset Storrs Center will be for our community.

While the construction has moved along steadily, so has the residential and commercial leasing. In mid-April, the 127 apartments in the Oaks on the Square had been fully leased. I want to thank Education Realty Trust (EdR) and especially Katie DeLany and Katie Tetzloff for their work in marketing the Oaks to a broad constituency and for meeting this 100 percent leasing goal earlier than many would have thought. We are looking forward to a mix of generations that will live at the Oaks including visiting University of Connecticut faculty and scholars who will live in the 19 apartments the University has leased to meet their need of convenient housing for these educators.

With respect to the commercial leasing, as of this writing, all but one space has been committed for the first floor of Phase 1A of Storrs Center. This is a great accomplishment by our master developer Storrs Center Alliance and a testament to the desire to



Courtesy of Kim Bova Photography

Board President Philip Lodewick chats with Governor Dannel P. Malloy (right) and State Senator Don Williams (center) prior to the ceremonial ground breaking of Phase 1A and 1B on June 29, 2011.

be in Mansfield, close to the University of Connecticut and in a town that prides itself on its great school system and quality of life. Thank you to the businesses that are the pioneers who will set the stage for those that will follow as part of the downtown. Businesses who have signed leases in the 1 Dog Lane building include Dog Lane Café, Froyoworld, Insomnia Cookies, Moe's

(continued on page 7)

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A message from President Philip Lodewick

(continued from page 6)

Southwest Grill, and Subway. Bank of America, Body Language, Geno's, Head Husky (formerly Skora's Barber Styling Shop), Husky Pizza, Kebob Express, Select Physical Therapy, and Travel Planners will open in 9 Dog Lane. Storrs Automotive, which opened on April 30, occupies the yellow building at 11 Dog Lane. Select Physical Therapy also opened in its new space on April 30. We are very pleased that the first phase includes a mix of relocated Storrs businesses and regional and national tenants.

By the time you receive the Annual Report, Phase 1B should be under construction. Phase 1B, which includes 160 apartments and approximately 42,000 square feet of commercial space, will be located in front of the parking garage and is scheduled to open in August 2013. The UConn Co-op bookstore has committed to opening a new satellite location in this building which will include its general books, a children's section, a café, and UConn Husky merchandise and clothes. The Co-op also plans to hold events at its downtown location that will attract all ages.

The public infrastructure components of Storrs Center are well underway with the parking garage scheduled to open at the same time as the apartments. The work on Dog Lane should be complete in July and the Storrs Road work in October. Design of the intermodal transportation center and the Village Street should be complete by the time you read this, and work should begin this summer/fall on these two elements. We expect plans for the town square to be done in 2012.

This past year, the Town received its fourth Small Town Economic Assistance Program Grant (STEAP) for \$500,000 for the utility work in the Village Street and for construction of the parking spaces on the street. In addition, the Town received a grant in the amount of \$450,000 from the State's Brownfield Remediation and Revitalization Program that will provide funding for Storrs Center Alliance for the environmental remediation work that needs to be completed in the next phases.

The Partnership will continue to be your steward to ensure that a great downtown is delivered, decisions are thoughtful, and community feedback continues to be incorporated. Over the last year, the Partnership held public hearings on zoning permits for the parking garage and intermodal transportation center, Post Office site and Post Office Road, and the Village Street and made recommendations on these permits to Mansfield's Director of Planning and Development. This role will be on-going through the several phases of Storrs Center and is required in the Storrs Center Special Design District regulations. In addition, the Partnership's Planning and Design Committee reviewed the respective architect's plans for Phase 1A/1B buildings, parking garage, intermodal transportation center, and Village Street to ascertain how the plans fulfill the Partnership's Sustainability Guidelines. The Guidelines have been in place since 2008 and were a priority for the Partnership and Storrs Center Alliance in setting the framework for an energy efficient project.

With the planning in place for the buildings, the Partnership *(continued on page 8)*

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A message from President Philip Lodewick

(continued from page 7)

focused its efforts on planning for the public spaces and parking for Storrs Center. In 2012, the Mansfield Downtown District Public Spaces and Green Infrastructure Master Plan was completed by Board member and UConn Landscape Architecture Associate Professor Kristin Schwab and two of her students, Roger Engle and Devon Lagasse. The Plan was undertaken with input from many constituency groups in the Town and at the University with the goal to create a comprehensive plan for the entire downtown area. Currently, a Partnership team is working to prioritize and implement the recommendations in the Plan that focuses on the connections between all the great Town, University, E. O. Smith High School, and Joshua's Trust public spaces in the core of Mansfield.

The Partnership also took the lead with the Town to assist the Town's Parking Steering Committee to create a Parking Management Plan for Storrs Center parking (garage, on-street, and surface) and for the surrounding property parking. The key element of the Parking Management Plan was a cooperative agreement to manage parking in all these areas. We expect the agreement to be signed this summer in preparation for most of the Storrs Center parking to come on-line late summer.

