



**Mansfield Downtown Partnership  
Board of Directors  
May 4, 2023  
Mansfield Town Hall  
Town Council Chambers**

**4:30 PM**

**DRAFT Minutes**

Present: Ryan Aylesworth (via Zoom; later joined in person), Mario Conjura (via Zoom), Steve Ferrigno, Frank Gifford, Louis Goffinet, Rachel Goldberg (via Zoom), Toni Moran, Kyle Muncy, Ron Schurin, Colby Trembley, and Emily Wicks

Absent: Brian Coleman, Sean Vasington, Cara Workman

Staff: Cynthia van Zelm, Executive Director; Kathleen Paterson, Senior Communications Manager; Joshua Stern, Administrative Assistant

**1. Call to Order**

President Kyle Muncy called the meeting to order at 4:31 p.m.

**2. Opportunity for Public to Comment**

There was no public comment.

**3. Approval of Minutes of April 3, 2023**

Louis Goffinet made a motion to approve the April 3, 2023 minutes. Steve Ferrigno seconded the motion. The motion passed unanimously.

**4. Review and Approval of Agreement between the Town of Mansfield and the Mansfield Downtown Partnership, Inc. for Shared Services including Human Resources and Associated Services, Financial Management, Information Technology, and Risk Management Services**

Ms. van Zelm said the changes made to this agreement are mainly technical and that the agreement allocates \$11,000 for shared services between the Town and the Partnership. Toni Moran said a new Town staff position, Director of Shared Services, has been created.

Ms. Moran made a motion to approve the Agreement between the Town of Mansfield and the Mansfield Downtown Partnership, Inc. for Shared Services including Human Resources and Associated Services, Financial Management, Information Technology, and Risk Management Services for July 1, 2023 to June 30, 2026, and forward to the Mansfield Town Council for its approval. Colby Trembley seconded the motion. The motion was unanimously approved.



**5. Review and Approval of Memorandum of Understanding between the Town of Mansfield/University of Connecticut/Mansfield Downtown Partnership, Inc. re: Operations of the Mansfield Downtown Partnership, Inc.**

Ms. van Zelm said this document was edited to change the references to Storrs Center to Downtown Storrs and also to preserve the integrity of the Partnership's original mission. Additional tasks were also made to provide leeway for the Partnership to be involved in future development efforts in town.

Ron Schurin asked about the references to King Hill Road and Four Corners. Ms. van Zelm said the original mission of the Partnership was to assist with redevelopment of these areas and that it has come full circle in terms of the Partnership's role in Town-wide economic development.

Mr. Schurin made a motion to approve the Memorandum of Understanding between the Town of Mansfield/University of Connecticut/Mansfield Downtown Partnership, Inc. re: Operations of the Mansfield Downtown Partnership for July 1, 2023 to June 30, 2026, and forward to the Mansfield Town Council for its approval. Mr. Ferrigno seconded the motion. The motion was unanimously approved.

**6. Review and Approval of Agreement between the Town of Mansfield and the Mansfield Downtown Partnership, Inc. for Economic Development Services**

Ms. van Zelm said a \$40,000 contribution from the Town for economic development services has been approved by both the Board and the Town Council. The agreement was revised to indicate that the Partnership may be involved in the development of the Town's Southern Gateway and has networked with the State Department of Economic and Community Development.

Mr. Ferrigno made a motion to approve the Agreement between the Town of Mansfield and the Mansfield Downtown Partnership, Inc. for Economic Development Services for July 1, 2023 to June 30, 2026, and forward to the Mansfield Town Council for its approval. Emily Wicks seconded the motion. The motion was unanimously approved.

**7. Executive Director Report**

Ms. van Zelm said the three agreements will be voted on at the May 22 Town Council meeting. The Council will review and vote on the Partnership's lease agreement at the Nash-Zimmer Transportation Center at that meeting as well.

Ms. van Zelm said registration is open for UConn's inaugural Northeast Human Rights Film Festival, taking place May 19 - 21.

