

**MANSFIELD DOWNTOWN PARTNERSHIP  
FINANCE AND ADMINISTRATION COMMITTEE  
MEETING  
PARTNERSHIP OFFICE  
23 Royce Circle**

**THURSDAY, OCTOBER 23, 2014**

**3:00 PM**

**MINUTES**

Present: Chair: Tom Callahan, Phil Barry, Mona Friedland, Matt Hart, Paul Shapiro, and Bill Simpson

Staff: Cynthia van Zelm

**1. Call to Order**

Tom Callahan called the meeting to order at 3:03 pm.

**2. Approval of Minutes from August 28, 2014**

Mona Friedland noted that she was listed as both a guest and Board member on the minutes. Cynthia van Zelm will remove the notation of Ms. Friedland as a guest as it was a carryover from the July minutes. Paul Shapiro made a motion to approve the minutes of August 28, 2014 with that change. Ms. Friedland seconded the motion. The motion was approved.

**3. Review of September 30, 2014 Financials**

Ms. van Zelm reviewed the September 30, 2014 financials. She noted that the Town's contribution to the Partnership was now being reported quarterly instead of as a lump sum. She said she has formally requested the University's' contribution for the current fiscal year. Ms. van Zelm noted that the membership renewal campaign will start in January. She also noted the fund balance at the end of the fiscal year which was \$223,294.

Ms. van Zelm said the revenues and expenses for the Town Square are now included on the project financials. Ms. Friedland asked if information could be included on the pledges committed for the Town Square as well. Ms. van Zelm will prepare a separate sheet with that information for the November Finance and Administration Committee meeting.

Ms. van Zelm said the Town is finishing the required paperwork for the CDOT so that the Town can be reimbursed for work done on Storrs Road and Dog Lane. Mr. Callahan asked if the CDOT had paid itself yet for its oversight of the project (as required in the grants through CDOT). Ms. van Zelm said she will check with the Town's Finance Dept.

#### **4. Continued Review of Partnership Mission and Budget**

Mr. Callahan said he had updated the Board of Directors on the Finance Committee's review of Partnership tasks at the Board's September meeting. At that time, the Board asked that the team from the CT Main Street Center attend the Board's October meeting to review the structure and tasks for other CT Main Street Center designated downtowns in Connecticut (New London, Simsbury, Upper Albany in Hartford, Waterbury, Westville section of New Haven).

Ms. van Zelm reviewed the CT Main Center Power Point presentation with the Committee noting the structure of the downtown boards (most have property owners on their boards and all have downtown businesses on their boards). She showed the example of the Simsbury downtown organization that has served as a promoter of the entire town. She said that they had developed a brochure for local realtors promoting the quality of public and private schools in the area. Ms. van Zelm said the CT Main Street team emphasized the importance of the management of a downtown, keeping in mind that traditional malls have management.

Ms. van Zelm said the CT Main Street Center team also recommended that the Partnership take incremental steps to evaluate its role in not just the management of the downtown but how it can assist with overall economic and community development in town. They also recommended a trip to New Haven to meet with the Partnership counterparts at Yale, the City, and their downtown organization.

Ms. van Zelm pointed to additional information in the Committee's packet that had been requested by Board members at the October Board meeting including a review of budgets for the five designated communities and a salary survey of the staffs.

Ms. van Zelm then shared her outline of next steps for the Partnership transition for the Committee's review.

Mr. Callahan said next steps with the Board would be to determine what leadership team should take on the transition. Executive Committee? Finance Committee? Ad hoc group? Ms. Friedland said she favored other Board members getting involved. Ms. van Zelm will follow-up with Board President Philip Lodewick.

Phil Barry asked how it will be determined what role the property owners have in the Partnership. Mr. Callahan said this would be a Board decision through the process outlined in the next steps. He noted again that the Board will need different strengths going forward as the Partnership's mission has changed, and advocated that a meeting with the property owners should be held first to inform the Board structure. He said the Partnership will need to move slowly and deliberately through the transition.

Mr. Callahan said that he sees management of the downtown being distributed through several entities – as is happening now. The Partnership can serve as keeping an eye on the big picture.

Matt Hart said the Town staff is working on Mansfield Tomorrow which will serve as a comprehensive plan for the downtown incorporating the Town's Strategic Plan and an update of the Town's Plan of Conservation and Development. One of the deliverables of Mansfield Tomorrow is an economic development strategy with goals, objectives and action steps. Resources will be needed to achieve these goals if they are adopted. The Partnership may be in a good position to help with some of those goals/where does the Partnership fit in?

Mr. Callahan said it will be important to review the charge for Mansfield's Economic Development Commission. Can the Partnership play a role in economic development? Where are there gaps the Partnership could fill? How do the two chambers of commerce fit in?

Paul Shapiro said an important question will be what role will the Storrs Center property owners have if the Partnership gets involved in development in other areas of town?

Ms. Friedland asked how the Partnership's bylaws dictate a potential revision of mission. Bill Simpson said the Articles of Incorporation should also be reviewed to address this question.

Mr. Hart reiterated that the process be addressed incrementally, suggesting that the Partnership review operations first and formally recognize those duties (event planning, oversight of maintenance of downtown assets, etc.). Once Mansfield Tomorrow comes out, the Partnership can review the plan vis a vis its role in future economic and community development.

In summary, Mr. Callahan asked if there was consensus from the Committee to go to the Board with next steps as outlined by Ms. van Zelm, and revised at the meeting, to see if the next steps are headed in the right direction. How does the Board organize around getting these steps done? The Committee agreed with the approach.

## **5. Adjourn**

Mr. Simpson made a motion to adjourn. Mr. Hart seconded the motion. The motion was approved and the meeting adjourned at 3:55 pm.

*Minutes taken by Cynthia van Zelm*