

**MANSFIELD DOWNTOWN PARTNERSHIP
BOARD OF DIRECTORS
Thursday, February 7, 2013
Mansfield Town Hall**

4:00 PM

MINUTES

Present: Steve Bacon, Carl D'Oleo-Lundgren, Matt Hart, George Jones, Michael Kirk, Philip Lodewick, Frank McNabb, Toni Moran, Betsy Paterson, Chris Paulhus, Kristin Schwab, Bill Simpson, Ted Yungclas

Staff: Cynthia van Zelm

1. Call to Order

Board President Philip Lodewick called the meeting to order at 4:05 pm.

2. Opportunity for Public to Comment

There was no public comment.

3. Mansfield Tomorrow – Jennifer Kaufman, Town of Mansfield's Natural Resources and Sustainability Coordinator, and Mansfield Tomorrow Project Manager

Jennifer Kaufman, the Town's Natural Resources and Sustainability Coordinator, and Mansfield Tomorrow Project Manager, gave an update on Mansfield Tomorrow. She gave a Power Point presentation and passed out a one page info sheet on the project.

Ms. Kaufman said that Town Director of Planning and Development Linda Painter had noted the changes that were happening in town i.e., Storrs Center, the UConn Tech Park. She saw an opportunity to apply for a grant through HUD that would allow the Town to be proactive in planning for its future. The Town was one of only a few communities to receive the competitive grant. The main goals of the grant are to update the Town's comprehensive plan and to adopt zoning and subdivision regulations that reflect the plan. In addition, policies for housing, economic development,

and agriculture are key components of the Mansfield Tomorrow Plan. One of the main elements of the process is to create broad participation.

An initial kick-off meeting last week was attended by over 90 people and an agriculture forum on Saturday attracted over 50 people. A community visioning forum will be held on March 9 at E.O. Smith High School.

Ms. Kaufman said the goal is to have a draft Plan done by late 2013 with final approval by the Planning and Zoning Commission (PZC) in 2014.

Ms. Kaufman said there is an advisory group that represents many of the committees and boards in town.

Betsy Paterson commended Ms. Kaufman and Ms. Painter for their work on Mansfield Tomorrow.

Cynthia van Zelm asked how the Partnership can help. Ms. Kaufman said one idea is to put up table tents at restaurants about upcoming meetings. She said the team also needs help reaching out to residents in southwestern Mansfield, as well as in subsidized housing.

Ms. Paterson suggested sending out information to the Partnership's database. Ms. van Zelm will follow-up with Ms. Kaufman on this initiative.

Ms. van Zelm said that Toni Moran had agreed to serve as the Partnership's representative on the advisory committee. Ms. van Zelm will send a letter to the PZC to that effect.

4. Approval of Minutes of January 3, 2013

Betsy Paterson made a motion to approve the minutes of January 3, 2013. Chris Paulhus seconded the motion. The motion was approved.

5. Executive Director Report

Ms. van Zelm updated the Board on her work on parking in Storrs Center and on an operations plan for Storrs Center.

Ms. van Zelm said she has been staffing quarterly meetings with a staff team of Matt Hart, Lon Hultgren (Town's Director of Public Works), and representatives from Leyland and Central Parking (Leyland's parking operator). These meetings serve as check-ins to address any parking

issues. She said the team is looking at additional directional parking signs, especially on Storrs Road.

Ms. van Zelm said she has also been organizing the approval of parking constables from Central, E.O. Smith High School and the private lots. Under the Storrs Center Parking Management Plan, constables can ticket cars if they are illegally parked.

Ms. van Zelm said the Parking Steering Committee that met for three years is now meeting on a quarterly basis. The Committee's next meeting is next week. The Committee includes representatives from UConn and the Windham Region Transit District.

Toni Moran said she had heard concerns about there not being enough close by handicapped parking. Ms. van Zelm said she has heard from a number of people as well and she asked Leyland to consider additional handicapped parking behind 9 Dog Lane. It is likely this will happen but she is waiting for confirmation. She noted the difficulty in placing handicapped parking now on Dog Lane because of the need to cut into the curbs and sidewalks.

Ms. van Zelm said she has been working with Mr. Hart and Mr. Hultgren on a Storrs Center operations plan that delineates who will be shoveling sidewalks, maintaining infrastructure, etc. With so many entities (Town, UConn, EdR, Leyland) it was important to produce this working document. She and Mr. Hart and Mr. Hultgren meet twice a month, while a team that also includes EdR, Leyland, and Central meet quarterly. She said that operations checklists are in place for the Town, EdR and Central to follow on a regular basis.

Mr. Hart had asked Ms. van Zelm to look into best practices for maintaining public and private infrastructure in a "first class manner" as outlined in the development agreement between the Town, Leyland and EdR. Ms. van Zelm has surveyed her downtown colleagues for their process.

Ms. van Zelm said she and Mr. Hart and Mr. Hultgren are continuing to review a proposal to bring the Partnership into the intermodal transportation center. Any proposal would be brought to the Board.

Kristin Schwab asked if there are other towns that have volunteer ambassadors. Ms. van Zelm said there are other towns that have ambassadors including Hartford. She said the Parking Management Plan

includes a section on looking at ambassadors, in particular, for the intermodal transportation center.

