

**MANSFIELD DOWNTOWN PARTNERSHIP
FINANCE AND GROWTH COMMITTEE
MANSFIELD DOWNTOWN PARTNERSHIP OFFICE
23 ROYCE CIRCLE**

THURSDAY, JANUARY 17, 2019

4:30 PM

MINUTES

Present: Chair Paul Shapiro, Jason Alaska, John McGuire, Shamim Patwa, and Mike Switchenko

Staff: Cynthia van Zelm, Kathleen Paterson

1. Call to Order

Chair Paul Shapiro called the meeting to order at 4:35 pm.

2. Approval of Finance and Growth Committee Minutes from December 13, 2018

John McGuire made a motion to approve the December 13, 2018 minutes. Mike Switchenko seconded the motion. The minutes were approved.

3. Review of 2019 Supporter Letters and Forms

Cynthia van Zelm and Kathleen Paterson reviewed the draft individual and business supporter letters and forms.

The Committee changed language in both the individual and business forms from “allocate” an additional contribution to “make” an additional contribution.

The Committee also requested that the stipulations to be a “Friend” supporter be added back into the individual form.

Ms. van Zelm and Ms. Paterson will make those changes.

4. Review of 2019 Supporter Letters and Forms

Ms. Paterson said she and Ms. van Zelm are looking at other ways to bring in funding for Downtown Storrs events.

Ms. Paterson reviewed some options – Amazon Smile, Facebook fundraising options, accepting donations at events, and crowd funding campaign.

Jason Alaska suggested the Venmo application that automatically transfers funds from one’s bank to the product/event.

Mr. Alaska suggested a drawing at an event to raise money. John McGuire supported this effort and suggested implementing it at the Festival. Ms. Paterson suggested trying this at the Summer Stroll event first as this would be similar to what was done last year with people visiting businesses to be eligible for a product from a participating business.

Mr. Switchenko suggested utilizing the Festival booth list to bring in more supporters. Ms. van Zelm will send him that list.

Shamim Patwa asked about a fundraising event such as a Taste of Mansfield. Mr. Shapiro recommended options with the least amount of staff work given resources.

Ms. Paterson will follow-up on the Facebook Donate button, Venmo, and a drawing. She will work with the Town Finance Department on logistics.

5. Update on Budget

Ms. van Zelm said she has updated the draft budget to reflect actual costs of Town IT Dept. and Finance Dept. services to the Partnership. She said the economic development contribution line may change too based on a late January meeting with Town Manager Derrik Kennedy.

6. Update on Downtown Storrs

Ms. van Zelm said ACF Property Management (the landlord) is working with Amazon to fill their space.

She said Select Physical Therapy is planning to expand into the former Sweet Emotions space.

7. Adjourn

Ms. Patwa made a motion to adjourn. Mr. McGuire seconded the motion. The meeting adjourned at 5:54 pm.

Minutes taken by Cynthia van Zelm