

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Downtown Partnership Offices
Tuesday, March 22, 2011
5:00 pm**

MINUTES

Present: David Woods, Andrew Ewalt, Dee Goodrich, Janet Jones, and Kristin Schwab

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to Order

David Woods called the meeting to order at 5:05 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from November 17, 2010 and February 10, 2011

Kristin Schwab moved to approve the Minutes as presented.

Andrew Ewalt seconded the motion.

The motion passed unanimously.

4. Update on Storrs Center project including communications

Cynthia van Zelm reported that the Storrs Center project is moving ahead. She said that she and representatives from the Town, LeylandAlliance, and EDR would provide a public update on April 26 at 7:00 pm in the Bishop Center. She added that the presentation would be similar to the updates done in previous years.

Janet Jones asked about the status of 13 Dog Lane.

Ms. van Zelm explained that LeylandAlliance had bought the building and is working with the tenants. She said that Leyland also bought the former Phil's building and is renovating the downstairs space to accommodate Select Physical Therapy until Phase 1A is ready for tenants.

Ms. Schwab commented that she is often asked what the rents will be for the apartments. She asked if that would be announced before leasing begins.

Ms. van Zelm will ask Susan Jennings from EDR.

5. Update on spring newsletter

Kathleen Paterson reported that *the Chronicle* had sold more ads than usual for this issue and so the size of the newsletter has increased from eight pages to twelve. She said the newsletter will be published April 5.

Ms. Jones suggested including photos of the properties that Leyland has purchased.

6. Discuss Annual Report

Ms. van Zelm explained that the Partnership had decided to work with *the Chronicle* for the 2010-2011 Annual Report.

Ms. Paterson noted that the format will be a catalogue style, similar to the Parks and Recreation brochures.

7. Discuss construction communications plan

Ms. Paterson reviewed the draft construction communications plan. She said that the goal is to help residents and visitors stay informed about the progress in a cohesive manner. Ms. Paterson added that a key component will be the construction blog, which will be linked from the Partnership's, Town's, Storrs Center's websites and potentially from UConn's and E.O. Smith's sites.

Mr. Ewalt asked about how frequently the blog would be updated.

Ms. Paterson said it could be updated weekly and noted that is an issue to decide prior to launching the blog.

Dean Woods suggested linking to the CRT and von der Mehden websites.

Ms. Paterson will work with Dean Woods to communicate with the performing venues to anticipate when traffic may be slowed.

Ms. Goodrich suggested looking for ways other than through *UConn Today* and *The Daily Campus* to reach the campus community. She said campus-wide emails were more effective.

Dean Woods suggested providing alternate routes to campus.

Ms. Schwab thought any suggestions should be general and not directing visitors to travel through specific neighborhoods.

Ms. Jones asked if there were plans for an ombudsman or hotline to handle questions from the public.

Ms. van Zelm will talk to the general contractor to find out how questions are handled on other projects.

Ms. Goodrich suggested talking to Cara Workman about adding a message about construction to any invitations that go out through her office.

8. Update on *Festival on the Green*

Dean Woods explained that the *Festival on the Green* will be later in September than in past years because it will be anchoring a weekend of events that the School of Fine Arts (SFA) will be hosting to commemorate its 50th anniversary. He reviewed preliminary plans for some of SFA's events, which will take place from Thursday, September 22 through Saturday, September 24.

Ms. Paterson said that the Celebrate Mansfield Weekend events would take place in the same order but with the different dates. She added that there are no scheduling conflicts with Vintage Mansfield, Picnicpalooza!, the Celebrate Mansfield Parade, and the *Festival*. She said that the League of Women Voters of Mansfield had decided to keep to the previous schedule and will hold the Know Your Towns Fair on September 10.

The committee expressed enthusiasm for the planned events.

9. Other

Ms. Schwab introduced the idea of a plan or a set of tools to identify green spaces in the new downtown and surrounding areas, which she believes will be an attraction for both residents and visitors.

10. Adjourn

Ms. Goodrich moved to adjourn the meeting.

Ms. Schwab seconded the motion.

The meeting adjourned at 6:00 pm.

Minutes prepared by Kathleen M. Paterson