With the transition from planning of the first phase to management of the downtown, the Partnership Board of Directors plan to pursue an ongoing strategic planning process in 2012. We are looking forward to this as a continuing help in guiding us as we take a lead role in the important function of managing

Storrs Center and planning events and programs to benefit the businesses and attract visitors. We will be working closely with our partners Storrs Center Alliance and EdR in these efforts. We have the experience in managing events as we enter our ninth year of the *Festival on the Green*. The *Festival* will be held on Sunday, September 23 from noon until 5 pm in front of E.O. Smith High School. The *Festival* will include our popular Celebrate Mansfield Parade, food, music, a juried art show, children's activities, and a few new surprises.

Finally, but most importantly, I want to thank the many people who make our work possible – an engaged Board of Directors, dedicated committee chairs and members, volunteers, and contributors. Thank you to our members, many of whom have been with us since the beginning, sharing a vision that is becoming a reality! Our members provide the core of our support and step up without reservation when needed. I would particularly like to recognize and thank our major supporters and sponsors – the UConn Co-op under the leadership of Bill Simpson and Wilcox & Reynolds led by Mike Gergler.

We have a few Board members who have left the Board of Directors this year. Tom Callahan, Bruce Clouette, Barry Feldman, David Lindsay, and Antoinette Webster have been vital voices, leading and encouraging the strategic implementation of a Storrs Center plan that works. We look forward to their continued involvement in Storrs Center.

(continued on page 15)

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A. J. Pappanikou Volunteer of the Year Award: Janet Jones

Each year, the Mansfield Downtown Partnership recognizes an individual or individuals who have contributed their time and talents to the Partnership. The Partnership has named Janet Jones as the recipient of the 2012 A. J. Pappanikou Volunteer of the Year Award.

Janet Jones first joined the Partnership in 2002. She served on the Board from 2003 until 2009 and has served on the Advertising and Promotions Committee and the *Festival on the Green* sub-committee since 2003. Ms. Jones first became involved with the Partnership because she “recognized it as an opportunity to bring positive change to our community and to give it a vibrancy and excitement it had never had.”

“The collaboration required to make change happen has always been of special inter-

est to me,” Ms. Jones stated. “With the new Storrs Center, there are so many opportunities for collaboration and new energies that will develop. The opportunity is there for the community and the University to promote an intellectual and cultural interchange, bringing the best of both to the new Center.”

As a long-time supporter of the School of Fine Arts at UConn, Ms. Jones is especially excited about the opportunities for more arts activities in Mansfield and for Jorgensen and CRT audiences to patronize local businesses. “The School of Fine Arts, with its close proximity as next-door neighbor, presents unique opportunities for student performances and exhibits,” explained Ms. Jones. “[And, I’m] delighted that there will be a Center where we truly can shop and dine right in our hometown....keeping the dol-

lars in our area.”

During Ms. Jones’ tenure on the various committees, she has consistently gone above and beyond to lend support

to the Partnership’s efforts. Ms. Jones has volunteered for everything from helping to organize the annual “Vintage Mansfield” fundraising event

(continued on page 22)

Welcome to Our Newest Board Members!

In 2011, Ted Yungclas, Paul McCarthy, and Rich Orr joined the Mansfield Downtown Partnership Board of Directors. The Partnership is pleased to welcome each of the new Board members and is grateful for the fresh perspective and enthusiasm each brings to the Board’s efforts in creating a vibrant, mixed-use downtown that reflects the goals of all members of the Mansfield community.

Ted Yungclas was voted to the Board of Directors during the Partnership’s 2011 Annual Meeting. Dr. Yungclas is a Mansfield resident and the

Assistant Dean of Fine Arts in the School of Fine Arts at the University of Connecticut. Prior to his arrival in Mansfield twelve years ago, Dr. Yungclas served as Assistant to the Dean of the School of Music and Assistant to the Dean of Libraries at Indiana University. He is also a former elementary classroom teacher who taught first and second grades for the Richardson Independent School District in Richardson, Texas, and in public schools in Johnston, Iowa and Fort Dodge, Iowa. Dr. Yungclas earned a Bachelor of Science degree

(continued on page 23)

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2011 – 2012 Committee Reports

The Mansfield Downtown Partnership committees continue to be the backbone of the organization. Members have dedicated many hours over the past year through their involvement with specific projects, organizational administration, budgeting, and our continued membership drive. Many thanks to all our committee members for their dedication to the Partnership and commitment to creating an exciting downtown.

Advertising and Promotion

Chair, Kristin Schwab
Andrew Ewalt
Marcia Firsick
Janet Jones
Shawn Kornegay
Betsy Paterson

The Mansfield Downtown Partnership Advertising and Promotion Committee met regularly throughout the year. The Committee was pleased to welcome Neag School of Education communications director Shawn Kornegay to the group. The following items were discussed and developed by the Committee during the year.

