

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Town Hall
Tuesday, January 24, 2012
4:00 pm**

MINUTES

Present: Kristin Schwab, Andrew Ewalt, Janet Jones, and Betsy Paterson

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to Order

Kristin Schwab called the meeting to order at 4:06 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from November 15, 2011

There was no quorum to approve Minutes.

4. Discuss volunteer network

Cynthia van Zelm explained the idea of increasing volunteer participation with the Partnership and reviewed the discussion from the previous meeting. She said that she, Janet Jones, Frank McNabb, and Kathleen Paterson had met to devise how to organize a network of volunteers who would assist with various tasks, such as staffing information tables at the local schools' open houses or helping to prepare mailings. Ms. van Zelm said that the next steps are for Ms. Schwab to report the plan to the Board and to host an orientation session for volunteers.

5. Discuss committee mission and member recruitment

Ms. Schwab asked the committee to review the charges for both the Advertising and Promotion Committee and the Membership Development Committee.

The committee agreed that there were areas of the two charges which overlapped each other but decided to table the discussion until the Partnership's strategic planning efforts progress.

Ms. Schwab added that it would be good for the committee to review its charge periodically to ensure that the efforts the committee is undertaking match the goals set forth in the charge.

6. Update on Storrs Center Project including communications

Ms. K. Paterson reviewed the communications plan with the committee. She reported that the Partnership's facebook page had 191 "likes," the email list has over 1,000 entries, and the construction update website has had over 16,700 page views.

Ms. Schwab said that the committee may want to return to Mr. Ewalt's suggestion of a recognition program now that the public spaces plan is progressing.

Mr. Ewalt said that he found many different companies and options when he originally researched it and commented that the committee would need to decide if the purpose was to be a simple form of recognition or a fundraiser. He also raised the issue of who would administer the program and what the funds would be used for, if it was conducted as a fundraiser, and who would maintain the physical pieces.

7. Review Winter Fun Day

Ms. K. Paterson listed the activities planned for Winter Fun Day on Saturday, February 4. She said that students from UConn's Office of Community Outreach would be volunteering and that the E. O. Smith Leos Club had expressed interest in volunteering but had not confirmed their participation yet. Ms. K. Paterson said the hope would be that it would be cold enough for ice skating and snow-related activities.

8. Discuss Spring Newsletter

Ms. K. Paterson said that the newsletter would be printed in April and welcomed suggestions on articles from the committee.

Ms. Paterson said that she would like to see the member profile if there was room.

Ms. K. Paterson will send a list of past profiles to the committee.

9. Update on Public Spaces Plan

Ms. Schwab reported that she is working on excerpts of the plan to share with Ms. van Zelm for the Board of Directors. **Ms. Schwab will present the plan to the Board of Directors at their meeting on February 2 (Done).** She said the next step will be to present the plan to the Town Council; at that presentation, she will be joined by the two students who worked on the plan.

The committee expressed enthusiasm for the plan as presented thus far and discussed possibilities for implementation and promotion, including a brochure and a version for the website.

Ms. Schwab asked for the brochure to be on the agenda for the next meeting (Done). She will bring a mock-up with her to that meeting.

10. Adjourn

The meeting adjourned at 5:35 pm

Minutes prepared by Kathleen M. Paterson