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<i>The following will be the focus of discussion for this meeting</i>	
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Proposal Southern Mansfield October 2019	
C. Small Business Saturday (November 30, 2019)	
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<i>MOVE to approve the 2020 meeting schedule of the EDC and its subcommittees as presented.</i>	
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6. OTHER BUSINESS	
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 - A. Upcoming Meeting Schedule
 - B. Future Meeting Topics
- 9. ADJOURNMENT

MINUTES

Members Present:	S. Ferrigno, M. Hirschorn, J. McGuire, A. McPherson, L. Watson (6:45 p.m.)
Members Absent:	C. Chukwuogor, D. Fecho, J. Richard
Ex-Officio Members Present:	P. Shapiro, B. Shaiken
Staff Present:	C. van Zelm, L. Painter, J. Carrington, E. Galbraith

CALL TO ORDER AND ROLL CALL

S. Ferrigno called the meeting to order at 6:32 PM.

OPPORTUNITY FOR PUBLIC COMMENT

None.

MINUTES

A. McPhearson MOVED, J. McGuire seconded, approval of the 8-22-2019 meeting minutes as presented. Motion approved unanimously (5-0-0). Minutes were acted upon after the arrival of L. Watson when quorum was met.

DISCUSSION ITEMS

Water System Advisory Committee

A. McPherson volunteered to serve as the EDC representative to the Connecticut Water Company's Water System Advisory Committee. Meetings are generally held in April and October of each year with special meetings scheduled as-needed to review pending applications. J. McGuire discussed the importance of representation by the EDC on this Committee. Staff will forward the nomination to the Town Council Committee on Committees for formal appointment.

2019-2020 Workplan

The meeting packet included an updated list of subcommittees with members and general ideas for responsibilities. L. Painter reported that D. Fecho volunteered to serve on subcommittee C (UConn Collaboration) via email. L. Watson requested that he be removed from subcommittee A (Business Outreach), as he recalled volunteering for D (Planning & Zoning Regulation Review) and E (Commission Governance and Bylaws). S. Ferrigno volunteered to work on Business Outreach in place of L. Watson, and to remove himself from subcommittee B (Opportunity Zone Support) as a result. C. van Zelm discussed requirements for the posting of agendas and minutes for subcommittee meetings. Staff will provide templates and assistance with posting. C. van Zelm will attend subcommittee's initial meetings and then attend only on an as-needed basis.

Southern Mansfield Redevelopment

L. Painter and C. van Zelm updated the EDC on recent meetings with the owner of East Brook Mall as well as supplemental funding provided by the Council for economic development activities. Potential uses for the funding were discussed; staff will provide more detailed options for consideration at the October meeting.

OTHER BUSINESS

Member Updates

S. Ferrigno thanked J. McGuire for his service on the EDC for the past 10 years, including his last two years as Chair; this sentiment was echoed by the other members.

Staff Updates

L. Painter provided a status update with regard to CERC's work on the Opportunity Zone. C. van Zelm discussed the upcoming Regional Economic Development Focus Group on Monday, September 30 at 7 pm in Coventry. The Towns of Bolton, Coventry, Mansfield, and Tolland have engaged a consultant, the Connecticut Economic Resource Center (CERC), to assist with the creation of a regional economic development action plan within the four-town region. The goal of this plan is to recommend steps forward for the four towns to work more collaboratively on a strategy that takes into consideration the unique assets and challenges of the region as well as the economic development efforts we have already undertaken.

Business Openings/Closings

Smoker's World is now open in Downtown Storrs and En Pointe Dance and Drama is now open at Four Corners. C. van Zelm, L. Painter and J. Carrington also noted their tour of Nature's Medicine (Four Corners).

Housing Changes

L. Painter reported that there is an inland/wetland application pending for the proposed development of the J.E Shepard property with 358 units of multi-family housing. The public hearing is scheduled for November. L. Painter noted that she also anticipates receiving other applications for new housing development in the coming months.

FUTURE MEETINGS

The next meeting is scheduled for October 24, 2019.

ADJOURNMENT

The meeting adjourned at 7:26 p.m.