Advertising and promotional activities took a major turn as construction for the first phase of Storrs Center began. The Committee was thrilled to contribute their thoughts and ideas for the June 29th groundbreaking activities for Storrs Center, as well as plans and promotional images for the graphic banners mounted on the project construction fences. Partnership staff

reported regularly on the development of the project construction website which offers periodically updated information on construction progress (<http://storrscencenterconstruction.blogspot.com>).

The fall 2011 newsletter was published in August and focused on the upcoming *Festival on the Green* and highlighted the Storrs Center groundbreaking from June. The spring 2012 newsletter was published in April and focused on Storrs Center construction and the status of the commercial tenanting. Both newsletters were published in the *Chronicle* followed by the *Chronicle's Shopper* which goes to all non-subscribers. The *Chronicle* also published the Partnership's Annual Report in June 2011, and it was distributed to Partnership members and all households in the region as well as to all employees on the University of Connecticut Storrs campus.

The 8th Annual award-winning *Festival on the Green* was held on September 25, 2011. This year the venue was moved to the E.O. Smith front parking lot due to construction on the Storrs Center site, and the visibility and ease of using this site was well received by all. The Celebrate Mansfield Parade was once again a big success, with Grand Marshal Dean David Woods accompanied by new UConn President Susan Herbst. This was the third year of the Celebrate Mansfield Weekend which included events on Friday and Saturday as well as the *Festival* on Sunday. The main musical act headlining the *Festival* was Slavic Soul Party!, featuring Mansfield native Matt Moran.

(continued on page 11)

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2011 – 2012 Committee Reports

(continued from page 10)

Tours of the construction site were offered by LeylandAlliance representatives.

The *Festival* is planned by a dedicated sub-committee of the Advertising and Promotion Committee led by Betsy Paterson. The 9th Annual *Festival on the Green* is planned for Sunday, September 23, 2012. The grand opening of Storrs Center this fall will move us ever closer to the day in the near future when the *Festival* can be held in the new town square.

The Advertising and Promotion Committee sponsored Winter Fun Day on Saturday, February 4, 2012 from 11 am to 2 pm in front of the Mansfield Community Center. The activities this year included horse-drawn wagon rides, ice skating, ice sculptures, crafts, story-telling, a *cappella* performances by University of Connecticut students, and a food drive for Covenant Soup Kitchen in Willimantic.

Advertising and promotion of the activities of the Partnership involves a substantial component of outreach to the community at various events and venues. Participation in these activities has heavily consumed a growing amount of time for Partnership staff and a few key volunteers. Advertising and Promotion Committee member Janet Jones spearheaded an initiative to develop an outreach volunteer network that would draw on a larger body of Partnership members as volunteers to represent the Partnership at Town and University events and to distribute promotional materials. An outreach orientation, co-sponsored

by the Membership Development Committee, was held in winter of 2012 to train volunteers. Monthly emails that identify outreach needs are circulated to the committees, and the initiative has been successful in developing greater volunteer participation.

Another major initiative of the Advertising and Promotion Committee was developed to promote the downtown development to users and residents via the wealth of public spaces and larger open space system of the downtown district. Kristin Schwab led a summer 2011 study with two landscape architecture interns to develop a Mansfield Downtown District Public Spaces and Green Infrastructure Master Plan. This process revolved around gathering input from a wide range of project stakeholders and coordination with the Partnership Planning and Design Committee, Town of Mansfield, University of Connecticut, and master developer LeylandAlliance. The Advertising and Promotion Committee will work in the coming year to develop promotional pieces in print and on the web featuring mapping of existing open spaces, trails, and public spaces that link to the town center. It will also work on promoting and supporting development of new and planned public spaces and linkages suggested in the Master Plan.

(continued on page 12)



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2011 – 2012 Committee Reports

(continued from page 11)

Finance and Administration

Business Development and Retention

Chair, Steve Rogers
Roger Adams
Brien Buckman
Curt Hirsch
Marty Hirschorn
Girish Punj
Irene Schein
Brian Wells

The Business Development and Retention Committee met to address issues related to relocation and the solicitation of businesses for the first phase of Storrs Center. The status of relocation for all affected businesses was successfully concluded in early 2012. Consequently, the Committee will shift its role largely to the issue of business development.

The Committee met with master developer Storrs Center Alliance to receive an update on the progress of leasing and to bring forward prospective businesses for Storrs Center.

The Committee also received updates of the marketing strategy for the businesses that will locate in the first phase of Storrs Center and provided input to this strategy. The Committee will continue to serve as a forum for concerns and issues raised by Storrs Center businesses.

