

**MANSFIELD DOWNTOWN PARTNERSHIP
BOARD OF DIRECTORS MEETING
Thursday, October 6, 2011
Mansfield Town Hall
Town Council Chambers
4 S. Eagleville Road**

4:00 PM

MINUTES

Present: Steve Bacon, Matthew Hart, David Lindsay, Philip Lodewick, Toni Moran, Richard Orr, Betsy Paterson, Chris Paulhus, Alex Roe, Steve Rogers, and Kristin Schwab

Staff: Cynthia van Zelm

1. Call to Order

Philip Lodewick called the meeting to order at 4:06 pm.

2. Opportunity for Public Comment

There was no public comment.

3. Approval of Minutes of September 1, 2011

Betsy Paterson made a motion to approve the minutes of September 1, 2011. Chris Paulhus seconded the motion. Steve Bacon and Richard Orr abstained. The motion was approved with the abstentions.

4. Director's Report

Cynthia van Zelm said the framing and exterior work on Phase 1A is expected to be complete by Christmas.

Ms. van Zelm said the second job fair was held on September 8 at the Community Center. A third job fair will be held in January.

She said the clearing as begun for the parking garage. The goal is to have the clearing and foundation in by December so the pre-case pieces can be brought in by January.

Ms. van Zelm said she and Katie Andrighetti, property manager for the Oaks on the Square, have met with many groups and attended events in the last month with respect to marketing the apartments. These included the UConn Graduate Student Senate, Mansfield School District and Region 19 School District open houses, the Celebrate Mansfield Weekend wine tasting, and UConn Transportation Services. Future meetings are planned with Windham Hospital and deans of the schools at UConn. Ms. van Zelm said she will also have a presence at the UConn Homecoming Spirit Village for returning alumni at the football game.

Ms. van Zelm said the Town Council and Community Quality of Life Committee will have a joint meeting on Tuesday which will include a Storrs Center site visit and visit at the Oaks on the Square office. The meeting will continue with an update from EDR on the residential marketing and management plans.

Ms. van Zelm said the Parking Steering Committee will meet on October 17. A cooperative agreement among the Storrs Center and adjacent property owners regarding parking enforcement is close to being finalized.

Matt Hart said one of the key elements of the plan is to deputize people as special constables so they will have the ability to tow and ticket on lots. The agreement, along with the overall parking plan, will be brought to the Board and to the Town Council.

5. Approval of Revisions to Partnership Membership Development Committee Charge

David Lindsay made a motion to approve the revised charge for the Membership Development Committee as stated below. Alex Roe seconded the motion.

Membership Development Committee (DRAFT revised by Committee on August 8, 2011)

- Encourage and solicit individuals, organizations and businesses to join, and when possible, be active in the Mansfield Downtown Partnership
- Organize and conduct an annual membership drive in the fall for both existing and new members to be effective starting in January of the following year

- Promote the assistance from volunteers within the Board of Directors, committees, and community
- Assist the Board of Directors and all committees in recruiting new members
- Evaluate and initiate new or enhanced outreach programs to gain new memberships
- Meet the financial goal of memberships as approved by the Board of Directors
- Have a presence at critical community and University of Connecticut functions to convey the mission of Storrs Center, answer questions, and gain new members
- Promote articles and information in local newspapers, magazines and electronic media with membership forms available when possible
- Maintain literature racks with membership forms at key locations in the community and at the University of Connecticut
- Raise student awareness of the Partnership through membership and outreach at University of Connecticut functions
- Coordinate publicity and marketing efforts with the Advertising and Promotion Committee

The motion was approved unanimously.

6. Storrs Center Action Items: Review and Consideration of Storrs Center Village Street and Transit Pathways Zoning Permit application

Steve Bacon said the Planning and Design Committee met on September 20 to review the Village Street and Transit Pathways zoning application. The Committee adopted a motion on that day recommending that the Board find the application in compliance with the Storrs Center Design District guidelines.

A public hearing was held on October 4. There were a few speakers including neighbors Rick and Leslie Robarge who own the building at 18 Dog Lane. They mentioned that most of their concerns were answered by Storrs Center Alliance prior to the public hearing. Ms. Robarge did express concern about no landscaping between their building and the parking garage.

Other topics that came up at the public hearing included stormwater management, and light pollution. Geoff Fitzgerald with BL Companies said that the lights in the street lights will be cut off with the bulb and lens in the top of the fixture. The light will be shining down, not spreading out. William Shakalis asked that the Storrs Center Sustainability Guidelines be revised to incorporate the latest technology regarding alleviating light pollution. Mr. Bacon said the Planning and Design Committee will review the information that Mr. Shakalis provided.

Mr. Bacon said that further comments provided before the hearing related to eliminating some parking spots on Village Street close to the intermodal center to make the turns out of the spaces more safe. BL Companies did remove some spots.

Another change from previous Village Street drawings was the addition of a fence along Village Street to conceal the site lines to the back of the Post Office where the trucks are located. Additional trees are also planned to serve as a buffer.

