

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting
Tuesday, May 22, 2012
860.429.2740
5:00 pm**

Minutes

Present: Kristin Schwab, Marcia Firsick, Shawn Kornegay, and Betsy Paterson

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Kristin Schwab called the meeting to order at 4:00 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from November 15, 2011 and January 24, 2012

Betsy Paterson moved to approve the minutes.

Shawn Kornegay seconded the motion.

The minutes were approved unanimously.

4. Update on Storrs Center Project including communications

Cynthia van Zelm provided a general update on the construction of Storrs Center and noted that the commercial/residential buildings and the parking garage are on schedule to open in August, and the Storrs Road work is also on schedule.

Kathleen Paterson shared the communications plan for the next five months with the Committee. She noted that she did not make it very detailed because she thought it might be better to wait until other Partnership efforts were further along, such as working with the master developer to plan the initial marketing for Storrs Center.

Ms. Schwab would like to discuss ideas for a spring event for 2013 at an upcoming meeting.

5. Update on Public Spaces Plan

Ms. Schwab explained that one of her students had created a mock-up of a brochure to promote the green infrastructure and public spaces in town. She said she would like to work with the Committee to produce the brochure.

Marcia Firsick said that the brochure would appeal to families who are looking for activities they can do together.

Ms. Paterson and Ms. van Zelm asked for clarification on what the brochure would be promoting, existing amenities or future plans.

Ms. Schwab explained that the brochure would focus on the paths, trails, and green spaces that are currently available to the public and noted that it could continue to be updated as projects are completed.

Ms. K. Paterson expressed her support for focusing the brochure on the public spaces and green infrastructure as opposed to a general Storrs Center brochure that would include information on the commercial spaces.

Ms. Kornegay suggested that the brochure include QR codes to link to an online version that could have more detailed information.

Ms. Schwab and Ms. K. Paterson will work on the brochure.

6. Discuss member recruitment

Ms. Schwab reported that Andrew Ewalt had resigned from the Committee due to other commitments.

The Committee discussed the need for new members who either represent the local business community or the greater community or have marketing expertise. **Committee members will recruit some new members.**

7. Discuss public recognition ideas

Ms. van Zelm said plans for any public recognition projects would be part of the discussion of the Town Square.

8. Discuss Town Square

Ms. van Zelm explained that she, Ms. Schwab, Ms. K. Paterson, and development team members had held an initial meeting to discuss the Town Square and that the discussion had included possible ways to include public recognition projects. **Ms. van Zelm will work on an outline to begin to plan the process of developing the Town Square.**

Ms. Schwab suggested that the discussion on both of these items be planned for the next meeting because they are related and require more attention.

9. Update on 9th Annual *Festival on the Green*

Ms. Paterson reported that the planning for the *Festival* is moving along just fine and that more information will be available at the next meeting.

10. Adjourn

The meeting adjourned at 5:07 pm.

Minutes prepared by Kathleen M. Paterson