



**Mansfield Downtown Partnership
Board of Directors
January 6, 2022
By Teleconference**

4:30 PM

Minutes

Present: Ryan Aylesworth, Steve Ferrigno, Frank Gifford, Toni Moran, Kyle Muncy, Sean Vasington, and Cara Workman

Ex-Officio Board member: Diana Pelletier

Staff: Cynthia van Zelm, Executive Director

1. Call to Order

President Kyle Muncy called the meeting to order at 4:32 PM.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of December 2, 2021

Frank Gifford made a motion to approve the December 2, 2021 minutes. Steve Ferrigno seconded the motion. The motion was approved.

4. Approval of Downtown Storrs Strategic Plan and Discussion of Next Steps

Mr. Muncy said that he, Board member Sean Vasington (Oaktree meeting only), and Ms. van Zelm had met with the major commercial property owners/representatives in Downtown Storrs - Hart Realty Advisers and Oaktree Capital – about the Downtown Storrs Strategic Plan.

Mr. Muncy asked for the property owners' involvement in implementation of the Strategic Plan. He said both the Hart and Oaktree teams were receptive to the Strategic Plan and understood that the Board wants them more invested in the goals of the Partnership. Mr. Muncy said a next step is to schedule a joint meeting with the Hart and Oaktree teams.

Toni Moran asked if there was discussion about the Hart and Oaktree teams joining the Board of Directors. Mr. Muncy said there was some discussion of having a seat on the Board and a larger financial commitment from both groups. Mr. Muncy said the goal is for the property owners to come back to Mr. Muncy with their response to our request for their involvement in a variety of ways. Mr. Muncy will also follow-up with them in the near future.



Ms. Moran also encouraged continued communication and involvement with the Greystar team (owners of the apartments).

Ms. Moran moved to approve the Downtown Storrs Strategic Plan and recommend that a working group be authorized to lead the implementation of the Downtown Storrs Strategic Plan. Cara Workman seconded the motion. The motion was approved.

Mr. Muncy recognized Mr. Vasington for his work on the Strategic Plan.

5. Executive Director Report

Ms. van Zelm said the goal is to post the Administrative Assistant position next Monday. The position remains a 19-hour a week position and will include admin tasks related to economic development and Partnership work.

Ms. van Zelm said Winter Welcome went very well with a large turnout. The tree contest was a hit and the community displays were very creative. She and Event Coordinator Denise Kegler held a debrief after the event.

Ryan Aylesworth suggested that there be improved amplification as difficult to hear the acoustic groups. Ms. van Zelm said she and Ms. Kegler had heard similar comments and will be looking for increased amplification next year.

6. Report from Committees/Working Groups

Finance and Growth

Chair Toni Moran said there was nothing noteworthy about the September 30, 2021 financials, but she asked Ms. van Zelm to review them with the Board.

Ms. van Zelm said UConn's contribution for the current fiscal year has been received in full. The Town's contribution comes in on a quarterly basis.

Ms. van Zelm said the membership drive would occur in January/February.

Ms. van Zelm said all events are operating in the black and projected expenditure budgets for main events were sent to the Dept. of Finance last week and are reflected in the updated Fund 270-Program Analysis. The Analysis does not reflect Hart and Oaktree's contributions to Winter Welcome.

With respect to net income for parking operations, Ms. van Zelm said November net income will be lower as it will reflect some issues with the new gate system that caused the gates to be raised for a time preventing people from paying for parking.

Mr. Gifford asked if the Board can see who and how much has been contributed to events. Ms. van Zelm said she has that information in a spreadsheet but it is not reported out by the Town in the quarterly financials. Mr. Gifford suggested that the group who works on a Partnership revenue plan have that information.



Mr. Vasington asked if the Town loses money if the transient revenue in the parking garage is down. Ms. van Zelm said that LAZ Parking is required to provide the Town of Mansfield with a fee for repair and replacement projects on an annual basis. The amount is determined by CPI. It is not related to the amount of revenue brought in for the parking garage.

Mr. Gifford made a motion to accept the Partnership September 30 financial reports. Ms. Moran seconded the motion. The motion was approved.

Ms. van Zelm said the Committee reviewed her proposed budget for FY22-23. The main changes the Committee made were to increase the percentage increase for staff salaries, and to do away with the charge from LAZ for Partnership employee parking in the Downtown Storrs parking garage.

Governance Committee

Mr. Gifford said the Governance Committee did not meet in December. Today is the deadline for the Board Assessment to be returned by Board members. Mr. Muncy said he had heard from everyone.

Mr. Gifford thanked Ms. Pelletier for staying involved in the Governance Committee. He asked Board members to think about members for the Board. It is important to have an on-going pipeline of potential Board members.

7. Correspondence and Communications

Ms. van Zelm referred to the approval from the Mansfield Planning and Zoning Commission to amend the Mansfield zoning regulations to allow for wireless telecommunications facilities in the Planned Business-2 and Storrs Center Special Design District zoning districts within 200 feet of a residence. This was necessary because Celco Partnership would like to put a cell antenna on top of the Downtown Storrs parking garage, which abuts the Oaks apartments.

Ms. Moran said the antenna box will be off to the side and will not be noticeable. Mr. Aylesworth said the service will bring in approximately \$30,000 a year with a two percent escalator.

Mr. Muncy thanked everyone for their work on the Strategic Plan. It is a great milestone.

8. Adjourn

Ms. Moran made a motion to adjourn. Mr. Gifford seconded the motion. The meeting adjourned at 5:29 pm.

Minutes prepared by Cynthia van Zelm.