

**MANSFIELD DOWNTOWN PARTNERSHIP
FINANCE AND ADMINISTRATION COMMITTEE
MEETING
TOWN HALL
CONFERENCE ROOM B**

THURSDAY, OCTOBER 25, 2012

MINUTES

Present: Chair Harry Birkenruth, Phil Barry, Mark Hammond, Matt Hart, and Bill Simpson

Guests: Mike Kirk

Staff: Cynthia van Zelm

1. Call to Order

Chair Harry Birkenruth called the meeting to order at 9:05 am.

2. Approval of Minutes from September 19, 2012

Bill Simpson made a motion to approve the minutes of September 19, 2012. Phil Barry seconded the motion. The motion was approved.

3. Storrs Center Update and Business Plan Follow-up Calendar

Cynthia van Zelm referred to the Storrs Center benchmarks where she had updated the benchmarks to include dates when action would be required to meet the articulated goals.

Bill Simpson suggested a change to the benchmark of "Town will ascertain property tax per acre and/or property tax by square foot with assistance from SCA." He suggested that the "with assistance from SCA" be deleted as it implies that SCA would be involved in the determination of the taxes. The change will be made.

Ms. van Zelm will follow-up with Howard Kaufman on the proposed schedule.

4. Relocation Claim Reviews

Phil Michalowski, the Partnership's relocation consultant from Milone & MacBroom, joined the Committee by phone to discuss the relocation claim from

Storrs Automotive. He reviewed the eligible moving expenses and eligible fit-out expenses (that which are re-establishment expenses).

Mr. Barry made a motion to approve \$39, 215.85 in relocation expenses for Storrs Automotive. Mr. Simpson seconded the motion. The motion was approved.

5. Review of September 30, 2012 Financials

The Committee reviewed the September 30, 2012 financials. Mr. Birkenruth noted again that the use of the fund balance will need to be discussed as part of the strategic planning discussion. Mr. Birkenruth asked Ms. van Zelm to try and project the fund balance at the end of the fiscal year.

6. Other - Storrs Center Signage

Ms. van Zelm presented the Committee with ideas for signage in kiosks along Dog Lane that would promote the new businesses, provide direction to the new businesses, and promote events in Storrs Center. She proposed that the Partnership use some of its fund balance to assist LeylandAlliance with the cost of the signage. She noted that simple directional signage had been put up at the corner of Storrs Road and Dog Lane.

Committee members asked for more information on the signage program including location of the kiosks, the portability of the kiosks, the message in the kiosks, and the long-term signage program. Mr. Birkenruth suggested that the Advertising and Promotion or Planning and Design Committees play a role in the signage discussion.

7. Reschedule November meeting and Schedule for 2013

The Committee agreed to reschedule its November meeting to Friday, November 16, 2012 at 3 pm.

The Committee agreed to set its meetings for the 4th Thursday of the month at 3 pm.

8. Adjourn

Mr. Barry made a motion to adjourn. Mr. Simpson seconded the motion. The meeting adjourned at 10:20 am.

Minutes taken by Cynthia van Zelm

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