Respectfully Submitted:



Emmy Galbraith
Administrative Assistant

**MANSFIELD ECONOMIC DEVELOPMENT COMMISSION
Special Meeting with
Mansfield Town Council
Mansfield Planning and Zoning Commission
Mansfield Downtown Partnership, Inc.**

**Monday, September 30, 2019
7:00 PM TO 9:00 PM**

COVENTRY SENIOR CENTER/PATRIOT'S PARK LODGE (172 LAKE STREET)

DRAFT Minutes

MEMBERS PRESENT: Marty Hirschorn, Adrienne McPherson, Ben Shaiken (ex-officio)

STAFF PRESENT: Linda Painter, Cynthia van Zelm

The focus group began at 7:04 pm.

Members and staff participated in a focus group to discuss economic development action steps for a Four Town (Bolton, Coventry, Mansfield, Tolland) Regional Economic Development Action Plan.

The focus group ended at 8:55 pm.

**ECONOMIC DEVELOPMENT COMMISSION (EDC) 2019-2020
WORK PLAN PRIORITIES BY SUBCOMMITTEE– REVIEWED BY
EDC ON SEPTEMBER 26, 2019**

Updated by Subcommittees in October 2019

A. Business Outreach (Steve, Jessie)

- Work with current property owners in southern Mansfield e.g., Eastbrook Mall, and Perkins Corner to assist with business retention and recruitment. Schedule meetings/staff has already met with some property owners. See funding approved by Town (\$25,000) to assist this area of Town.
- On-going business visits with a focus on new businesses, and those that relocated.
- Continue meeting with business owners (or managers) to maintain communication with businesses in town to identify and address issues that impact doing business in Mansfield. Hold event with businesses previously interviewed.
- Contact businesses that have left or are leaving Mansfield to conduct an exit interview to identify what motivated the move.
- Develop and conduct a vehicle to poll the residents to find out what businesses would be supported if they were to open in Mansfield.

B. Opportunity Zone Support (Marty, Chiaku, Adrienne)

- Work with consultants for the Town and the University to implement development in the Opportunity Zone, including development of an inventory of available property that can be provided to investors, and developers. Monitor progress.
- Support economic development staff to attract investors into the Opportunity Zone in Mansfield.
- Support efforts to develop the Opportunity Zone to town committees and commissions including the Town Council.

C. UConn Collaboration (Marty, Dirk)

- Meet with administrators at UConn who influence development in Mansfield and develop rapport to facilitate their support.

- Continue to work with UConn on joint initiatives and outreach to promote Mansfield businesses. Focus on purchasing matchmaking event for 2020.
- Work in conjunction with UConn Center for Career Development to encourage support of the Mansfield business community including internships and jobs located in Mansfield businesses.
- Work with UConn Student Activities Office of Community Outreach on pairing students with volunteer opportunities in Mansfield.

D. Planning & Zoning Regulation Review (Steve, Lane, Adrienne)

- Review draft regulations produced by the Planning and Zoning Commission's Regulatory Review Committee (RRC) and provide feedback with regard to potential barriers to business growth and economic development.
- Request an informal meeting with the RRC to begin the process of building a relationship and mutual understanding of the roles and perspectives of each group.

E. Commission Governance & Bylaws (Lane, Jessie)

- Draft bylaws for the EDC that specify responsibilities and expectations of the Commission.
- Use similar bylaws that have been in effect for other Mansfield committees and commissions as a model.
- Develop mission statement/policies/guiding principles for the EDC, as applicable.
- Recruit new members to the EDC as terms expire.
- Implement Town Branding/Marketing Plan in conjunction with the Town Manager's office including focus on updated economic development website (review and monitor), Economic Development/Business Development brochure, Visitor and New Resident Guide. Other marketing ideas include a community calendar, map of local businesses, e-mail list to promote local events

*EDC as a whole will prepare annual budget requests to Town Council, develop performance measures, other?

T:_Common Work\Economic-Development\ECONOMIC DEVELOPMENT COMMISSION\Action Plans\2019\2019-2020 Workplan Priorities_October2019.docx

DRAFT Proposal for Economic Development Assistance to Southern Mansfield Commercial Districts – October 20, 2019

Goal:

- Address the needs of the southern Mansfield commercial districts to maintain and improve the economic viability of those districts. The main areas of focus will be the East Brook Mall, Big Y plaza, Staples plaza, and Perkins Corner.

