



**FINANCE AND GROWTH COMMITTEE MEETING
By Teleconference**

**WEDNESDAY, FEBRUARY 16, 2022
4:30 PM**

MINUTES

Present: Chair Toni Moran, Ryan Aylesworth, Mario Conjura, Steve Ferrigno, Paul Shapiro

Staff: Cynthia van Zelm

1. Call to Order

Chair Toni Moran called the meeting to order at 4:36 pm.

2. Public Comment

There was no public comment.

3. Approval of Finance and Growth Committee Minutes from January 19, 2022

Steve Ferrigno made a motion to approve the January 19, 2022 minutes. Paul Shapiro seconded the motion. The motion was approved.

4. Discussion of In Person Meetings

Ms. Moran said the Town Council will follow advice from the Eastern Highlands Health District regarding the lifting of the current mask mandate. Mansfield is still in the "red" category with 40 cases per 1,000 tests. She recommends that the Finance and Growth Committee meet virtually at its next meeting in March.

5. Review of December 31, 2021 Financials

Ms. van Zelm reviewed the December 31, 2022 financials.

She noted that the annual supporter drive will start in early March.

All events are in the black. Ms. van Zelm noted that solicitation for spring events has started. She said she and Partnership Board President Kyle Muncy have asked for a \$10,000 commitment from the two main commercial property owners downtown with the distribution to be determined.

With respect to the Transit Services Fund, Ms. van Zelm said the current Downtown Storrs cleaner will be ending his work when his contract expires on June 30. Ms. van Zelm said she will be discussing future assistance with Mr. Aylesworth.

Mario Conjura made a motion to recommend approval of the December 31, 2021 financials to the Board of Directors. Mr. Aylesworth seconded the motion. The motion was approved.

6. Discussion of Partnership Strategic Action Plan Implementation

Ms. van Zelm reviewed the Downtown Storrs Strategic Action Plan Implementation matrix with respect to strategies related to the Committee's work.

One of the strategies is to bring on a part-time student to support marketing and event activities. Ms. Moran suggested a work-study student over an intern.

The other strategy is to work on a financial plan for Partnership operations.

Ms. Moran encouraged the idea of Downtown Storrs property owners serving on the Board.

She suggested that additional help be brought in to help with fundraising strategies.

Ms. van Zelm reiterated the "ask" of the main commercial property owners. Mr. Conjura asked what is being presented as a benefit to them. Marketing work by the Partnership? Tables and chairs for the Square and public spaces in their name? Ms. van Zelm said the benefit piece is part of the discussion with property owners.

Ms. van Zelm said Brooklyn Dumplings should open very soon. It uses the automat process, popular from the early to mid-20th century.

She also mentioned Mansfield-Willi Restaurant Week and the associated website of taste2towns.

7. Adjourn

Mr. Conjura made a motion to adjourn. Mr. Shapiro seconded the motion. The motion was approved and the meeting adjourned at 5:22 pm.

Minutes taken by Cynthia van Zelm