

**MANSFIELD DOWNTOWN PARTNERSHIP  
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING  
Mansfield Downtown Partnership Offices  
October 15, 2009  
8 AM**

**MINUTES**

Present: Frank McNabb (Chair), Jim Hintz, Steve Rhodes

Staff: Cynthia van Zelm

**1. Call to Order**

Frank McNabb called the meeting to order at 8:03 am.

**2. Approval of Minutes from September 28, 2009**

Steve Rhodes made a motion to approve the minutes. Jim Hintz seconded the motion. The minutes were approved unanimously.

**3. Follow-up on Outreach Possibilities**

Jim said he was working with Dr. Christine Wilson at the Department of Student Affairs to identify ways the Partnership can reach out to student leaders including a meeting with the leaders. Some options were for Executive Director van Zelm to update students, sign-up students as members, solicit a student as a Board member and/or committee member, and to suggest an activity that the students could undertake to assist the Partnership. Ms. van Zelm will bring a one-page handout on updates and accomplishments including the membership brochure to a meeting, to be arranged. She will also provide information on a link to the brochure and other information. Mr. Hintz suggested that students may want to be "fans" on a Partnership Facebook page. Mr. Hintz will arrange for Ms. van Zelm to work directly with Dr. Wilson. The goal is to try and do this in November. If November does not work, it may make sense to wait until January when the students come back due to the holidays.

Mr. Rhodes said he will talk to the Provost about updating the UConn Deans and becoming members.

Ms. van Zelm gave the link to the Partnership website for Mr. Rhodes to see if it could be included on the UConn Alumni Association page and the President's blog. Mr. Rhodes will talk to the Alumni Association about possible linkages with the Partnership.

The Committee made suggestions to improve the website including making the links more readable, and changing images on the homepage to keep it fresh. Ms. van Zelm shared with the Committee a new page she drafted at their request entitled "Milestones" which would list key accomplishments. She will work with Partnership Special Events Coordinator Kathleen Paterson on updates. Ms. van Zelm said since the Town is updating its website server, some changes may make more sense to do at that time.

Ms. van Zelm said she thought the Mansfield business list could be updated by January for a mailing to this group on the Partnership and membership.

Ms. van Zelm will follow-up with Windham Memorial Hospital again about getting out information on the Partnership in its newsletter (*done*). Mr. McNabb said he hopes the Hospital could do a supportive article as well. Ms. van Zelm said she had spoken to the Patricia Richardson at the Senior Center who said she could drop off information about the Partnership. They may be able to put something in Senior Sparks but space is limited. Ms. van Zelm will bring over and send information to Ms. Richardson.

The Committee discussed the use of a "Front Page Notes" on the cover of the Reminder News that could possibly include a solicitation for membership with a tear off return address. She said the Reminder requires a minimum of 10,000 which would cover about 3 "drops" in Mansfield as the population is about 3,000. Ms. van Zelm said the Reminder may do an accompanying story. Mr. Hintz said it will be important to emphasize why members are still need and what do you receive for your membership? The target is to do this in January, March and May.

Ms. van Zelm shared the cost of producing a decal for potential, and new and renewing memberships to use to show that one is a member. This would be similar to what many chambers of commerce do.

Ms. van Zelm provided a list of potential costs for the new initiatives. Mr. Rhodes suggested putting off the idea of a decal and produce more brochures instead.

Mr. McNabb asked Ms. van Zelm to follow-up with Chair Lodewick to check on costs. The key is that the activities associated with the costs should produce more members.

#### **4. Logo and Slogan**

Ms. van Zelm said she had spoken to master developer LeylandAlliance about the use of the Storrs Center logo with its tagline "Rethink Main Street." She said the logo and tagline were considered by Leyland to be critical to its branding and marketing efforts. Ms. van Zelm said she thought there were other catchy

slogans that could be used but they must be done in a way that does not impede on the current Storrs Center brand.

**5. Membership Renewal Drive**

Ms. van Zelm said that the membership renewal letter had been changed to reflect the Committee's suggestions and she would be sending it to Board President Philip Lodewick for his review. Her goal is to get the letter out by November 1.

**6. Next Meeting**

Committee members agreed to meet on Monday, November 9 at 8 am in the Partnership office.

**7. Adjourn**

The meeting adjourned at 9:05 am.

*Minutes taken by Cynthia van Zelm.*