

**MANSFIELD DOWNTOWN PARTNERSHIP
BOARD OF DIRECTORS MEETING
Thursday, March 7, 2019
Mansfield Town Hall
Town Council Chambers
4:30 PM**

MINUTES

Present: Steve Bacon, Anne D'Alleva, Frank Gifford, Tahj-Anthony Jean, Derrik Kennedy, Bonnie Kumiega, John McGuire, Toni Moran, Shamim Patwa, Diana Pelletier, Jessie Richard, Paul Shapiro, Sean Vasington, and Cara Workman

Staff: Cynthia van Zelm

Guest: Stathis Manousos, Vice President for Business Development and Regional Manager for LAZ Parking, and Mary Coursey with Coursey & Company

1. Call to Order

President Steve Bacon called the meeting to order at 4:30 pm.

Mr. Bacon asked for a motion to defer agenda item 6. Board Assessment Comments to a future meeting, as today's agenda is full and will allow time of more responses from Board members. Jessie Richard made a motion to defer agenda item 6. Board Assessment Comments to a future meeting. Diana Pelletier seconded the motion. The motion was approved.

Mr. Bacon asked for a motion to add acceptance of the December 31, 2018 financials to the agenda. Ms. Richard made the motion to add acceptance of the December 31, 2018 financials to the agenda. Paul Shapiro seconded the motion. The motion was approved.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of February 7, 2019

Ms. Pelletier made a motion to approve the minutes of February 7, 2019. John McGuire seconded the motion. Bonnie Kumiega abstained. The motion was approved with one abstention.

4. Executive Director Report

Cynthia van Zelm said the Town Council passed an ordinance at its last meeting to allow for events on the streets and sidewalks in Downtown Storrs. There is a corresponding policy that outlines the process for entities to reserve the streets and sidewalks.

Ms. van Zelm said Dinep + Schwab has been hired to develop a Public Spaces Plan Design for some of the privately owned public spaces in the downtown. Interviews were conducted with three firms and the interview team selected Dinep + Schwab.

5. Discussion of Downtown Storrs Parking Enforcement

Mr. Bacon said the Partnership has addressed parking issues in the past and has consulted with Town officials, and merchants in Downtown Storrs. On-street parking rules have been revised a few times, but parking continues to be a concern for some merchants.

Ms. van Zelm presented a proposal based on discussions with the Town parking team and LAZ Parking. The proposal includes the idea of pay by cell in the on-street spaces, and in the Dog subject to property owner approval. The first 30 minutes would be free with an increase of paid parking up to 2 hours.

Derrick Kennedy said one of the largest concerns he hears is the inflexibility of parking downtown. The proposal would create a standard downtown. A customer would receive 30 minutes free and then the user decides how long they want to stay by adding time as needed to a pay by cell app. A customer would be less concerned about moving their car and avoiding a ticket if they could add time to their parking.

The Board asked several questions and had comments on the proposal.

Cara Workman asked how service vehicles might be impacted since they will typically be doing a quick pick up or drop off and may not want to download an app if they do not already have one. Stathis Manousos said it may make sense to add spaces for these vehicles and/or exempt them from the app. This is a detail that will need to be worked out.

Mr. Kennedy said Pay Pal is also an option for paying.

Mr. Kennedy said the objective is to drive longer term parkers to the parking garage.

Mr. Kennedy suggested improved signage in the parking garage toward Dog Lane to direct people to businesses on that end of the garage.

John McGuire said the advantage of the pay by cell system is the flexibility it gives to customers to use a variety of parking options.

Sean Vasington said communication will be key if any new plan is implemented.

Mr. Manousos and Ms. Coursey left the meeting at 5:45 pm.

6. Report from Board Members on Business Outreach and Discussion

Mr. McGuire reported on his visit with Dominos.

Shamim Patwa reported on her visit with Tear Tea (formerly Ice Monster).

Toni Moran reported on her visit with Tea More Café.

7. Report from Committees and Task Forces

Celebrate Mansfield Festival

Chair Jessie Richard said the Festival will be moved to Saturday partly so families can have Sunday free before school and have the main band in the evening that may appeal to an older audience.

There will be no parade this year.

Ms. Richard said the Festival Committee wants to talk to businesses about doing food specials.

Finance and Growth

Chair Shapiro said the Finance and Growth Committee reviewed the December 31, 2018 financials, and did not note any significant issues.

Mr. Shapiro made a motion to approve the December 31, 2018 financials. Ms. Patwa seconded the motion. The motion was approved.

Mr. Shapiro noted that Ms. van Zelm recommended that Communications and Special Projects Manager Kathleen Paterson receive a \$1,000 stipend to account for her additional work, while the Partnership was down a staff person. The Committee agreed with this recommendation.

Governance

Mr. Bacon said the Committee discussed candidates for the two open positions on the Board when Anne D'Alleva and Shamim Patwa come off the Board. The Committee will present those two candidates to the Board at its April meeting. They will be voted on by the membership at the annual meeting in June.

The Committee recommended that June Krisch receive the Volunteer of the Year award. Her family is supportive and will be in attendance at the annual meeting. The Committee is also looking at other ways to memorialize Ms. Krisch.

Mr. Bacon said the Committee reviewed the Partnership bylaws and has no recommendations for changes.

Mr. Bacon left the meeting at 6 pm, and Vice President Moran chaired the rest of the meeting.

Positioning Task Force

Ms. Moran said the Positioning Task Force met and decided that most of its work is complete. She is recommending that the Partnership dismiss the Positioning Task Force.

Mr. Shapiro made a motion to dismiss the Positioning Task Force as it has completed its duties, with the caveat that members be thanked for their service. Mr. McGuire seconded the motion. The motion was approved.

8. Upcoming Agenda Items

Ms. Moran asked that the continuation of the parking discussion be included as a future agenda item.

9. Adjourn

Ms. Richard made a motion to adjourn. Ms. Kumiega seconded the motion. The motion was approved. The meeting adjourned at 6:08 pm.

Minutes taken by Cynthia van Zelm.