

**MANSFIELD DOWNTOWN PARTNERSHIP
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE
Special Meeting
June 20, 2012
5:00 PM
Mansfield Town Hall
Conference Room B**

Minutes

Present: Steve Rogers, Roger Adams, Curt Hirsch, Rene Schein, Brian Wells

Staff: Cynthia van Zelm

Guests: Monica Quigley, Vice President for Sales and Marketing for LeylandAlliance; Stephanie Livolsi, Brand Manager for LeylandAlliance

1. Call to Order

Steve Rogers called the meeting to order at 5:03 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes from February 16, 2012 and April 18, 2012

Rene Schein made a motion to approve the February 16, 2012 minutes. Steve Rogers seconded the motion. Curt Hirsch abstained. The minutes were approved.

Ms. Schein made a motion to approve the April 18, 2012 minutes. Roger Adams seconded the motion. The motion was approved.

4. Update and Discussion/Brainstorming on Tenanting and Marketing of Storrs Center businesses

Cynthia van Zelm recapped that she had previously shared with the Committee information about the marketing plan for the Storrs Center commercial businesses. She asked Monica Quigley, VP for Sales and Marketing for LeylandAlliance, to give an update on their marketing plan.

Ms. Quigley said that the Leyland team had met with the tenants who signed leases to be in Storrs Center at a meeting in March.

She said that Leyland recently updated its website for Storrs Center.

Ms. Quigley said they have also met with their marketing consultant and expect a marketing plan to be complete in early July.

She said the main goals of the marketing plan are to promote awareness of the businesses in Storrs Center and to support the businesses.

Ms. Quigley said they are focusing on populating social media as well as some traditional direct mail pieces to promote the businesses.

She said they are also working on a series of events to support the businesses such as a Halloween event, music in the public spaces, etc. Ms. Quigley said they will be putting together a master calendar of events.

Ms. Quigley said they are here for three days to meet with all the tenants individually to find out their specific needs and ideas.

She said that weekly calls will be set up with the Partnership, Leyland, and Leyland's marketing consultant, on the marketing plan.

Mr. Hirsch recognized the Leyland team for their ideas.

Ms. Quigley said a grand opening is planned for the fall but that they would also help businesses with individual ribbon cuttings.

Mr. Adams said that he had met with Ms. Quigley and Ms. Livolsi about the Chamber of Commerce assisting as much as possible.

Mr. Rogers said he liked the calendar approach, and encouraged it to be done consistently. It will be important to coordinate with UConn to ensure that the tenants are informed about UConn events so they can be prepared to accommodate additional business. Brian Wells said that Steve Rugens at UConn produces a master conference schedule. Ms. van Zelm will follow-up with him to coordinate.

Ms. Quigley and Ms. Livolsi left the meeting.

Mr. Wells encouraged coordination with the UConn Alumni Association that provides advertising opportunities for members.

5. Update on Partnership Strategic Plan

Ms. van Zelm said that committee members would be surveyed about the Partnership as the Partnership undergoes a strategic planning process.

6. Future Meetings

The Committee agreed to tentatively meet on July 19 at 5 pm. Ms. van Zelm will send an e-mail to Committee members to see if that works for them.

7. Adjourn

The meeting was adjourned at 5:45 pm.