

**MANSFIELD DOWNTOWN PARTNERSHIP  
BOARD OF DIRECTORS MEETING  
Thursday, October 3, 2019  
Mansfield Town Hall  
Town Council Chambers  
4:30 PM**

**DRAFT MINUTES**

Present: John Carrington, Frank Gifford, Prabhas KC, Toni Moran, Diana Pelletier, Jessie Richard, Paul Shapiro, and Sean Vasington

Board Member Emeritus: Betsy Paterson

Staff: Cynthia van Zelm

**1. Call to Order**

Vice President Toni Moran called the meeting to order at 4:32, in President Steve Bacon's absence.

**2. Opportunity for Public to Comment**

There was no public comment.

**3. Approval of Minutes of September 5, 2019**

Paul Shapiro made a motion to approve the minutes of September 5, 2019. Jessie Richard seconded the motion. The motion was approved.

**4. Executive Director Report**

Cynthia van Zelm asked for volunteers for Trick or Treat which is Saturday, October 26 from 3 pm to 5 pm.

She said work on the public spaces in the Wilbur Cross Way courtyard is scheduled to begin on October 7. The work should last approximately 3 weeks depending on weather. Additional lights needed to be ordered for the bistro lights in the Dog Lane courtyard.

Ms. van Zelm updated the Board on the status of parking, particularly, in the parking garage. She said the work on the UConn School of Fine Arts buildings led to contractor parking in the parking garage, with the result of less parking than usual for transient parkers. UConn has helped alleviate this issue by making sure contractors are directed to the designated parking areas which do not include the Downtown Storrs parking garage.

Ms. van Zelm also reviewed the times of day when the garage can get filled and how that is addressed including ensuring people who have appointments are accommodated.

With respect to the Dog Lane lot signage, the Board requested that signs in front of the parking spaces be placed higher so they can be seen during snow events, and/or that every public and Oaks parking space include a sign.

The Board discussed the issues including how UConn parking needs affect the parking in Downtown Storrs. Ms. Richard made a motion to send a letter to UConn administration on how to address the UConn parking needs with those of the Downtown. Sean Vasington made a friendly amendment to change this to a meeting vs. a letter. Ms. Richard agreed to the friendly amendment. Diana Pelletier seconded the motion. The motion was approved.

## **5. State of Connecticut Nondiscrimination Certification Resolution**

Ms. van Zelm said the Partnership must approve a resolution that indicates that the Partnership complies with State of Connecticut non-discrimination policies prior to disbursement of UConn's contribution to the Partnership's operating budget for FY2019-2020.

Mr. Shapiro made a motion that the policies of the Mansfield Downtown Partnership comply with the nondiscrimination agreements and warranties of Connecticut General Statutes Section 4a-60 and Section 4a-60a, as amended. Diana Pelletier, Partnership Secretary, is authorized to sign said resolution. John Carrington seconded the motion. The motion was approved.

## **6. Review of Summary of Business Outreach and Next Steps**

As follow-up to the September Board meeting, Ms. van Zelm put together spreadsheets of 1) interviews to still be conducted with Downtown Storrs businesses; 2) businesses approached for interviews but no response; and 3) businesses interviewed that need a follow-up e-mail to check in with them (within the next few months).

Board members asked Ms. van Zelm to send the questions for the interviews and talking points for the e-mail follow-up.

## **7. Report from Committees and Task Forces**

### Celebrate Mansfield Festival

Vice President Moran said she thought this year's Festival was one of the best she can remember. She thought people stayed longer and there were more people around Betsy Paterson Square. She asked how the restaurants fared.

Festival Chair Richard said the restaurants she spoke to were busier than in past year's.

Ms. Pelletier said she heard very positive comments and families felt there were a lot of booths with things to do.

Ms. Richard said she knew going into the Festival that some people regretted there being no parade this year but she did not hear concerns on social media about this after the Festival.

Prabhas KC said he felt there was a steady audience. He suggested more activities similar to the climbing wall. He said some activity booth representatives were wondering why some booths were larger than others (*note that people can pay for a double booth size*).

Mr. Shapiro suggested that Mansfield continue to have a table with branded materials.

Ms. Richard said there may make sense to have a sales area. This has been part of the discussion with the Festival Committee on whether sales should be allowed. A survey was conducted with current booths and randomly with visitors at the Festival. Ms. Moran suggested that whatever is decided includes a set of standards.

### Governance Committee

Committee member Frank Gifford said the Committee assessed the needs of the Board in terms of skills, and talked about future Board recruitment and succession.

## **8. Adjourn**

Mr. Shapiro made a motion to adjourn. Ms. Pelletier seconded the motion. The motion was approved. The meeting adjourned at 5:43 pm.

*Minutes taken by Cynthia van Zelm.*