Chair, Harry Birkenruth
Phil Barry
Tom Callahan
Mark Hammond
Matt Hart
Richard Orr
Bill Simpson
Frank Vasington

The Finance and Administration Committee met monthly, and under the direction of the Board of Directors, continued to play a role in monitoring and overseeing the Storrs Center project. More specifically, the Committee:

- Met with the master developer Storrs Center Alliance regularly to review plans and updates on the Storrs Center project, including monitoring timeline, scheduling, and tenanting progress
- Developed and revised the budget for 2012/2013 which was presented to the Board where it was approved on March 1, 2012
- Set in motion an on-going plan to monitor the business and financial progress of Storrs Center as contemplated under the Partnership's Development Agreement with Storrs Center Alliance
- Participated in launching a process to update the Partnership's Strategic Plan. Initial steps have been

(continued on page 26)

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This & That: Partnership News

On June 29, 2011, the Mansfield Downtown Partnership celebrated the ground breaking for Phases 1A and 1B of Storrs Center with representatives from the Town of Mansfield, the University of Connecticut, and master developer LeylandAlliance, LLC and their development partner EdR; Congressman Joe Courtney; Governor Dannel P. Malloy; CT Secretary of the State Denise Merrill; State Senator Don Williams; State Representative Gregg Haddad; and members of the general public. Over 200 people attended, and the event received state-wide media attention.

Partnership Executive Director Cynthia van Zelm presented an update on Storrs Center to the Town of Mansfield Senior Center on July 14, 2011.

The Partnership and the Town's Parks and Recreation Department hosted the 6th Annual Tour de Mansfield: Village to Village Bike Tour on July 16, 2011. Over 125 participants enjoyed 20- and 40-mile rides through Mansfield's many villages and a 5-mile Family Fun Ride through UConn's campus.

The third "Celebrate Mansfield Weekend" was a success in September thanks to the efforts of the Partnership, the Alt-naveigh Inn & Restaurant, Mansfield Parks and Recreation Department, Storrs Farmers Market, and the Town of Mansfield. Residents enjoyed a variety of events from Friday through Sunday, September 23-25.

The 8th Annual *Festival on the Green* took place September 25, 2011. Thousands of residents and visitors enjoyed

music, food, games, and the Celebrate Mansfield Parade. The *Festival* was held in front of E. O. Smith High School for the first time with great success.

Partnership Executive Director Cynthia van Zelm provided an overview of the Storrs Center project to the New England Parking Council on November 10, 2011.

On December 13, 2011, the Partnership and LeylandAlliance announced the first businesses to sign commercial leases for Storrs Center: Dog Lane Café, Froyoworld, Select Physical Therapy, and Storrs Automotive.

The Partnership, along with key Storrs Center team members from the Town of Mansfield and master developer LeylandAlliance and their partner EdR, held a public update on Storrs Center on January 3, 2012.

On January 4, 2012, Governor Dannel P. Malloy announced that the Town of Mansfield was the recipient of a 2012 STEAP (Small Town Economic Assistance Program) Grant. Mansfield received a \$500,000 grant for infrastructure improvements along Village Street, part of Storrs Center. This is the Town's fourth STEAP grant.

Partnership Executive Director Cynthia van Zelm gave a presentation and update on Storrs Center to the University of Connecticut Department of Dining Services on January 10, 2012.

(continued on page 15)

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This & That: Partnership News

(continued from page 14)

Moe's Southwest Grill was the fifth business to sign a commercial lease for Storrs Center on January 19, 2012.

The Partnership and the Town's Parks and Recreation Department hosted the 6th Annual Winter Fun Day at the Mansfield Community Center on February 4, 2012. Activities included ice sculptures, horse drawn wagon rides, story-telling, and performances by several UConn student *a cappella* groups.

Insomnia Cookies and Body Language joined the growing list of businesses for Storrs Center when they signed leases for commercial space on February 16, 2012.

Partnership Executive Director Cynthia van Zelm gave a presentation about Storrs Center to the Connecticut Building Congress on March 13, 2012.

On March 20, 2012, the Partnership and LeylandAlliance announced that Husky Pizza, Kebob Express, and Subway had signed leases for commercial space in the first phase of Storrs Center.

Governor Dannel P. Malloy announced on March 28, 2012, that the Town of Mansfield had received a \$450,000 grant from the Connecticut Department of Economic and Community Development (DECD) to be used for investigation and soil remediation as part of the construction of Storrs Center, as identified in the Storrs Center Municipal Development Plan.

On April 9, 2012, Geno Auriemma announced that he had signed a lease for a new restaurant in Storrs Center. The restaurant is expected to seat over 100 people and will offer both inside and outside dining.

Head Husky Barber Styling Shop (formerly Skora's), Connecticut Travel Planners, and Bank of America added to the list of service businesses in Storrs Center when they signed commercial leases on April 26, 2012.

On April 30, 2012, Storrs Automotive and Select Physical moved into their new spaces in 11 Dog Lane and 9 Dog Lane, respectively, making them the very first businesses to be open in Storrs Center!

