

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, November 20, 2013

860.429.2740

4:00 pm

Minutes

Present: Toni Moran, Janet Jones, Connie Neal, Betsy Paterson, Barry Schreier, and Cara Workman

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Chair Toni Moran called the meeting to order at 4:02 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from October 23, 2013

Janet Jones moved to approve the minutes.

Cara Workman seconded the motion.

The minutes were approved unanimously.

4. Set 2014 meeting schedule

Kathleen Paterson shared a draft schedule for the Committee's review.

Ms. Workman moved to approve the schedule with the meeting start time adjusted to 4:15 pm.

Connie Neal seconded the motion.

The schedule was approved unanimously.

5. Update on Storrs Center Project

Cynthia van Zelm reported on the progress of the Town Square and Nash-Zimmer Transportation Center construction. She said that leasing of 8 Royce Circle (TS-3) is underway and going well.

(Betsy Paterson arrived at 4:25 pm.)

6. Communications

Ms. van Zelm explained the reasons for reviewing and revising the Partnership's communications plan were the opening of Storrs Center and the Partnership Board's Strategic Planning process. She said that Partnership staff must balance the need to build continued support for future phases while supporting the businesses that are now open in the first phases.

Committee members commented that they would like to see more general distribution of information, more attractive pieces that feature engaging photographs, and to include the message of Downtown Storrs as a destination.

Barry Schreier said he would like to see more information on the website about things to do in the area.

Ms. K. Paterson said that she and Ms. van Zelm had talked about the possibility of revising the Partnership's website to mimic those of other, more traditional downtown organizations. **Ms. K. Paterson asked the Committee to send her examples of websites that they like with an explanation of what elements of each site they like. Ms. K. Paterson will discuss options for the Partnership's website with the Town's IT department.**

7. Review of regional publications

This topic was tabled until the next meeting. **Committee members will send suggestions of regional publications to pursue to Ms. K. Paterson before the next meeting.**

8. Update on December event

Ms. K. Paterson said the event will be called "Winter Welcome" and will be on Saturday, December 14 from 1:00 – 5:00 pm. She explained there will be carolers and instrumental groups roaming Storrs Center and performing both outdoors and inside businesses throughout the afternoon. She reported the Co-op had graciously agreed to host Santa Claus in its new store, which will be open by the event, and that Santa will arrive via a Mt. Dairy milk truck at 2:00 pm. She added that the Storrs Center businesses will all have their own activities, sales, and specials taking place during the afternoon.

9. Update from Art Fair subcommittee

Ms. Jones reported that the first meeting of the Art Fair subcommittee will be Thursday, Nov. 21, and that a distinguished group of volunteers plans to attend.

10. Outreach opportunities

Committee members did not have any additional outreach opportunities to suggest.

11. Adjourn

Ms. Neal moved to adjourn the meeting.

Mr. Schreier seconded the motion.

The meeting adjourned at 5:50 pm.

Minutes prepared by Kathleen M. Paterson