

**MANSFIELD DOWNTOWN PARTNERSHIP  
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING  
Mansfield Downtown Partnership Offices  
NOVEMBER 9, 2009**

**8 AM**

**APPROVED MINUTES**

Present: Frank McNabb (Chair), Alexinia Baldwin, Dennis Heffley, Jim Hintz, Steve Rhodes

Staff: Cynthia van Zelm

**Call to Order**

Frank McNabb called the meeting to order at 8:03 am.

**Approval of Minutes from October 15, 2009**

Dennis Heffley made a motion to approve the minutes. Steve Rhodes seconded the motion. The minutes were approved unanimously.

**Membership Renewal Drive Update**

Ms. van Zelm said that membership renewal letters had been sent out to current members. She said a 2nd renewal letter will go out in early January to those who have not renewed.

**Follow-up on Outreach Possibilities**

Ms. van Zelm distributed packets including the membership brochures and forms, and Partnership and Storrs Center newsletters for distribution at the UConn Student Union, UConn Co-op, and Lodewick Visitors Center. Committee members took packets and will distribute them at UConn.

Mr. McNabb suggested some future changes to the membership brochure including making the Storrs Center logo more visible and adding language "Want to See What's Happening with Storrs Center? Become a Member Today." He noted that 1,000 copies could be done at Staples for \$780. Ms. van Zelm said that new brochures had been ordered and just arrived. The Committee thought the suggested changes could be added to when the brochure is revised and in the interim for other purposes when the more glossy brochure is not necessary.

Alexinia Baldwin noted that it is important for people to see that the Partnership is supported by a large number of people and to continue to show the benefits of membership.

Steve Rhodes will work on the President's blog re: Storrs Center and Ms. van Zelm will talk to Alumni Association Director Lisa Lewis about promoting Storrs Center through the Alumni Association.

Ms. Baldwin said that she would be at a NEAG School of Education alumni event and could pass out information.

With respect to meeting with UConn student organizations, Jim Hintz suggested that it be done when the students get back for early February. He suggested that the recruitment of a student member on the Partnership Board could begin immediately and that person could potentially help with the student meeting. In the meantime, he will continue to work on a meeting with Ms. van Zelm and Christine Wilson in Student Affairs. Mr. Hintz reiterated the need to identify activities for the students to undertake. Ms. Baldwin thought there may be incentive through a community service requirement.

The Committee reviewed a draft of the two page handout to students and made suggested changes.

The Committee discussed the letter to recruit business members. Dennis Heffley said it will be important for the letter to focus on how Storrs Center is positive for current businesses.

The Committee reviewed drafts of the sticker to appear on the cover of the Reminder News with accompanying article. The Committee suggested that the sticker say "Learn More about Storrs Center – See Inside."

The Committee also suggested that information on the number of housing units, amount of commercial space, etc. be added to promotion material. Perhaps, this could be included on the Concept Plan.

Ms. van Zelm said she had discussed with the LeylandAlliance communications team the idea of working with the businesses that signed letters of intent to see if they would be willing to put a placard in their business indicating that they were coming to Storrs Center. The idea of adding a link to the business from the Partnership website was also discussed.

Ms. van Zelm said she will continue to work on an article for Senior Sparks.

The Committee also discussed aiming for an article about Storrs Center and membership for the December Horizons issue.

The Committee discussed whether the handout for students could be converted to poster size to be distributed on campus and in the community. Mr. Heffley suggested that Nita's in Willimantic would be a good place to place a poster. Mr. Baldwin suggested the local grocery stores. Mr. Heffley thought that students may be able to help distribute and develop a poster. He will talk to the economics and marketing clubs at UConn. Mr. Hintz said there was a residence group at UConn that could also be solicited to assist. Mr. Hintz will provide Ms. van Zelm with the number of posters he thinks might be needed for campus. Mr. McNabb suggested that banks such as People's United Bank and NewAlliance be approached as well. Ms. van Zelm will follow-up with the local bank managers. Mr. McNabb will talk to Bank of America.

Ms. van Zelm said she is working with Kathleen Paterson in the Partnership office about a Facebook presence.

### **Next Meeting**

Committee members agreed to meet on Monday, December 7 at 8 am in the Partnership office.

### **Adjourn**

The meeting adjourned at 9:30 am.

*Minutes taken by Cynthia van Zelm.*