A message from President Philip Lodewick

(continued from page 8)

Thank you to the assistance of our legislators – Senators Joe Lieberman and Richard Blumenthal, Congressman Joe Courtney, Governor Dannel P. Malloy, Secretary of State Denise Merrill, State Senator Donald Williams, and State Representative Gregory Haddad – who have steadfastly championed the Partnership and helped us secure over \$24 million in state and federal funding for Storrs Center.

In closing, thank you to all have brought us this point – four months away from the opening of the first phase of Storrs Center. We look forward to celebrating with you this fall. Stay tuned for details!

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2012 Nutmeg Summer Series

Connecticut Repertory Theatre (CRT) Nutmeg Summer Series returns to Storrs June 7 with the opening of *Man of La Mancha*. The classic musical kicks off a summer of fun, spirited theater in Storrs. The 2012 Nutmeg Summer Series will run from June 7 through July 22 and will feature *Man of La Mancha*, *The Odd Couple*, and *The Pirates of Penzance*.

The cast of *Man of La Mancha* may seem familiar to fans of CRT's 2011 production of *My Fair Lady* as Terrence Mann (Henry Higgins), Alix Paige (Eliza), and Richard Ruiz (Alfred Doolittle) return as Miguel de Cervantes, Aldonza, and Sancho Panza, respectively. *Man of La Mancha* tells the story of Miguel de Cervantes who uses the story of Don Quixote to defend himself after he is imprisoned during the Spanish Inquisition. The original Broadway production ran for six years and won the Tony for Best Musical. The Latin-tinged score features the anthem "The Impossible Dream."

Another classic production, *The Odd Couple*, will open June 21 and run through July 7. *The Odd Couple* is Neil Simon's comic play depicting the ups and downs of life for two-mismatched roommates who share an apartment after both of their marriages end. CRT's production will feature veteran news anchor Joe Moore and Wheel of Fortune host Pat Sajak who, as good friends in real life, are sure to bring down the house with the mayhem that has charmed audiences of *The Odd Couple* since it first opened on Broadway in 1965.

Another classic musical caps the 2012 Nutmeg Summer Series: *The Pirates of Penzance*. This Gilbert and Sullivan masterpiece

debuted in 1879 and has continued to charm audiences with its delightful ridiculousness for the last 133 years! Terrence Mann will direct Broadway veteran Liz Larsen as Ruth and Steve Hayes (Horton from last summer's *Seussical, The Musical*) as a modern Major General. *The Pirates of Penzance* is an irreverent story of Frederic, mistakenly apprenticed to a band of Pirates as a child, as he strikes out on his own with comic results.

CRT has several special offers for the 2012 Nutmeg Summer Series including a special children/student subscription rate, gift certificates, Dairy Bar combinations, and a dining-theatre option with Partnership member The Blue Oak Café at the Nathan Hale Inn. For information on subscriptions or single ticket options, please call the CRT Sales Office at 860.486.2113 or visit www.crt.uconn.edu.

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What's Happening: Upcoming Events

7th Annual Tour de Mansfield: Village to Village Bike Tour

Date: Saturday, June 23, 2012
Time: 8:00 AM - 12:00PM
Location: Mansfield Community Center
Fee: \$15 residents/\$25 non-residents before June 22

Presented by the Town's Parks and Recreation Department and the Mansfield Downtown Partnership, the 7th Annual Tour de Mansfield: Village to Village Bike Tour will have rides for all levels, including a Family Fun Ride. All rides begin and end at the Mansfield Community Center. For more information, visit the Community Center's website (www.mansfielddcc.com) or call 860.429.3015.

Free Summer Concert Series

Dates: Thursdays in July
Time: 6:30 – 8:00 PM
Location: Mansfield Community Center
Free and open to the public

Join us each Thursday evening in July, beginning July 5, at 6:30 – 8:00 pm for a series of free family concerts. All concerts are held rain or shine. If the weather cooperates, the concerts will be held outside on the Community Center Green. Otherwise, the concerts will be conveniently held inside the Community Center. Bring your family, friends, and maybe a picnic dinner and have a relaxing time.

July 5 – Shaded Soul
July 12 – Mister G



Photo by Janine Callahan
The E. O. Smith High School Band marched in the Celebrate Mansfield Parade for the first time in 2011 – We look forward to seeing them again in September!

July 19 – The Kerry Boys
July 26 – Kidsville Kuckoo Revue

For more information, please call the Mansfield Parks and Recreation Department: 860.429.3015.

Celebrate Mansfield Weekend

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(continued on page 18)

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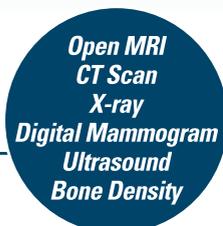
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What's Happening: Upcoming Events

(continued from page 17)

Mansfield; we couldn't fit it all in one day! Planning is underway for a great weekend. Be sure to visit the Partnership's website (www.mansfieldct.org/mdp) for more information as we approach September!