Strategy:

- Utilize the \$25,000 appropriated by the Mansfield Town Council to address the goal.
- EDC Business Outreach Subcommittee takes the lead to address the goal.

Proposed Next Steps:

- As discussed at the Business Outreach Subcommittee meeting on October 17, the Subcommittee will begin outreach to the business owners/managers, and property owners in the commercial districts to ascertain their needs.
 - Steve will draft an introductory letter to the businesses and property owners to be hand delivered or mailed to set up meetings with businesses.
 - Cynthia will check with Town IT to see if a generic e-mail can be set up for the Subcommittee and staff (Steve, Jessie, Cynthia) that would be included in the letter as contact info. E-mail sent to IT on October 20, 2019.
 - Cynthia will develop generic business cards for Steve and Jessie to use for visits, similar to what was done previously with business visits
 - Steve and Jessie will hold business/property owner visits
 - Steve and Jessie will summarize the visits and make recommendations to the full EDC for the use of the \$25,000. Goal to complete this work by February. Funds need to be used by June 30, 2020.
- Director of Planning & Development Linda Painter will provide zoning regulations to the Business Outreach Subcommittee for the commercial districts.
- Cynthia and Linda continue on-going dialogue with owners of the East Brook Mall about their options

2020 Regular Meeting Schedule Economic Development Commission & Subcommittees

Adopted by the Economic Development Commission on _____, 2019

The following table identifies the dates and times of regular meetings for the Economic Development Commission and its subcommittees. This schedule is subject to change and special meetings may be scheduled to accommodate additional business. Agendas will be posted 24 hours before each meeting.

	Economic Development Commission <small>6:00 P.M. – Conf. Room B, Town Hall</small>	Subcommittee on Business Outreach <small>9:00 AM – Conf. Room A, Town Hall</small>	Subcommittee on Governance & By- Laws <small>8:00 AM – Conf. Room A, Town Hall</small>	Subcommittee on Opportunity Zone Support <small>9:00 AM – Conf. Room A, Town Hall</small>	Subcommittee on UConn Collaboration <small>9:00 AM – Conf. Room C, Town Hall</small>	Subcommittee on Zoning Regulation Review <small>5:30 P.M. – Conf. Room B, Town Hall</small>
January	16	16	10	9	21	
February	20					20
March	19					
April	16	16	10	9	21	
May	21					21
June	18					
July	16	16	10	9	21	
August	20					20
September	17					
October	15	15	9	8	20	
November	19					19
December	17					

EDC Meeting Calendar

Updated October 2019

October 24, 2019

6:30 PM ■ CONFERENCE ROOM B

April 16, 2020

6:00 PM ■ CONFERENCE ROOM B

November 21, 2019

6:30 PM ■ CONFERENCE ROOM B

May 21, 2020

6:00 PM ■ CONFERENCE ROOM B

◇ Discussion of FY20-21 Budget Priorities

December 12, 2019

6:30 PM ■ CONFERENCE ROOM B

June 18, 2020

6:00 PM ■ CONFERENCE ROOM B

January 16, 2020

6:00 PM ■ CONFERENCE ROOM B

July 16, 2020

6:00 PM ■ CONFERENCE ROOM B

February 20, 2020

6:00 PM ■ CONFERENCE ROOM B

August 20, 2020

6:00 PM ■ CONFERENCE ROOM B

March 19, 2020

6:00 PM ■ CONFERENCE ROOM B

September 17, 2020

6:00 PM ■ CONFERENCE ROOM B

- ◇ 2020-21 Budget Update
- ◇ Overview of Town Council Presentation (scheduled for)

Four towns unite to talk development

Chronicle 10/11/19

LISA MASSICOTTE

CHRONICLE STAFF WRITER

COVENTRY — In an effort to increase business, tourism, culture and recreational opportunities, area towns have joined forces with the Connecticut Economic Resource Center.

Officials from the towns of Mansfield, Coventry, Tolland and Bolton have been meeting informally, but their initiative with CERC became official in August, according to CERC Vice President of Municipal Services Courtney Hendricson.

Back on Sept. 30, the towns met with CERC, a nonprofit corporation based in Rocky Hill, for joint economic development brainstorming workshops at the Patriots Park Lodge in Coventry.

The workshops placed officials from all towns into different focus groups which rotated around to seven categories representing promotional and development opportunities.