Ms. van Zelm passed around a sign-up sheet for volunteers to staff the Partnership's booth at UConn's orientation sessions this summer. She encouraged Board members to volunteer at the Summer Stroll and the John E. Jackman Tour de Mansfield as well.

Ms. van Zelm said preparations are underway for the Summer Stroll on May 25, and advertising for this event will begin soon. This year's Summer Stroll will include musicians, mini golf, a tour of Whetten Woods, and specials from the restaurants and other downtown businesses.

Ms. van Zelm said the mailings have been sent out for the Annual Meeting, which will take place June 7 at the Nafe Katter Theatre and will include a presentation from Connecticut Repertory Theatre Artistic



Director Megan Monaghan-Rivas and Managing Director Michelle Polgar. A tour and a reception will follow the meeting.

## **8. Report and Action Items from Committees/Working Groups**

### Business Owner/Property Owner Engagement Working Group

Mr. Ferrigno said the Business Owner/Property Owner Working Group has not met since the previous Board meeting.

### Sustainable Funding Working Group

Mr. Muncy said the Sustainable Funding Working Group has not met since the previous Board meeting and is awaiting contributions from some of the major supporters.

### Celebrate Mansfield Festival

Chair Emily Wicks said Recycling Coordinator Ginny Walton and the Solid Waste Advisory Committee have re-evaluated their priorities and will no longer be coordinating food service and composting efforts for the Festival. The Festival Committee will keep waste reduction a priority. The Committee met on April 11 and focused on moving forward with preparations for possible Partnership-sponsored events. They have also discussed ways to mark the 20<sup>th</sup> annual Festival, possibly by recording stories about what people like about Mansfield. Marketing and outreach to potential booths and sponsors is underway. The Committee also recently gained three new members.

### Executive

The Executive Committee has not met since the previous Board meeting.

### Governance

Chair Frank Gifford said the Governance Committee met April 24 and appointed two new members to the Celebrate Mansfield Festival Committee; they also discussed preparations for the Annual Meeting. He said Mr. Schurin will be up for election to a full term on the Board this year. Student representative Rachel Goldberg has agreed to serve for a second year; Mr. Trembley, the other student representative, will be studying abroad this fall, and the Board has been seeking input from UConn student groups about a replacement. Ryan Aylesworth will also be up for reappointment by the Town Council this year. Mr. Muncy, Ms. Moran, Mr. Gifford, and Sean Vasington will continue as the Board officers. Mr. Gifford said the Committee decided to recommend that the Board President serve as Chair of the Governance Committee.

Mr. Muncy wondered whether the number of regular Board meetings per year can be reduced.

Mr. Gifford encouraged Board members to pay their Partnership membership dues.

### Finance and Growth

The Finance and Growth Committee has not met since the previous Board meeting.

### Promotion/Public Spaces Working Group

Ms. van Zelm noted the document sent by Sean Vasington, Chair of the Promotion/Public Spaces Working Group, summarizing the recommendations from the UConn Landscape Architecture classes that examined the Downtown Storrs infrastructure. The project deliverables include an inventory and recommendations for Downtown Storrs street furniture, particularly shade structures. The goal is to begin implementing the new infrastructure this summer.

In response to a question from Ms. Moran, Ms. van Zelm said the Promotion/Public Spaces Working Group did not yet have a preference between the two proposed shade structures and that the professors will present the best ideas to the Working Group on May 24. Mr. Trembley expressed hope that implementing some of the ideas will help attract businesses to the downtown. Ms. Moran expressed hesitation to place a garden in a parallel parking space, which was among the recommendations.

Ms. Moran made a motion to authorize Ms. van Zelm to act on the recommendations from the UConn Landscape Architecture program. Mr. Gifford seconded the motion. The motion was unanimously approved.

### **9. Correspondence and Communications**

All noted.

### **10. Adjourn**

Ms. Wicks moved to adjourn. Mr. Goffinet seconded. The motion passed unanimously.

The meeting adjourned at 4:58 p.m.