Guided Walk in Moss Sanctuary

Date: Saturday, September 22

Time: TBD

Location: Mansfield Community Center

Free and open to the public

The Town of Mansfield Parks and Recreation Department will lead a guided walk through the Albert E. Moss Forest, Wildflower, and Wildlife Sanctuary, the village woods located across the street from the Mansfield Community Center. Get to know this treasure right in the heart of our downtown! For more information, please contact the Mansfield Community Center: 860.429.3015 or visit www.mansfieldcc.com.

Music @ The Market

Storrs Farmers Market

Date: Saturday, September 22

Time: 3:00 – 6:00 pm

Location: Mansfield Town Hall

Free and open to the public

Stop by Storrs Farmers Market for good food and good company. Local musicians will entertain while you peruse the stands for the best local produce around.

For more information, please visit www.StorrsFarmersMarket.org.

Celebrate Mansfield Parade

Date: Sunday, September 23

Time: 11:30 am

Location: Post Office – Storrs Road – Bolton Road

Free and open to the public

The Celebrate Mansfield Parade will be bigger and better than ever! Grab a seat on the street early and enjoy the procession of bands, cheerleaders, local clubs and sports teams, puppets, animals, and so much more!

For more information, please contact the Partnership office (mdp@mansfieldct.org or 860.429.2740) or visit www.mansfieldct.org/mdp.

9th Annual Festival on the Green

Date: Sunday, September 23

Time: Noon – 5:00 pm

Location: E. O. Smith High School

Free and open to the public

The annual *Festival on the Green* draws thousands of residents and visitors each year to Storrs Center. Featuring music, food, games, arts, and more, there is truly something for everyone at this popular community event. Planning is underway for another fantastic *Festival*. Mark your calendars, and join your friends and neighbors as we celebrate the best of Mansfield!

For more information, please contact the Partnership office (mdp@mansfieldct.org or 860.429.2740) or visit www.mansfieldct.org/mdp.

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Mansfield Downtown Partnership Members

This year marks the Partnership's 10th year of working towards our shared vision of a livable, walkable, downtown for Mansfield. Our members' support has helped us build excitement for Storrs Center, from the initial planning sessions to the public hearings on the zoning to the review of the building plans to construction. Their enthusiasm, input, and advice has helped guide the Partnership and shape the future of Storrs Center.

Some of our members have been with us every step of the way. Members listed below in bold joined us at the very beginning and have been steadfast in their support for the past decade. The Mansfield Downtown Partnership thanks all of our members, and especially our "10 Year" members, for their continued support!

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(continued on page 20)

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9th Annual
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Volunteer

(continued from page 9)

for the *Festival on the Green* to helping to stuff and address many of the Partnership's mailings. In 2011, she spearheaded the organization of a new volunteer network to ease the burden on Partnership staff by assisting with the Partnership's many outreach efforts, such as staffing information tables and attending special events. The pilot of the volunteer network has been successful in engaging more committee members to help with a variety of tasks.

Ms. Jones is not only a great advocate of the Partnership and its efforts to build Storrs Center; she is also a Mansfield resident who looks forward to

enjoying a "downtown we'll be proud of, a place that will better reflect the diversity of interests in our community." The Mansfield Downtown Partnership thanks Janet Jones for her efforts in helping to make the vision of Storrs Center a reality.

The Volunteer of the Year Award is named in honor of the late Dr. A. J. Pappanikou. Dr. Pappanikou was a long-time Mansfield resident and steadfast supporter of the Storrs Center project who passed away in November 2009. In 2010, the Award was renamed in recognition of "Pappy" and his years of dedication and service to the Mansfield Downtown Partnership and the Mansfield community.



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Newest Board Members

(continued from page 9)

in Elementary Education from Iowa State University, a Master of Arts degree in Higher Education Leadership/Student Affairs and a Doctor of Philosophy in Educational Psychology/Talented and Gifted Education, both from the University of Connecticut. He is an active member of Storrs Congregational Church, where he is a past Council chair and current member of the Choir.

Paul McCarthy serves on the Board as one of the University of Connecticut's three appointed positions. Mr. McCarthy is the Deputy Director of Athletics and has held this position since October 2011. Prior to this appointment, he was Senior Associate Director of Athletics from 2006 to 2011. He held the position of Assistant Attorney General-University Counsel for the University

(continued on page 24)

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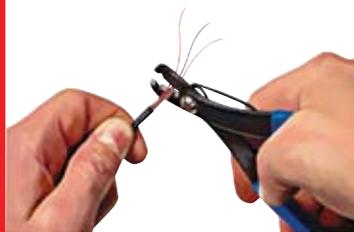
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Newest Board Members

(continued from page 23)

of Connecticut from 1998 to 2006 in which he provided legal representation and counsel to the University President and the Board of Trustees on higher education legal and business matters. His prior professional experience also includes working in private practice for the law firm of Halloran & Sage in Hartford, CT. Mr. McCarthy resides in Mansfield with his wife Tina and their three children, Aidan, Sean, and Catherine.

