

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices
March 14, 2011
8 AM**

MINUTES

Present: Frank McNabb (Chair), Alexinia Baldwin, Jim Hintz, Corine Norgaard, Betty Wexler

Guest: Board member David Lindsay

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:05 am.

2. Approval of Minutes from February 14, 2011

Corine Norgaard made a motion to approve the February 14, 2011 minutes. Betty Wexler seconded the motion. The minutes were approved unanimously.

3. Update on Renewals

Mr. McNabb said there are a total of 312 members who are new or have renewed their membership for a total of \$16,287 in membership dues. Ms. van Zelm passed out a report showing the members who have joined the Partnership since the last Membership Development Committee meeting.

David Lindsay suggested that student organizations join and he said he would follow-up with the UConn Honors program.

4. Debrief Events and Follow-up on Outreach

Mr. McNabb, Ms. Norgaard, and Ms. Wexler said there was a lot of interest in the apartments at the Partnership table at the UConn Off-Campus Student Housing Fair held last week. Many international students expressed interest. They commended Mr. Hintz for his good work on the Fair.

Mr. McNabb and Ms. van Zelm both said the table at Gampel for UConn men's and women's basketball games was successful. Mr. McNabb said it was the first time he had given out almost all the Partnership material.

Ms. van Zelm said she left a message with Lee Melvin, UConn Director of Enrollment Management about placing information in packets to accepted students. Mr. Hintz said he thought a lot of information was sent on-line, and suggested that the Partnership have a table at the UConn Open House for accepted students in April. Ms. van Zelm said the Partnership was signed up for a table. Mr. McNabb agreed to assist with staffing. Mr. Lindsay will talk to Lynne Goodstein with the Honors Program about the Partnership having material for their prospective students at the Open House.

Ms. Norgaard said that Joshua's Trust is not interested in joining at this time. She suggested that Ms. van Zelm send a letter to Joshua's Trust offering to update them on Storrs Center. Ms. Norgaard will provide contact information to Ms. van Zelm (*done*).

Ms. van Zelm suggested that Mr. McNabb follow up directly with Windham Hospital about placing information in the staff newsletter.

Ms. van Zelm said there is a link on the UConn Alumni Association website to the Partnership website.

Ms. van Zelm said she is working with the Town IT Department on whether a web cam can be placed in a building adjacent to the downtown to view construction progress.

Ms. van Zelm suggested not producing a board with the businesses that have signed LOIs since the development team is now negotiating leases. She suggested information with businesses that have signed leases may be more appropriate now.

Mr. Hintz said with many UConn students living near by, it will be important to make sure they are informed about events over the summer related to groundbreaking. Mr. Hintz and Mr. Lindsay will provide names of key UConn student leaders to receive invitations to the groundbreaking (*note - the groundbreaking will be an open event to all*).

5. Next Meeting Date

The next meeting date is April 11 at 8 am. The Committee agreed to decide then how many times its needs to meet over the summer.

6. Adjourn

The meeting adjourned at 9 am.

Minutes taken by Cynthia van Zelm.