"I thought it was a great kick-off for the four towns working together of strengthening our economic development," Coventry Town Manager John Elsesser said. "There was high energy and lots of great ideas. I think the benefit to Coventry is we will be stronger together than alone."

This process helps CERC



Officials from Mansfield, Coventry, Tolland and Bolton gathered recently at the Patriots Park Lodge in Coventry for a joint economic development planning meeting. Lisa Massicotte | Staff

formulate the recommendations they put forth for the towns' Regional Economic Development Action Plan, according to Hendricson.

"Getting the actual qualitative input directly from the residents and the businesses in the four towns is critical information that informs the recommendations that we're ultimately going to put in their action plan," Hendricson said.

The categories were, "water-based recreation," "marketing," "lodging, entertainment and culture," "agriculture and agritourism," "leveraging the relationship with the University of Connecticut," "hiking, biking and preserving open space" and "entrepreneurship and home-based businesses."

For each of those categories, participants brainstormed ideas or needs of their respective towns on how to improve or capitalize on those realized or potential assets.

Once all the walls at the Patriots Park Lodge were filled with giant sticky notes, officials listened to workshop facilitators summarize and highlight the ideas. Officials then voted through tallies on the recommendations they most resonated with.

Some of the recommendations with a high number of votes included having a branding effort to represent the region's local identity, a regional social media page to promote entrepreneurship, a connection with the "rails to trails" program to local water

bodies, more cultural events, a regional online directory for local businesses and a regional effort to work with the new UConn president, Thomas Katsouleas.

Hendricson said CERC will analyze these ideas, which will be the base for creating the recommendations for the plan and, hopefully, get people motivated to "actually get these items actioned."

"Because folks will come and give ideas and then we'll show them those same ideas ultimately in the action plan and I think that really gets satisfaction and buy-in from the folks in the towns so they can say 'we were heard,' 'we came up with this ourselves,'" Hendricson said.

Follow Lisa Massicotte on Twitter - @LMassicotteTC.



Office of the Executive Vice President for
Administration and Chief Financial Officer
Scott A. Jordan
Executive Vice President
for Administration
and Chief Financial Officer

Via Hand Delivery

October 17, 2019

John Carrington, Interim Town Manager
Town of Mansfield
Aubrey P. Beck Municipal Building
4 South Eagleville Road
Mansfield, CT 06268

RE: University Position on Sewer Connections

Dear Interim Town Manager Carrington:

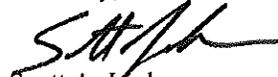
As you may be aware from the University's involvement in recent proceedings before the Town's Planning & Zoning Commission, as well from as previous correspondence with the former Town Manager, the University opposes high-density student housing near campus. The University's primary reasons for opposition are:

- The University projects flat student enrollment for the foreseeable future.
- This type of housing development will reduce the number of students housed on campus, which runs contrary to the university's goals of housing as many students on campus as possible. In general, students who live on campus are more fully integrated to the university through their supportive on-campus housing environment and can have better educational outcomes than students who live off campus.
- A reduction in students living on-campus will reduce revenue to the university, negatively impacting our ability to carry out our mission.
- UConn can not afford to and should not be expected to provide indirect support, such as transit, commuter parking, police protection, and student code of conduct enforcement, to proximate high density student housing.
- The Town's fundamental issue of students living in residential neighborhoods elsewhere in Town will remain unchanged. It is not the case that a lack of available alternatives drives students to live in single family homes.

The University will continue to oppose this type of development, and respectfully requests the Town to be mindful of the University's position when the Town considers sewer connection requests for the same. Further, at this time and until you receive notice otherwise, the University will not approve any requested sewer connections for high-density student housing developments under the July 1, 2017 Sewer Service Agreement.

In the meantime, the University remains engaged in its current Request for Expression of Interest process to consider potential student housing development opportunities on University property. Please point interested parties in this regard to Robert Corbett, the University's Executive Director & Director of Real Estate and Regional Projects, at robert.corbett@uconn.edu.

Sincerely,



Scott A. Jordan

Executive Vice President for Administration and Chief Financial Officer

CC: Linda Painter, Town of Mansfield
Michael Kirk, University of Connecticut
Laura Cruickshank, University of Connecticut