DRAFT Minutes

Present: Ryan Aylesworth (left at 5:35), Brian Coleman (left at 4:34), Steve Ferrigno (left at 5:17), Frank Gifford, Louis Goffinet, Rachel Goldberg (by phone; left at 5:26), Toni Moran, Kyle Muncy, Ron Schurin, Colby Trembley, Sean Vasington, Emily Wicks, and Cara Workman

Absent: Mario Conjura

Staff: Cynthia van Zelm, Executive Director; Joshua Stern, Administrative Assistant

Others Present: Jeff Pandolfo, Managing Director of Asset Management, Hart Realty; Albert Fitch, Managing Director of Acquisitions, Hart Realty

1. Call to Order

President Kyle Muncy called the meeting to order at 4:33 p.m.

Brian Coleman left the meeting at 4:34 p.m.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of August 4, 2022

Steve Ferrigno made a motion to approve the August 4, 2022 minutes. Louis Goffinet seconded the motion. The motion passed unanimously.

Frank Gifford made a motion to go into Executive Session according to CGS Section 1-200 (6) (E) and CGS Section 1-210 (b) (5) (B) for the purpose of meeting with Jeff Pandolfo and Albert Fitch of Hart Realty. Toni Moran seconded the motion. The motion was unanimously approved. The Board went into Executive Session at 4:35 p.m.

4. Executive Session – In accordance with CGS §1-200 (6) (E) and CGS §1-210 (b) (5) (B) Commercial or financial information given in confidence, not required by statute

Present: Board members: Mr. Aylesworth, Mr. Ferrigno, Mr. Gifford, Mr. Goffinet, Ms. Goldberg (by phone), Ms. Moran, Mr. Muncy, Mr. Schurin, Mr. Trembley, Mr. Vasington, Ms. Wicks, and Ms. Workman
Partnership staff: Ms. van Zelm

Others Present: Mr. Pandolfo, Mr. Fitch

Steve Ferrigno left the meeting at 5:17 p.m. and Rachel Goldberg left at 5:26 p.m.

The Board came out of Executive Session at 5:35 p.m. Mr. Pandolfo, Mr. Fitch, and Ryan Aylesworth left the meeting at this point.

5. Executive Director Report

Ms. van Zelm said all the necessary preparations have been made for the Partnership’s booth at the Celebrate Mansfield Festival. She will be sending out information to the Board volunteers for the Partnership booth and encouraged other Board members to volunteer for other activities if possible.

Ms. van Zelm said some progress has been made on the signage plan, and the next step is to determine the locations for the signs, both in Downtown Storrs and Town-wide. She drew a distinction between landmark and gateway signs and said that consultant Merje will be meeting soon with the Downtown Storrs Town Signage Steering Committee.

Ms. van Zelm said the 4-Town Economic Vitality Plan staff team reviewed several proposed logos for the 4-Town initiative and narrowed them down to three options. The public will be surveyed about these three logos, and the 4-Town Steering Committee will review the results and make a final decision. The new intern for the 4-Town initiative, Josh Hull, will be starting next week.


Ms. van Zelm presented the Downtown Storrs Strategic Action Plan Dashboard/Report of Progress and noted that it would be presented every month for any feedback from the full Board. Mr. Muncy asked Board members to review the Dashboard ahead of time going forward and be prepared with any comments or questions.

Ms. van Zelm said the Promotion/Public Spaces Working Group met and there was discussion about whether percentage completed for each strategy should be included as well as an update of the Key Performance Indicators (KPIs). Mr. Vasington clarified that his suggestion is that percentage complete be tied to the Key Performance Indicators. He also recommended that new KPIs were not needed except for the new strategies. Mr. Vasington said that when possible, the “in progress” label should be elaborated on to indicate either the percentage of completion or a measurable statistic, such as the number of people in the Town Square for an event.

7. Report and Action Items from Committees/Working Groups

Celebrate Mansfield Festival

Chair Emily Wicks said the schedule for the musicians and other entertainment at the Festival has been finalized, and Argonaut & Wasp will be the headlining musical act. She said volunteers are still needed to run the games in the kids’ zone. The Festival will feature 64 activity booths, 10 craft booths, 3 food booths, 2 food trucks, and booths for the 5 sponsors.
Executive
Mr. Muncy said the Executive Committee met earlier today and discussed the financing of improvements to the Town Square and other public spaces in Downtown Storrs.

Finance and Growth
Chair Toni Moran said the Finance and Growth Committee met August 17 and reviewed the June 30 financial reports for the Partnership. She noted that LAZ is still earning a profit on parking. Ms. Moran said there were no unexpected losses, adding that the loss in operating income is because the fund balance was used to cover part of the cost of hiring Streetsense to develop the Downtown Storrs Strategic Plan. Ms. Moran said there was no quorum at the Committee meeting, but the Committee expressed a consensus that the financial reports warranted approval.

Ms. Moran made a motion to accept the Partnership June 30, 2022 financial reports. Mr. Gifford seconded the motion. The motion was approved unanimously.

Governance
Mr. Gifford said the Governance Committee met August 22 and voted to present nominees for the Celebrate Mansfield Festival, Finance and Growth, and Governance Committees to the Board. The Committee also reviewed the emergency succession plan, which was recently completed.

Mr. Gifford made a motion to approve Louis Goffinet and Colby Trembley to the Celebrate Mansfield Festival Committee, Prithvi Satish to the Finance and Growth Committee, and Rachel Goldberg and Ron Schurin to the Governance Committee. Ms. Workman seconded the motion. The motion was approved unanimously.

Working Groups
There were no updates from the working groups.

Ms. van Zelm noted that the Partnership will be holding a social on October 6 at the Ballard Institute and Museum of Puppetry. Downtown Storrs property owners Oaktree Capital have been invited to the October Board meeting.

8. Correspondence and Communications

No correspondence or communications were discussed.

There was discussion of whether hybrid meetings would be a better option for Board members who may need to be remote because of other obligations. A hybrid format will be tried for the next meeting.

9. Adjourn

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

The meeting adjourned at 5:56 p.m.