Rich Orr said he had been appointed to serve on the Board by UConn President Herbst but wanted to make the Board aware of his potential conflict of interest. His statement is attached to the minutes. Mr. Orr recused himself on a vote on the Village Street and Transit Pathways zoning permit application as he will treat his potential conflict as a conflict.

Mr. Bacon made the following motion:

“In accordance with Mansfield Zoning Regulations Article X, Section S (“Storrs Center Special Design District regulations”), the Mansfield Downtown Partnership held a public hearing on October 4, 2011, for the purpose of hearing public comment on the consistency of the zoning permit application for the development of the Village Street and Transit Pathways in Storrs Center, (“the Application”) with the Storrs Center Special Design District regulations. Based on its review, and on the recommendation of the Partnership’s Planning and Design Committee, and subject to the Mansfield Director of Planning and Development’s review and consideration of technical issues and public comment, related to the Application, the Partnership Board of Directors finds that, to the best of its knowledge and judgment, the Application fully complies with the requirements of the Storrs Center Special Design District regulations, in general. President Philip Lodewick is authorized formally to convey this advisory opinion to the Mansfield Director of Planning and Development.”

Ms. Paterson seconded the motion.

Ms. Roe noted that since the University still owns the property in question, she wanted to be on record that the University supports the zoning permit application.

The motion was approved with one abstention by Mr. Orr.

7. Four Corners Sewer and Water Study Advisory Committee Update

Mr. Hart said a meeting was held to kick off the Environmental Impact Evaluation (EIE) for the water sources in Mansfield. The Town and UConn have co-endorsed the EIE. Milone & MacBroom has been retained to conduct the EIE. They are looking at 8 possible well locations as well as two interconnected systems from the north and south.

There will be an upcoming Town referendum on November 8 with respect to approval of \$350,000 for water and sewer permitting and engineering.

8. Report from Committees

Advertising and Promotion

Kristin Schwab said the Committee met last week.

She said Ms. van Zelm and Special Projects Coordinator Kathleen Paterson went over the various modes of communication that the Partnership utilizes.

Ms. K. Paterson updated the Committee on the responses received on the construction website. Ms. Schwab said Ms. van Zelm commended Ms. K. Paterson on the work she is doing on updating the construction website.

Ms. Schwab said the Committee voted on establishing a volunteer network to assist Ms. van Zelm and Ms. K. Paterson with the many outreach activities that they undertake. The goal would be to have Partnership Board members and members in general help represent the Partnership at meetings, open houses, etc.

Ms. Schwab said she and her students have presented an update on the public spaces plan to key stakeholders last week. The product is almost complete. There will be a report as well as a brochure. Ms. Schwab said the feedback has been very good. She will bring recommendations to the Planning and Design Committee on October 17 and to the Board at its November meeting.

Business Development and Retention

Steve Rogers said the Committee had not met in awhile. He indicated that with many of the current tenants negotiating leases on an individual basis, there is some question about what the Committee's role is with respect to

retention. How and should the Committee advise a business in their negotiations? Mr. Hart suggested the Committee can serve as an ombudsman, assisting tenants with general concerns and questions with respect to retention.

Ms. van Zelm said that one role could be for the Committee to provide input to the commercial marketing plan which is being drafted by Storrs Center Alliance.

Festival on the Green

Ms. Paterson said the feedback on the Festival has been positive, particularly the location at the High School.

She said the wine tasting as part of Celebrate Mansfield Weekend was sold out.

Finance and Administration

On behalf of the Committee, Mr. Hart referenced the end of the year (June 30, 2011) financials. He said that revenues had exceeded expenditures and the contingency did not need to be used. The Partnership is in a healthy position.

With respect to the grants page, it is showing a deficit because the Town receives the grant funds on a reimbursable basis.

With respect to the parking garage, Mr. Hart and Ms. Paterson noted that the bids were competitive allowing the extra deck on the garage to be built. Mr. Hart said that Downes out of New Britain was selected as the general contractor for the garage. He noted that Beebe Construction from Mansfield was the first subcontractor hired.

Mr. Rogers requested that the "Estimated Statement of Revenues, Expenditures and Changes in Fund Balance" add "Grant Fund Balance" to the title to distinguish it from the "Operating" Fund Balance.

Mr. Hart noted that the CT Department of Economic and Community Development has indicated that Storrs Center Alliance and EDR have met the financial conditions established under the grant conditions for the parking garage.

Mr. Hart said the Committee is continuing to review the Executive Director position and is reviewing it against the Town of Mansfield's classification system. He expects to report back to the Board at its next meeting.

Membership Development

In Chair Frank McNabb's absence, Ms. van Zelm said that Mr. McNabb, Mr. Lindsay and Dennis Heffley had staffed a table at a UConn football game and the Committee was planning to do the same at a few UConn basketball games.

Ms. van Zelm said the new membership brochure is in process.

Planning and Design

Mr. Bacon said the Committee will meet on October 18 and will hear a presentation on the public spaces plan as well as hold a discussion on the naming of roads in Storrs Center.

9. Adjourn

Mr. Paulhus made a motion to adjourn. Ms. Schwab seconded the motion. The motion was approved and the meeting adjourned at 5:50 pm.

Minutes taken by Cynthia van Zelm