

SPECIAL MEETING – MANSFIELD TOWN COUNCIL  
WORKSHOP  
July 28, 2011

Mayor Elizabeth Paterson called the special meeting of the Mansfield Town Council to order at 6:30 p.m. in the Council Chambers.

I. ROLL CALL

Present: Keane, Kochenburger, Lindsey, Moran, Paterson, Paulhus, Ryan, Shapiro

Also Present: Mansfield Downtown Partnership Members Steve Bacon, Harry Birkenruth and Kristin Schawb; Macon Toledano of Storrs Center Alliance; Howard Kaufman of Storrs Center Alliance; Christine Richards of Education Realty Trust Co; and Town Manager Matt Hart

II. RESIDENTIAL LEASING FOR STORRS CENTER

Mayor Paterson introduced Christine Richards, Senior VP of Operations for Education Realty Trust who reviewed the layouts and amenities provided in the apartments. Ms. Richards described the marketing approach to be used and reviewed plans for outreach to the community. The plan is to begin the marketing program in August with the Storrs Center Office to be opened on August 15, 2011. Arrangements will be made to have the Community Manager meet with the Town Council at their next meeting.

Those present discussed the brochure and asked that the front cover be changed to reflect an older more serious clientele. It was also suggested the picture on the back cover be of a more mature couple. Members suggested additional venues for outreach and local items to highlight.

EDR will provide Council members with a revised brochure.

ADJOURNMENT

Mr. Paulhus moved and Mr. Shapiro seconded to adjourn the meeting at 7:43 p.m.

Elizabeth Paterson, Mayor

Mary Stanton, Town Clerk