

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT SPECIAL COMMITTEE MEETING
Mansfield Town Hall, Conference Room B
October 21, 2013
4:15 PM**

MINUTES

Present: George Jones (Chair), John Armstrong, Dennis Heffley, June Krisch, Shamim Patwa

Staff: Cynthia van Zelm

1. Call to Order

George Jones called the meeting to order at 4:20 pm.

2. Approval of Minutes from September 23, 2013

Shamim Patwa made a motion to approve the Minutes of September 23, 2013. Dennis Heffley seconded the motion. The motion was approved.

3. Update on Storrs Center

Cynthia van Zelm updated the Committee on the town square, the proposed Educational Playcare day care, the status of the Planning and Zoning Commission's review of adding a hotel as a use to Storrs Center, and the Price Chopper groundbreaking that was held last week.

4. Committee Recruitment Letter

The Committee reviewed the letter to Partnership members to recruit them to join a committee. The Committee agreed that all committees should be represented on the letter and it should be sent in hard copy. It will go out in November.

5. Membership Renewal Brochure – January 2014

The Committee discussed the new membership brochure. Mr. Jones said feedback he received on the message for members is that the Partnership is selling the vitality of Storrs Center. What can a prospective member expect to enjoy by being a member? Suggestions include a special event for members and possible discounts at Storrs Center businesses. Ms. Coulter also suggested reviewing membership due structure. Ms. van Zelm said this was possible but would involve a change to the Partnership bylaws.

Mr. Jones reviewed two possible letters for the Committee's consideration – one for new members and one for renewing members. The membership form would be a separate insert. The Committee made some suggested changes on the letters. The Committee agreed the letters should be personalized and indicate amount paid last year for renewing members. Ms. Patwa reiterated her comments from the last meeting about developing a process to pay on-line. A business discount card could be offered for as a one-time benefit for those who become members and/or renew at a certain amount. Ms. van Zelm said she will talk to the Storrs Center tenants at their November meeting to see if they are willing to offer a one time discount to new members and members who increase their membership.

6. Adjourn

Mr. Heffley made a motion to adjourn. Ms. Patwa seconded the motion. The motion was approved and the meeting adjourned at 5:45 pm.

Minutes taken by Cynthia van Zelm.