

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices
January 11, 2010
8 AM**

MINUTES

Present: Frank McNabb (Chair), Alexinia Baldwin, Dennis Heffley, Jim Hintz,
Steve Rhodes

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:02 am.

2. Approval of Minutes from December 7, 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

Cynthia van Zelm said that she and Partnership Special Projects Coordinator Kathleen Paterson have been working with the Reminder News on the sticker and accompanying article. Ms. van Zelm shared the revised sticker design for the Committee's review. She said the design was changed as full color cannot be done unless there is a drop of 25,000 which is \$1,200. The Committee agreed that was cost prohibitive and approved the new design. The Reminder could also only guarantee one article.

Ms. van Zelm said that she spoke with Senior Services Director Kevin Grunwald about reaching out to seniors as the Senior Center coordinator had left her position. Mr. Grunwald said he would work to help provide a forum for Ms. van Zelm to update seniors about Storrs Center through the Senior Center.

Mr. Hintz said he will call Christine Wilson, UConn Director of Student Activities, to finalize a space for the reception for students. He said the handout that Ms. K. Paterson prepared looked good. Mr. Hintz said he and Ms. Wilson will work on advertising. He will get back to the Committee via e-mail regarding the location once it is determined.

Mr. Hintz suggested soliciting for the student Board representative again at the reception.

Alexinia Baldwin said she had approached Big Y about including a poster on Storrs Center at the grocery store and was given a form to fill out. She passed this on to Ms. van Zelm. Ms. van Zelm said she needs to work on this concept.

Mr. Hintz said he is working on getting information out to students on the Census through including information on pizza tops. Would this work for advertising Storrs Center? Mr. Hintz will get back to the Committee on his research.

Mr. McNabb had reviewed the letter to Mansfield businesses soliciting membership. He had given suggestions to Ms. van Zelm via e-mail. Dennis Heffley will review and send changes to Ms. van Zelm. Ms. van Zelm said that Ms. K. Paterson is almost through updating the business list. Mr. McNabb said the goal is to get the letters out by the end of February.

Ms. van Zelm said the UConn Alumni Association had agreed to allow the Partnership to have a presence at Alumni weekend (the first weekend in June). The Partnership can have a table at registration as well as material in the Student Union. The Partnership can also have material sent out in the registration packets. Ms. van Zelm said she is waiting to hear back from the Association about whether an update on Storrs Center can be part of the schedule. Ms. van Zelm noted that she has a previous commitment that weekend so asked if people could volunteer to staff the registration table. Mr. McNabb made a commitment and Mr. Rhodes and Mr. Heffley were able to make tentative commitments. Ms. van Zelm will find out the specific time to staff a table near registration.

Ms. van Zelm needs to follow-up with Representative Merrill, Senator Don Williams and Congressman Courtney about the best way to promote Storrs Center.

Mr. Heffley and Ms. Baldwin will review their Husky E-News to see if the link to the Partnership and Storrs Center was included.

Mr. Heffley reiterated that the UConn Economics alumni will be in Mansfield for a reunion on April 1 and April 2 and this may be an opportunity to update them on Storrs Center. Mr. Heffley will get back to the Committee by e-mail regarding whether this is a likely option.

Mr. Hintz said that UConn has its housing fair in March where major property owners attend. He will put Ms. van Zelm on the invite list as she could have information about the Partnership and Storrs Center available at the fair. The fair will be in the Student Union ballroom.

Mr. McNabb asked about getting EO Smith High School students and their parents more involved. Is there a handout that students could give their parents? Ms. van Zelm said students volunteer for the Partnership, particularly at the

Festival on the Green. Ms. Baldwin said the student leadership/student council may want to get involved. Ms. van Zelm said she will talk to Nancy Silander who teaches at the High School.

Mr. Hintz took additional Storrs Center town papers and Partnership membership forms to be distributed at the Lodewick Visitors Center, the Co-op and the Student Union.

4. Membership Renewal Drive Update

Mr. McNabb said there are currently 240 members who have contributed \$12,000. The Committee members added notes to the 2nd renewal letters.

5. Next Meeting

The Committee agreed to meet on Monday, February 8 at 8 am in the Partnership office.

6. Adjourn

The meeting adjourned at 9:15 am.

Minutes taken by Cynthia van Zelm.