

**MANSFIELD DOWNTOWN PARTNERSHIP
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE
Special Meeting
November 8, 2012
5:00 PM
Mansfield Town Hall
Conference Room C**

MINUTES

Present: Steve Rogers, Roger Adams, Curt Hirsch, Marty Hirschorn, Brian Wells

Guest: Cara Workman, Director of University Events at UConn

Staff: Cynthia van Zelm

1. Call to Order

Steve Rogers called the meeting to order at 5:05 pm.

2. Public Comment

There was no public comment.

3. Discussion of Cross Promotion with UConn

Cara Workman, Director of University Events, introduced herself and explained that her office is now under the auspices of the President's office and University Events now also manages conference services. One of her goals is to provide information to the conference attendees about Mansfield shops and restaurants. What are conference attendees' options without getting into a car? Ms. Workman said she is also working closely with Brian Wells at the Nathan Hale Inn & Conference Center on marketing.

Roger Adams said the Chamber of Commerce would also like to work with Ms. Workman on cross promotion.

Mr. Rogers asked about businesses being able to access a calendar of events at UConn so they can prepare if more people are patronizing their businesses.

Ms. Workman said there are a variety of event lists – some are public and some are internal. She suggested a presentation could be done for businesses with a list of the typical events for the year. Ms. van Zelm will follow-up with the Leyland team. Mr. Rogers said including websites on the list would be helpful.

Mr. Rogers also suggested linking with the Windham Arts webpage.

Ms. Workman said they will be re-doing the conference services website and can put on information about events occurring downtown.

Mr. Rogers also suggested including other attractions in town such as hikes. Mr. Wells said the Nathan Hale promotes these types of attractions on its website. Ms. Workman said area attractions are listed now on the

Lodewick Visitors Center website but can also be included on the conference services website. Marty Hirschorn said some UConn departments have attractions listed on their webpages. He suggested tying in sports events as well.

Ms. van Zelm will set up a conference call with Ms. Workman, the Leyland team, and herself to follow-up on these ideas.

Ms. Workman left the meeting.

4. Approval of Minutes from October 11, 2012

Mr. Rogers referred to the October 11, 2012 draft minutes and said he was referring to directional signage in his comments about signage. With that change, Mr. Hirschorn made a motion to approve the October 11, 2012 minutes. Mr. Wells seconded the motion. The motion was approved.

5. Approval of New Committee Members

Ms. van Zelm said that Board member Paul McCarthy is interested in joining the Committee. Mr. Adams made a motion to recommend to the Board of Directors that Mr. McCarthy serve on the Business Development and Retention Committee. Mr. Hirschorn seconded the motion. The motion was approved.

6. Current Storrs Center Business Questions

Ms. van Zelm said an additional stop sign will be placed near Storrs Automotive by UConn. She said UConn will also put in 10 mph signs.

Ms. van Zelm said parking lines on Dog Lane may be done at a later date but that 30 minute parking signs will be going up soon.

She said the new Dog Lane will be open by Thanksgiving and the Partnership will prepare a press release to that effect.

7. Discussion/Brainstorming on Marketing of Storrs Center businesses

Ms. van Zelm said that music has been planned throughout December in the space between 1 Dog Lane and 9 Dog Lane.

A social networking program is also being planned for business tenants.

8. Update on Tenanting and Ideas for future Tenants

Mr. Hirschorn said he had read in the Mansfield Independent News about a potential hotel coming to Storrs Center. He expressed concern about what impact a new hotel would have on the Nathan Hale, and traffic, etc. Mr. Wells said a market study would need to be done by a hotel to determine financial viability. Mr. Hirschorn said he wants a public hearing on any proposed hotel.

9. Future Meetings

The Committee agreed to meet on the 2nd Thursday of the month at 5 pm starting on January 10.

10. Adjourn

Mr. Hirschorn made a motion to adjourn. Mr. Hirsch seconded the motion. The motion was approved and the meeting adjourned at 6:20 pm.