

**MANSFIELD DOWNTOWN PARTNERSHIP
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE**

November 14, 2013

5:00 PM

**Mansfield Town Hall
Conference Room B**

MINUTES

Present: Steve Rogers (Chair), Mona Friedland, Marty Hirschorn, Paul McCarthy, Rene Schein

Staff: Cynthia van Zelm

1. Call to Order

Steve Rogers called the meeting to order at 5:04 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from October 10, 2013

Rene Schein made a motion to approve the October 10, 2013 minutes. Paul McCarthy seconded the motion. The motion was approved.

4. Update on Tenanting and Ideas for future Tenants

Cynthia van Zelm said she spoke with Committee member Girish Punj about the use of NAICS data to help recruit businesses for Storrs Center but she needs to sit down with him in front of a computer. The Committee will then be better able to evaluate its use.

Mona Friedland said after the last Committee meeting she did some research on retail emporiums in Middletown and Providence. She shared her information with Howard Kaufman at LeylandAlliance and he agreed to attend the Committee's January meeting to discuss further. Mr. Rogers suggested that Board President Philip Lodewick and Vice President Steve Bacon be specifically invited to that meeting as well. Cynthia van Zelm will forward on Ms. Friedland's research to the Committee.

Ms. van Zelm said the UConn Co-op Storrs Center location and Haru Aki are scheduled to open at the end of November.

Marty Hirschorn said he is still interested in diner, bakery, and sports bar concepts.

5. Storrs Center Business Welcome Letter

Ms. van Zelm said the Committee welcome letter went out to all new businesses in Storrs Center.

Thus far, Committee members have not heard from any businesses.

6. Marketing of Storrs Center Businesses

Mr. Rogers continued to encourage the discussion of the “Storrs Center” name and what Storrs Center encompasses from a geographic area. Ms. van Zelm said she needs to set up an Executive Committee meeting to discuss this issue which has come up through several committees.

Ms. van Zelm said that she and Kathleen Paterson, the Partnership’s Communications and Special Projects Manager, had met with representatives of the Eastern CT Tourism District, and would be meeting with the Last Green Valley next week to talk about marketing opportunities.

7. Approval of 2014 Meeting Dates

Ms. Schein moved to approve the 2014 meeting dates. Ms. Friedland seconded the motion. The motion was approved.

8. Future Meeting Agendas

Mr. Rogers reiterated that the next meeting will include a discussion of the emporium idea. He invited other Committee members to assist Ms. Friedland and think about the idea for the January meeting.

The Committee decided to cancel the December 16 meeting.

9. Adjourn

The meeting adjourned at 5:45 pm. The next meeting is January 16, 2014 at 5 pm.