He attended Mansfield public schools, and all three of their children now attend his same elementary school of Goodwin Elementary School (former Northwest Elementary School).

Rich Orr serves on the Partnership Board as the designee of the University of Connecticut President, one of three *ex officio* members. In April, Mr. Orr became UConn's first General Counsel having previously served as

the Executive Officer for President Herbst. Before joining UConn, he was Vice President and General Counsel of BL Companies, an architecture and engineering firm engaged by both the Town and LeylandAlliance, LLC to provide services on Storrs Center. Previously, he served as Senior Counsel to Speaker Tom Ritter in the Connecticut House of Representatives where he led the drafting of the UConn 2000 legislation. Mr. Orr's legal practice has

included positions with the Hartford firm of Tyler Cooper & Alcorn and the Washington, D.C. firm of Arnold & Porter, as well as service in the U.S. Department of Justice, where he prosecuted corrupt public officials, and service as a law clerk to U.S. District Court Judge Jon O. Newman. Mr. Orr currently serves as Chair of the Board of Directors of Connecticut Legal Services and as a member of the board

(continued on page 25)

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Newest Board Members

(continued from page 24)

of the Susan G. Komen Breast Cancer Foundation. He was recently named a Fellow of the Connecticut Bar Foundation.

The Partnership Board consists of three Town of Mansfield appointed positions, three UConn appointed positions, three Mansfield Business and Professional Association appointed positions, six mem-

bers elected by the Partnership membership, and one student representative nominated by the Nominating Committee and approved by the Board. There are also three *ex-officio* positions filled by the Mayor of the Town of Mansfield, the University of Connecticut President or her designee, and the Chair of the Mansfield Businesses and Professional Association.

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➔ Membership Form: Page 27

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2011 – 2012 Committee Reports

(continued from page 12)

taken to select a facilitating consultant

- Monitored implementation of the relocation plan
- Received updates from the Town Manager and the Executive Director on grants received and grants in progress
- Reviewed Partnership quarterly financial statements
- Monitored personnel issues
- Began a review of the Partnership’s Directors and Officers Liability Insurance
- Received monthly updates on the work of the Town’s Four Corners Sewer and Water Advisory Committee
- Administered the A.J. Pappanikou Volunteer of the Year Award
- Continue to monitor state and federal funding for public improvements including the parking garage, intermodal transportation center, Village Street and transit pathways, Dog Lane, and Storrs Road.

Membership Development

Chair, Frank McNabb
 Alexinia Baldwin
 Dennis Heffley
 Jim Hintz
 June Krisch
 David Lindsay
 Betty Wexler

The Membership Development Committee has met monthly to generate activities to foster continued interest in membership and attract new members. The following highlighted activities were conducted to allow for a continued positive campaign:

- The Storrs Center story and on-going updates were sent to and printed in local magazines and newspapers with a regular column written by the Executive Director for the ReminderNews
- A table was staffed at Gampel Pavilion for two University men’s and women’s basketball games and a football game at Rentschler Field with eye-catching renderings of Storrs Center
- A table was staffed at the Jorgensen Center for the Performing Arts for the Vienna Symphony and Bernadette Peters
- The membership brochure was redesigned to reflect the June 2011 groundbreaking and has been conveniently placed around the UConn campus and the Town of Mansfield.
- Inclusion of membership brochure in Partnership fall and spring newsletters as well as Annual Report
- Membership and informational table at the *Festival on the Green*, Winter Fun Day, Tour de Mansfield Bike Tour, UConn Open Houses, and UConn orientation
- Letters to all previous members were mailed to rejoin along with personal phone calls and follow-up letters, when required. To date 87 percent of last year’s members have renewed.
- The Committee welcomed June Krisch and David Lindsay to the Committee
- The Committee revised its charge to reflect its current work; the new charge was approved by the Board of

Directors

- The Committee coordinated with the Advertising and Promotion Committee on developing a successful volunteer sign-up sheet for many of the events the Partnership staffs and various tasks
- Monthly public open houses have continued at the Partnership office
- To date, the Partnership has 293 members and contributions of \$15,800.

Nominating

Chair, Philip Lodewick	Betsy Paterson
Steve Bacon	Steve Rogers
Honey Birkenruth	

The Nominating Committee met last year and recommended changes to the Partnership’s Bylaws for the first time since 2008. The main changes were to the Partnership’s conflict of interest policy to add that it applies to Partnership committee members and staff and that Board, committee members, and staff must comply with the Town’s Code of Ethics when they are acting as the municipal development agent for Storrs Center. The Committee recommended a new Board member to serve on the Partnership Board for the fiscal year that begins July 1, 2012. It also recommended a new Committee chair for the Finance and Administration Committee.

