

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Town Hall
Tuesday, November 15, 2011
5:00 pm**

MINUTES

Present: Kristin Schwab, Janet Jones, Shawn Kornegay, and Betsy Paterson

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to Order

Kristin Schwab called the meeting to order at 5:03 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from September 27, 2011

Betsy Paterson moved to approve the Minutes as presented.

Shawn Kornegay seconded the motion.

The Minutes were approved unanimously.

4. Update on Storrs Center project including communications

Cynthia van Zelm reviewed recent articles about the project. Ms. van Zelm then reviewed the updated communications strategy with the committee and highlighted the public update planned for January and the promotion of current Storrs Center businesses on the construction website and with future signage that businesses are open during construction.

Kathleen Paterson reported on the Local First Mansfield initiative that she is working on with the Town's Planning and Development office.

5. Discuss volunteer network

Ms. van Zelm reviewed a draft outline for creating a volunteer network.

Janet Jones suggested requesting that Board members sign up for a minimum of two events throughout the year.

Ms. Schwab said she would like to see more general members volunteer and also more students to be involved.

Ms. Jones suggested speaking with Kevin Fahey for recommendations on increasing student involvement in the Partnership.

Ms. Kornegay agreed and said she thought students would be interested in participating and gaining experience. She suggested reaching out to orientation leaders, the Legacy Leaders, and pre-law and communications majors.

Ms. Jones suggested reaching out to the ushers at the Jorgensen Center for Performing Arts.

Ms. Jones volunteered to be the lead Committee person to work with Ms. van Zelm and Ms. K. Paterson on the network plan.

Ms. Kornegay volunteered to assist with creating training materials.

6. Discuss timing of fall newsletter

Ms. van Zelm asked Committee members if they thought the fall newsletter should be used as a marketing piece for the grand opening of Storrs Center. She explained that, typically, the newsletter promotes the *Festival on the Green*.

The general consensus was to keep the timing of the newsletter prior to the grand opening and the *Festival on the Green*.

7. Update on Winter Fun Day

Ms. K. Paterson said that the 6th Annual Winter Fun Day will be Saturday, February 4, 2012 from 11:00 am until 2:00 pm in front of the Mansfield Community Center.

Ms. Kornegay suggested checking the date against the UConn men's and women's basketball schedules.

Ms. Paterson and Ms. Kornegay volunteered to help with Winter Fun Day.

8. 2012 Meeting dates

The 2012 meeting dates were approved by consensus.

9. Presentation of public spaces plan

Ms. Schwab presented an update on the public spaces plan on which she has been working with her Landscape Architecture students for the past several months. She reported that the final stakeholders session went well and that several of the ideas and suggestions brought up then are being incorporated into the final plan.

Ms. van Zelm said that the next step once the plan is finalized is to bring it to the Board of Directors for a presentation and for their approval.

10. Other

Ms. Schwab suggested that an agenda item for the January meeting be to recruit more committee members who can provide the Committee with specific skills.

11. Adjourn

The meeting adjourned at 6:25 pm.

Minutes prepared by Kathleen M. Paterson.