Ms. van Zelm said there are two working groups of the Board that have been set up. One is to look at for sale housing and the other is to help Leyland with its retail recruitment. Ms. van Zelm said the for sale housing group includes Mr. Hart, Mr. Lodewick, Harry Birkenruth, Tom Callahan, and Dave Pepin. Mr. Callahan and Mr. Pepin serve on the Board's Finance and Administration Committee. Ms. van Zelm referenced the housing survey that has gone out through UConn to its faculty and staff, the UConn Alumni Assoc., the Leyland database, and the Partnership database. She said the team will meet again in early March.

Mr. Lodewick said the initial survey results show a lot of interest in housing in Storrs Center. He has suggested that those that have done so be contacted directly to ascertain their specific interest.

Ms. van Zelm said the retail working group includes her, Mr. Hart, Mr. Lodewick, and Steve Bacon. She said that Shuprotim Bhaumik with HR&A will be assisting the Partnership and Leyland with reviewing the retail market and looking at where to recruit.

Ms. van Zelm asked other Board members to let her know if they want to get involved in any of these groups.

Ms. van Zelm said the team at the Oaks indicated that they are on track for leasing the current buildings and the new building to open in August.

Ms. van Zelm said that 2nd membership renewal letters will go out early next week and encouraged everyone to renew.

Ms. van Zelm said the March 7 Board meeting will be at the Mansfield Public Library.

6. Appointment of Committee Member

Kristin Schwab made a motion to appoint Cara Workman to the Advertising and Promotion Committee. Steve Bacon seconded the motion. Mike Kirk said that Ms. Workman is the Director of University Events and Conference Services at UConn. The motion was approved.

7. Review of Partnership Three-Year Strategic Plan

Ms. van Zelm said the Strategic Plan includes a continued focus on Storrs Center. Ms. van Zelm said the Executive Committee met twice since the Board workshop in October on the Plan. The goals reflect the goals identified at the workshop with some modifications. They have been divided into sections on Storrs Center, Four Corners and King Hill Road, Downtown District, and Organization and Structure. Ms. van Zelm said the Partnership's consultant Management Partners has drafted an implementation plan. She wants to make some changes and then will bring it back to the Executive Committee for review.

Mr. Hart said the Plan was well done and he made a motion to approve the Mansfield Downtown Partnership Strategic Plan 2013-2015. Mr. Bacon seconded the motion. The motion was approved.

8. Update on Process for Conflict of Interest Disclosure

Ms. van Zelm referred to Partnership's attorney John Zaccaro's opinion that the University of Connecticut appointees on the Board do not need to disclose to the Towns' Board of Ethics, and potentially recuse themselves each time the Partnership takes any action that might affect the University. All actions should be reviewed on a case by case basis.

9. Four Corners Sewer and Water Advisory Committee Update

Mr. Hart said acceptance of comments on the DRAFT Environmental Impact Evaluation (EIE) was extended to January 31, 2013. He said a hearing was held in Farmington at the UConn Health Center to address some of the concerns coming from that community. He and Ms. Paterson attended the hearing. Mr. Hart said over 300 comments have been received; UConn will need to provide responses to the comments. He will work with UConn on next steps.

With respect to sewer planning at Four Corners, the pump station design is almost complete.

10. Report from Committees

Advertising and Promotion

Ms. Schwab said the Committee will meet next week.

She said that Barry Schreier with Sweet Emotions and a Mansfield resident has agreed to serve on the Committee. Ms. Moran made a motion to

appoint Mr. Schreier to the Committee. Ms. Paterson seconded the motion. The motion was approved.

Business Development and Retention

Ms. van Zelm said that Steve Rogers is out of town. The Committee meeting scheduled for February 14 has been cancelled.

Finance and Administration

In Harry Birkenruth's absence, Ms. van Zelm reported that the Committee approved relocation claims for Husky Pizza, Subway, and Travel Planners.

She said the Committee will address the Partnership budget again at its February meeting.

Ms. van Zelm said the December 31, 2013 financials were reviewed. There was nothing major to report except that the Partnership is in the midst of its membership renewal campaign.

Membership Development

Frank McNabb said Committee members staffed busy tables at the UConn Co-op (upon start of spring semester) and at Gampel. Most of the questions are about housing.

He said that 188 members had renewed thus far for a total of \$9,820.

Nominating

Mr. Lodewick said the Nominating Committee will meet on March 7 to discuss Board nominations.

Planning and Design

Mr. Bacon said the Committee will meet on the 19th to review the draft zoning permit application for the grocery store site. LeylandAlliance and Price Chopper will be at the meeting.

He said the Partnership will need to hold a public hearing on the application and make a recommendation to Director of Planning and Development Linda Painter. If it is approved, construction could start in May/June.

11. Other

Mr. Lodewick announced that Macon Toledano with Leyland will be leaving for a position at the Lyndhurst Foundation in Chattanooga, TN. He and the Board recognized Mr. Toledano's accomplishments and said he will be sorely missed. A farewell reception will be held for him at the end of February.

12. Adjourn

Mr. Paulhus made a motion to adjourn. George Jones seconded the motion. The motion was approved. The meeting adjourned at 5 pm.

Minutes taken by Cynthia van Zelm.