

**MANSFIELD DOWNTOWN PARTNERSHIP
GOVERNANCE COMMITTEE
Monday, May 20, 2019
Mansfield Downtown Partnership Office
23 Royce Circle**

4:00 PM

DRAFT MINUTES

Present: Steve Bacon, Frank Gifford, Betsy Paterson, and Diana Pelletier

Guests: Tahj-Anthony Jean, Prabhas KC

Staff: Cynthia van Zelm

1. Call to Order

Steve Bacon called the meeting to order at 4:00 pm.

2. Public Comment

There was no public comment.

3. Approval of April 22, 2019 Minutes

Betsy Paterson made a motion to approve the April 22, 2019 Governance Committee minutes. Diana Pelletier seconded the motion. The motion was approved.

4. Exit Interview with Tahj-Anthony Jean

Tahj-Anthony Jean, UConn student Board representative, has graduated and will be stepping off the Board. The Committee asked Mr. Jean to reflect on his experiences on the Board. Mr. Jean said he loved serving on the Board and appreciated the work the Board does for Downtown Storrs.

Mr. Jean suggested that the Board focus on additional marketing tools, and perhaps bring on a social media intern. An intern could work closely with Partnership Communications and Special Projects Manager Kathleen Paterson.

Cynthia van Zelm will follow up on some additional help from the School of Fine Arts and/or a work study student out of the Town Manager's office.

Mr. Jean said there needs to be a focus on marketing in the summer when it is naturally a slower time. He suggested that some of the business meetings the Partnership conducted be reinstated.

The Committee and Mr. Jean discussed several other marketing ideas. Ms. van Zelm will pursue with Ms. K. Paterson.

5. Orientation of Prabhas KC

New UConn student representative Prabhas KC joined the meeting at 4:38 pm. The Committee provided Mr. KC with an overview of the Partnership, and Board responsibilities. Ms. van Zelm provided Mr. Prabhas with initial orientation materials.

Mr. KC said he has found that students like coupons and would encourage businesses to provide them as part of their marketing.

Mr. Bacon encouraged Mr. KC to glean UConn student needs in the Downtown and let them know that Mr. KC can be a conduit between the Partnership and the UConn students.

6. Honoring June Krisch

The Committee discussed additional speakers to honor June Krisch at the annual meeting and other ways to honor Ms. Krisch.

Mr. Bacon left the meeting.

7. Review of Board positions

The Committee discussed Board positions that will be up in June 2020 including Mr. Bacon's. There will be further discussion on this item at the next Committee meeting.

8. Adjourn

Frank Gifford made a motion to adjourn. Diana Pelletier seconded the motion. The meeting adjourned at 5:45 pm.

Minutes taken by Cynthia van Zelm.