Planning and Design

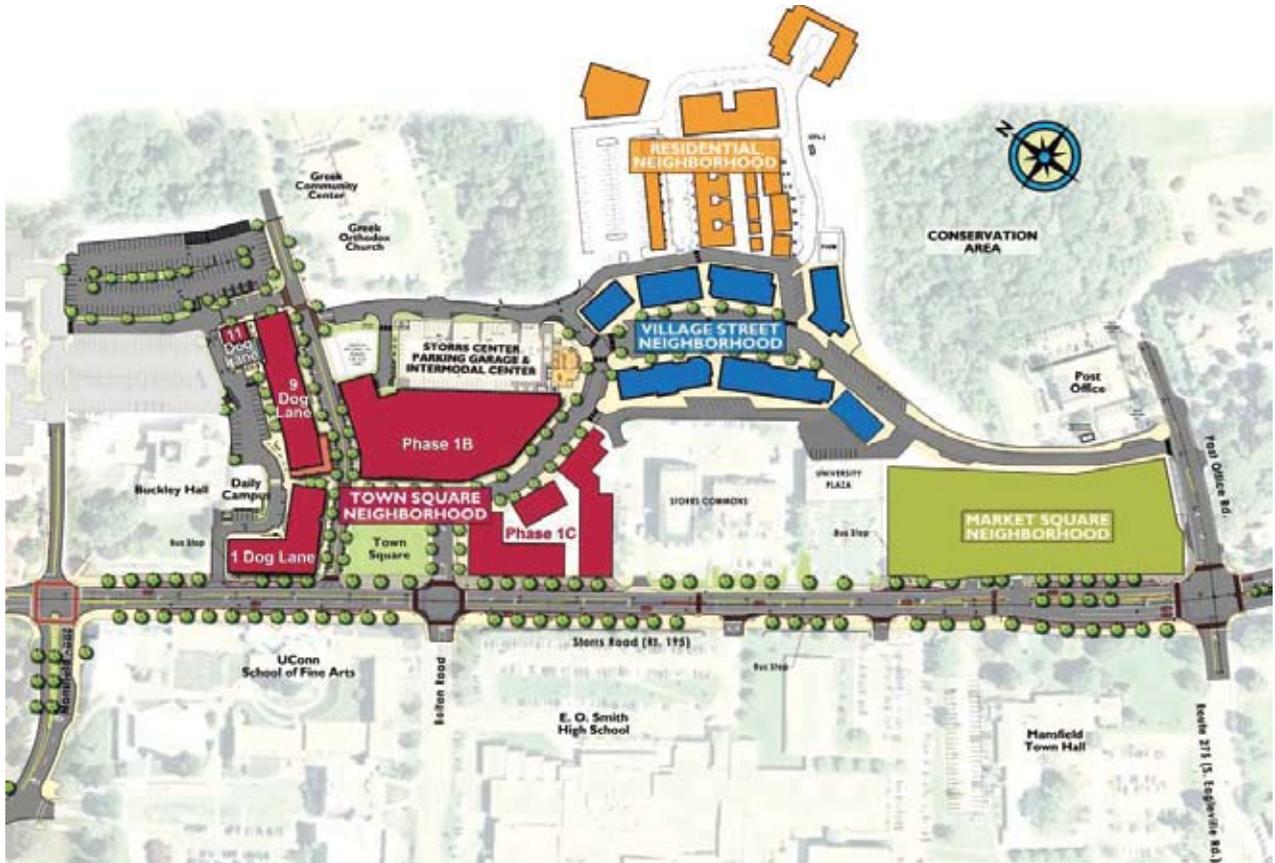
Chair, Steve Bacon	Frank McNabb
Laurie Best	Peter Millman
Karla Fox	Ruth Moynihan
Manny Haidous	Betsy Paterson
Jon Hand	Karin Randolph
Chris Kueffner	Pene Williams

Last year, the Planning and Design Committee was busy reviewing designs and building plans for the mixed-use buildings to be constructed in Phase 1A and Phase 1B of Storrs Center. Once ground was broken in June 2011 for the construction of those buildings, the Committee’s attention was focused on the compliance of the proposed structures with the Sustainability Guidelines that had been adopted by Board of Directors of the Mansfield Downtown Partnership.

Committee meetings in July and November 2011 were devoted to the examination of plans with the project’s architect for satisfactory adherence to those guidelines while a similar review took place in January 2012 with respect to the parking garage and intermodal transportation center. In September, the Committee also studied plans for the Village Street layout in preparation for the public hearing that was conducted later in the fall for the zoning permit application for the Village Street.

Other Committee activities during the past year included review of the zoning permit application for the Post Office and Post Office Road, review and approval of colors and materials for the parking garage and intermodal transportation center, discussion of the naming of streets and public buildings in Storrs Center, consideration of the Mansfield Downtown District Public Spaces and Green Infrastructure Master Plan, and discussions centered on streetscape improvements for the Village Street.

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PHASE 1C (Coming in 2014)

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Helping to Build Mansfield's Future

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