

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

**THURSDAY, OCTOBER 22, 2015**

**4:00 PM**

**MINUTES**

Present from the Finance and Administration Committee: Chair Tom Callahan, Fran Archambault, Harry Birkenruth, Mona Friedland, Matt Hart, Paul Shapiro, and Bill Simpson

Present from the Membership Development Committee: Chair George Jones, June Krisch, Diana Pelletier

Staff: Cynthia van Zelm

**1. Call to Order**

Finance and Administration Committee Chair Tom Callahan called the meeting to order at 4:01 pm.

**2. Approval of Finance and Administration Committee Minutes from August 27, 2015**

Fran Archambault made a motion to approve the minutes of August 27, 2015. Paul Shapiro seconded the motion. The motion was approved.

**3. Review of September 30, 2015 Financials and Grants**

Cynthia van Zelm shared an accounting of the Town Square expenditures that the Town's Finance Department prepared. She indicated that there is \$59,239.41 in available revenues. She said the 2<sup>nd</sup> payment from the sculpture donor was just received and is not reflected in the spreadsheet but it is encumbered.

Mr. Archambault asked about the \$3 million. Mr. Hart said this was EdR's payment for infrastructure in exchange for a seven year abatement on the first two phases of Storrs Center. Mr. Hart said there is an 8 percent interest rate on the \$3 million. Ms. van Zelm said there has been one requested drawdown to

EdR on the \$3 million with a 2<sup>nd</sup> one expected shortly. The Town Square infrastructure is one of a few items eligible for funding within the \$3 million per the development agreement between the Town, EdR, and Storrs Center Alliance.

Mona Friedland asked for an accounting of outstanding pledges in the future.

Bill Simpson arrived.

The Committees discussed how best to use and account for the Town Square balance. Ms. van Zelm said the fundraising campaign did include that funding could be used for future events.

The Committees agreed to reserve the funding for the Town Square and to set up a separate account for those funds. Mr. Hart suggested that the funding be used for seed money for infrastructure and, facilities. Perhaps, a foundation could be set up. Mr. Callahan liked the idea of utilizing the funding for a wide range of needs related to the Town Square, not just events. If funding were needed outside the operating budget for events, this could be a resource. He asked Ms. van Zelm to review the appropriate structure and provide guidance on where the funds can best be utilized.

The Committee found the Town Square report format to work well.

Ms. van Zelm went over the September 30, 2015 financials. She said she had recently sent an invoice to UConn for its contribution to the Partnership. The Town commitment is now shown quarterly and should show up on the December 31, 2015 quarterlies. There were no questions on the financials.

#### **4. Discussion of Partnership Funding vis a vis Strategic Plan Process**

Ms. van Zelm said one of the main elements of the new Strategic Plan will be funding recommendations for the Partnership.

George Jones said his concern is how to provide viable benefits to current and new members of the Partnership. How do we build up the membership going forward?

Mr. Simpson said his view was that one of the main reasons for membership was to show support vs. providing a substantial portion of the Partnership's budget. He said the need for membership may have diminished but it has not gone away. The support from the community is important to continue to move forward.

Mona Friedland said it may be premature to talk about the membership benefits until the Board goes through the strategic planning process. Will membership be an appropriate element of the Partnership? It will be beneficial to receive

assistance from the consultant helping with the Strategic Plan. June Krisch agreed with this approach.

Mr. Hart said he would suggest the consultant look at the viability of a Friends type of organization. The Town has had good success with the Friends of the Library.

He will also suggest that the planning process review the feasibility of a Special Services District (SSD) or Business Improvement District (BID). Typically these are funded by taxes which may be challenging.

An operating agreement between the Town and UConn to fund and support the Partnership is another option. It will be important to memorialize each entity's future commitment.

Mr. Archambault said it will be important to understand what the property owners' roles are going forward.

There was some discussion of the Town's role vs. UConn's role in the Partnership. Has the structure changed now that Storrs Center is almost complete?

Mr. Shapiro suggested that any changes to the approach to membership would need to wait until the Strategic Plan was completed. Committee members agreed.

Diana Pelletier agreed that much will be revealed as the Board works through the strategic planning process.

Harry Birkenruth asked about the deliverables expected from the consultant as part of the Strategic Plan. Ms. van Zelm said the main goal is to come away with an organizational plan that address Board and committee structure, funding, and staffing to meet the goals of managing the downtown. She will send the final Request for Qualifications for a consultant to both committees.

Mr. Simpson reiterated that people join organizations because they support their goals. Membership is not necessarily tied into benefits. He used Joshua's Trust as an example of his commitment.

Mr. Archambault and Mr. Hart left the meeting.

Ms. Krisch said it will be important to tell members why we still need them as members. Ms. Pelletier said people like to be part of something that is brand new – the Partnership and its efforts to build a downtown fit that need.

Mr. Simpson suggested that events indicate that they are brought to you by the “Friends of the Partnership.” Mr. Jones agreed that this shows identity.

Mr. Callahan summarized that the membership appeal process would start in January and be governed by the same process as previous years, while the Board works through the strategic planning process.

Ms. van Zelm said the next step would be to bring these ideas discussed today to the meeting with the consultant once they are hired. She said that Mr. Callahan, Ms. Friedland, Mr. Hart, and Ms. Pelletier are all serving on the Strategic Plan Steering Committee and can convey these ideas during the planning process.

## **5. Adjourn**

Mr. Shapiro made a motion to adjourn. Ms. Krisch seconded the motion. The meeting adjourned at 4:57 pm.

*Minutes taken by Cynthia van Zelm*