

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Downtown Partnership Offices
Wednesday, May 11, 2011
5:00 pm**

MINUTES

Present: David Woods, Andrew Ewalt, Marcia Firsick, Shawn Kornegay, Betsy Paterson, and Kristin Schwab

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to Order

Dean David Woods called the meeting to order at 5:03 pm.

2. Public Comment

There was no public comment.

3. Recommendation of Shawn Kornegay to the Committee

Betsy Paterson made a motion to recommend to the Board of Directors that Shawn Kornegay serve on the Advertising and Promotion Committee. Kristin Schwab seconded the motion. The motion was approved unanimously.

The Committee welcomed Ms. Kornegay. Ms. Kornegay is the Director of Marketing & Communications for the Neag School of Education at UConn.

4. Approval of Minutes from March 22, 2011

Kristin Schwab moved to approve the Minutes as presented.

Marcia Firsick seconded the motion.

The motion passed with one abstention by Ms. B. Paterson.

5. Review of Partnership website and social media efforts

Kathleen Paterson updated the Committee on the new website and solicited feedback. It was launched in April and will continue to be updated.

The website has a link to the Partnership's facebook page.

The rendering on the home page of the website will eventually be a rotating photo bank.

Ms. K. Paterson showed the Events page which includes the *Festival on the Green*, the bike tour (Tour de Mansfield), and Winter Fun Day. Ms. Paterson is updating the *Festival* pages to get ready for the Festival in September.

Ms. K. Paterson encouraged Committee members to review the website.

Ms. K. Paterson showed the Committee the Partnership's facebook page. She said the Partnership has 119 "fans." The Town of Mansfield and the Community Center facebook pages link to the Partnership page.

Ms. Kornegay suggested that there be a link from the UConn facebook page as well. Ms. K. Paterson will work with Ms. Kornegay to set up this link.

Ms. K. Paterson said the Partnership has been on facebook since 2009 and received a good response.

Ms. K. Paterson said the Partnership also sends out e-mails to its database through Constant Contact which had been recommended by Ms. Firsick. It allows one to see if an e-mail has been viewed. The e-mail database is uploaded and one can also add in links and photos. For non-profits, the cost is only \$15 a month.

Ms. Kornegay asked if a direct link to the Partnership's e-mail can be added to the website. Ms. K. Paterson said she will look into this suggestion.

Ms. Kornegay asked if the Partnership had explored being on "twitter." Ms. K. Paterson said she thought it would be a difficult venue for the Partnership because of the limitation on characters. It is also not very accessible for non-users. With facebook and the website, there is better accessibility.

Ms. Kornegay suggested that twitter may be effective in the future as a way to let people know if there is traffic issues related to Storrs Center construction. It would be a good tool to reach the younger generation.

6. Update on construction communications

Ms. K. Paterson then showed the new construction website which will also be a link off the Partnership's main website. The construction website allows someone to e-mail the Partnership with construction related questions.

Ms. K. Paterson said the website will be launched with a press release and a mailed notice to adjacent neighbors. An e-mail blast will also be sent to the Partnership website. People will be directed to check the construction website for updates.

Ms. K. Paterson said she and Ms. van Zelm will meet with the Storrs Center team on a weekly basis, and she will post to the website on Friday of each week with an update. Ms. Paterson will include photos on the website.

Ms. K. Paterson said the team has not decided if it will have quarterly update meetings to the public.

She said a webcam is being discussed to measure progress.

Janet Jones asked if there would be an ombudsman who would be able to answer questions from the public about construction. Ms. K. Paterson said people will be directed to utilize the construction e-mail. Ms. K. Paterson will draft a response for review or ask the appropriate person from the Storrs Center team to draft a response.

Ms. Jones and Ms. B. Paterson expressed concern about potentially being inundated with calls.

7. Update on Storrs Center Project including communications

Cynthia van Zelm said that the bids are out on the demolition of the former UConn Publications building which will be funded through the CT Department of Economic and Community Development. She said that the demolition of the buildings at 13 and 14 Dog Lane is also out to bid by the developer.

Ms. van Zelm said that preparations are underway for the ceremonial groundbreaking. The Committee encouraged inviting the television media. Ms. K. Paterson said a press packet will be prepared for the media with background information and digital images.

Ms. van Zelm said upcoming outreach efforts include UConn student orientation; UConn faculty/staff orientation; the bike tour; and an article in the UConn alumni magazine.

8. Update on Annual Report

Ms. K. Paterson said the Annual Report is complete and will be published in conjunction with the Annual Meeting. It will be 20 pages in full color and the size of the Mansfield Parks and Recreation brochure. It will be published by the Chronicle this year. All Partnership members will receive a copy. It will also be an insert in the Chronicle that goes to subscribers as well as included in the Chronicle's shopper. There will also be approximately 4, 000 copies that go to UConn faculty and staff in Storrs.

9. Update on award-winning *Festival on the Green*

Ms. B. Paterson said that Dean Woods will be the Grand Marshal for the Celebrate Mansfield parade.

She said that Slavic Soul Party will be the musical headliner. Ms. K. Paterson said it is a brass and percussion group that plays Slavic, soul, funk and jazz music. They have played at Montreal's Jazz Fest.

Ms. B. Paterson said the goal is to have more floats in the parade. Dean Woods suggested that student Board member David Lindsay could help with getting student organizations at UConn to prepare floats.

10. Public Spaces Plan

Ms. Schwab said she has chosen two UConn Landscape Architecture students to assist with the Downtown Mansfield Public Spaces Plan. She said the goal is to look at the entire downtown

neighborhood (not just Storrs Center) and map all the open spaces as well as use the Plan as a communications tool to promote the downtown and a planning tool. Other areas to be reviewed include the Community Center and High School spaces.

Ms. B. Paterson said the Plan will be a good product for grant proposals.

11. New Chair

Dean Woods announced that Ms. Schwab will take over as Committee chair when he goes off the Board in July.

12. Other

Ms. Firsick announced that the UConn Co-op has signed a letter of intent for a 15,000 square foot store adjacent to the town square in Storrs Center. It will have general books with some new product lines. There is planned to be a cafe section. The store will have art supplies. Dean Woods suggested music supplies as well. Ms. Firsick said the plan is to conduct a survey to find out what all the needs are for the new store. Ms. Schwab also suggested surveying the high school students to see what they would like in the new store.

13. Adjourn

The meeting adjourned at 6:03 pm.

Minutes prepared by Cynthia van Zelm