

**MANSFIELD DOWNTOWN PARTNERSHIP
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE
Special Meeting
April 18, 2012
5:00 PM
Mansfield Town Hall
Conference Room B**

Minutes

Present: Steve Rogers, Roger Adams, Rene Schein

Staff: Cynthia van Zelm

1. Call to Order

Steve Rogers called the meeting to order at 5:18 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from February 16, 2012

There was no quorum to approve the minutes.

4. Update and Discussion/Brainstorming on Tenanting and Marketing of Storrs Center businesses

Mr. Rogers said there is some funding from the tenants for the marketing of the businesses in Storrs Center. He expressed support for ensuring that the events, etc., planned reflect the wishes of the tenants.

Ms. van Zelm referred to the marketing overview that master developer LeylandAlliance had put together for the new tenants at its March 21 meeting with the tenants. She said the Partnership will be involved with the marketing as well and she sees this as a collaborative process between the tenants, this Committee, the Partnership, and LeylandAlliance.

Mr. Rogers said he thought the Committee can continue to serve as a forum to hear about any issues from the new tenants.

The Committee discussed the fact that the town square will not be ready until next year for events. The best focus for the Committee over the summer may be to ensure that any accessibility issues for businesses are discussed given the on-going construction.

5. Future Meetings

The Committee agreed to tentatively meet on June 20 at 5 pm. Ms. van Zelm will send an e-mail to Committee members to see if that works for them.

6. Adjourn

The meeting was adjourned at 5:45 pm.