

**MANSFIELD DOWNTOWN PARTNERSHIP  
BOARD OF DIRECTORS  
Thursday, September 3, 2015  
Mansfield Town Hall  
Town Council Chambers**

**4:00 PM**

**MINUTES**

Present: Steve Bacon, Tom Callahan, Mona Friedland, Matt Hart, Riley Hasson, George Jones, Mike Kirk, June Krisch, Philip Lodewick, Toni Moran, Shamim Patwa, Steve Rogers, Paul Shapiro, and Bill Simpson

Staff: Cynthia van Zelm

**1. Call to Order**

Board President Philip Lodewick called the meeting to order at 4:02 pm.

**2. Opportunity for Public to Comment**

There was no public comment.

**3. Approval of Minutes of July 27, 2015**

Paul Shapiro made a motion to approve the minutes of July 27, 2015. Mona Friedland seconded the motion. The motion was approved.

**4. Executive Director Report**

Cynthia van Zelm updated the Board on the status of the move-ins for the Oaks apartments. She said that the Oaks had been able to move people into most of the buildings except for the building at 33 Royce Circle and the first floor apartments. The Oaks has been sending daily e-mails to its residents in the new buildings as well as providing compensation, hotel rooms, and storage facilities as necessary. Matt Hart said that everyone has been working hard at the Town to complete the inspections and ensure the buildings are safe.

Ms. van Zelm said that 24 of the 42 units at Main Street Homes have been sold. The first building should open in winter 2016.

Ms. van Zelm asked for some additional help from Board members to staff the Partnership table at the Festival.

Ms. van Zelm said that there has been an overabundance of cars parking in the first three floors of the parking garage which is intended for transient parkers. The Dog Lane lot is also more full than it had been. Ms. van Zelm said she expects that most of the cars are from Oaks residents, or UConn students. There are some contractors parking on these floors but it is not a significant number. There are also some employees that are parking there as well. She has been working with LeylandAlliance and LAZ Parking to find solutions to these issues including working with the Oaks and The Wilder Companies to let them know their tenants need to be parking above the gate with monthly passes.

The Board discussed parking issues and Mr. Hart asked Ms. van Zelm for an update at the next Board meeting.

#### **5. Recommendation of Anne D'Alleva to the Advertising and Promotion Committee**

Toni Moran made a motion to recommend that Anne D'Alleva be appointed to the Partnership Advertising and Promotion Committee. George Jones seconded the motion. The motion was approved.

#### **6. Continued Review and Discussion of Partnership Mission/Vision and Priorities**

Bill Simpson made a motion to adopt new Partnership vision and mission statements as presented. Mr. Hart seconded the motion.

Mr. Lodewick said he revised the mission statement to reflect that the Partnership will focus its efforts on downtown Storrs, with no specific reference to Four Corners or King Hill Road. The mission statement continues to keep open the possibility that the Partnership would assist the Town or UConn with economic development in other areas of Town as deemed strategic by the Town, UConn, or the Partnership Board of Directors. With these changes, the mission statement now ties back more directly to the vision statement.

The motion was approved unanimously.

Tom Callahan made a motion to authorize the Executive Director to develop an RFQ or an RFP with a scope of work to include an organizational development strategy to include but not be limited to governance, staffing, and funding. The Request for Proposals/Qualifications will be reviewed and approved by the Finance and Administration Committee and the Board of Directors prior to release. Steve Bacon seconded the motion.

Ms. Moran asked if there were consultants in mind who could assist in this planning effort. Ms. van Zelm said she had a list of names from the CT Main Street Center, as well as names of consultants who had expressed interest in the Partnership's previous strategic planning

process. Mr. Lodewick said the UConn School of Business may have resources as well. Mr. Hart said that SCORE might be an option as well. They had worked with the Eastern Highlands Health District on their strategic plan.

Mr. Shapiro said there had been some discussion about how much a consultant would cost at the Finance and Administration Committee meeting. Mr. Callahan advised going out to the market and seeing what the responses are on cost.

Mr. Callahan advocated moving forward with outside help. The issue of reviewing the Partnership organization vis a vis its current role has been under discussion for almost two years. He said the Partnership would be well served to obtain some counsel sooner rather than later.

The motion was approved unanimously.

## **7. Report from Committees**

### Advertising and Promotion

Ms. Moran said the Committee met last week and discussed some of the Partnership events and the sources of funding. Live Music Wednesdays has been a highly successful event with over 200 people attending. She said Partnership staff will be working with Town Parks and Recreation staff to see how Live Music Wednesdays and the long-standing Parks and Recreation concerts can be further integrated.

Ms. Moran said the Committee also discussed Winter Fun Week. The decision was made to discontinue this "event" since it was labor intensive for staff to solicit and put together a calendar of events in February, with not a lot of business participation. Instead, the Partnership will focus on creating more activities around the December Winter Welcome event.

Ms. Moran said the Committee also discussed continuing to push for the ordinances, policies, and procedures for the Town Square to be reviewed by the Town Attorney and brought to the Town Council.

Ms. Moran said the second Pup Crawl (dog walk) will be October 17.

### Finance and Administration

Mr. Callahan addressed the end of the year financials. He said the Partnership ended the year at \$27,000 in revenue over expenses, largely due to not utilizing as much consultant/attorney assistance as expected. The fund balance is \$250,154. This puts the Partnership in a good position moving forward.

Mr. Callahan said the Committee discussed further the Transportation Coordinator position and benefits, which was also discussed at the last Board meeting. Mr. Callahan said the position was developed, budgeted and advertised with no benefits. He passed out an analysis of the cost of benefits with and without health insurance. Because the position is funded jointly by the Partnership and the Town, the issue requires more discussion at the Town level.

The Board discussed the issue of benefits for the Transportation Coordinator position. The issue will be discussed further at the next Board meeting following discussion at the Town level.

### Membership Development

George Jones said the Committee did not meet this month but noted that there needs to be clarity on the benefits of membership.

## **8. Adjourn**

Mr. Hart made a motion to adjourn. Mr. Jones seconded the motion. The motion was approved and the meeting adjourned at 5:20 pm.

*Minutes taken by Cynthia van Zelm.*