

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices
February 8, 2010
8 AM**

MINUTES

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

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:02 am.

2. Approval of Minutes from January 11, 2010

Steve Rhodes made a motion to approve the minutes. Jim Hintz seconded the motion. The minutes were approved unanimously.

3. Follow-up on Outreach

Mr. McNabb pointed to the sticker on the front of the Reminder News and the accompanying article that appeared two weeks ago.

Cynthia van Zelm reported on follow-up. She said she is waiting to hear back from Town Human Services Director Kevin Grunwald about meeting with seniors through the Senior Center and/or the Commission on Aging.

Ms. van Zelm said she spoke with Nancy Silander at EO Smith High School who gave her some ideas about reaching out to students about Storrs Center and the Partnership. One of the ideas was to tap into the i-parent network which is a resource of information and sharing among parents which started with an initial goal of curtailing underage drinking. Mr. Hintz recommended that Ms. van Zelm speak with Ruth Freeman who is involved with the i-parent network. Ms. van Zelm said she knew Mr. Grunwald and Barbara Casey are involved as well.

Ms. van Zelm said the letter to Mansfield businesses is ready but she said names are still being placed in the database. Mr. McNabb suggested aiming for February 26 to get letters out.

Ms. van Zelm said she has not been able to start any work on the poster. Mr. McNabb thought it would be useful to have contact information as well as membership info on the poster. Committee members suggested combining the

Concept Plan and Timeline along with membership info as part of the poster. It needs to have a significant shelf life so it does not need to be updated all the time. **Mr. Hintz said he can check policy on putting up info in buildings such as the Undergrad building (he provided policy on residence halls). Mr. Heffley will check the policy in his building.**

Alexinia Baldwin asked about the involvement of the Partnership with the Windham and Tolland Chambers of Commerce. Ms. van Zelm said the involvement has been fairly extensive. The Partnership is a member of both chambers. The Windham Chamber is a member of the Partnership. Ms. van Zelm serves on both economic development committees of the chambers. She also said that she met with Windham Chamber staff a few months ago to determine ways each group can support each other. She said the Partnership regularly has articles in the Windham Chamber newsletter. **Mr. Rhodes suggested that Ms. van Zelm find out how much it costs to have a link on the chamber sites to the Partnership. Ms. van Zelm will follow-up.**

Ms. van Zelm said that Board President Philip Lodewick would lead a breakout session on Storrs Center at UConn's Alumni Weekend. Ms. van Zelm said the Association will also send out info on Storrs Center in its registration packets and that the Partnership can have a table near the registration and at the barbecue. **Ms. van Zelm will get back to the Committee on best times that table would need to be staffed.**

Mr. Rhodes suggested checking with Rod Rock at the Jorgensen regarding whether a table with Partnership and Storrs Center info could be located outside the theater performance on Saturday night. **Ms. van Zelm will follow-up with Mr. Rock.**

Mr. McNabb, Mr. Rhodes, Mr. Hintz and Mr. Heffley all committed to assisting Alumni Weekend, dependent on whether they have any other commitments related to Alumni Weekend.

Ms. van Zelm will follow-up with Alumni Assoc. Director Lisa Lewis to see if they can put a permanent link to Storrs Center on their webpage. Ms. van Zelm will also follow-up with her on a potential housing interest survey.

Mr. Hintz said he had contacted Dominos, Sgt. Peps, and Husky Pizza about getting information out to students on the Census through including information on pizza tops. He has not heard back from anyone yet. This may be an avenue for advertising about Storrs Center as well.

Mr. Hintz said the UConn housing fair is March 24 from 11 am to 4 pm. **He will send an invitation to Ms. van Zelm.** Mr. Hintz thought a table with information, and the tri-fold would work well. He did not think the table needed to be staffed the entire time.

Mr. Rhodes asked if it was possible to include a slide show of images similar to what is being prepared for the UConn student reception. Ms. van Zelm said she was not sure as the video that was done a few years ago was run off the UConn School of Fine Arts site. **She will check with Kathleen Paterson, and the Town IT Department.**

Ms. van Zelm needs to follow-up with Rep. Merrill about outreach to the CT state legislators.

Ms. Baldwin suggested coordinating with the UConn School of Business on ideas to promote the Partnership and Storrs Center. She said they look for internships and have service requirements. Mr. Heffley said the Economics Dept. also has a small Economics Club and internship requirements.

Mr. McNabb said he had spoken to some students in the UConn School of Engineering who had expressed interest in the Storrs Center project. **Mr. McNabb will follow-up on how they can become involved. He will also talk to Lin Klein at the Business School to see how those students can get involved.** Mr. Heffley suggested that John Clapp with the School of Business Real Estate Center might also want to get involved.

Mr. Rhodes thought that Engineering students could assist with updating the Partnership website. Mr. McNabb said he thought they might also get involved with the Partnership's Planning and Design Committee.

Mr. Heffley said the UConn Economics Department alumni weekend starts April 2. There will be events in the Bishop Center from 8 am to 4 pm. He can put out information and make an announcement about Storrs Center. **Mr. Heffley will look at the schedule and see if there is time for a five to ten minute presentation. Ms. van Zelm will supply information and the tri-fold for April 2.**

Mr. Heffley asked if there was a way to include a counter to see how many hits the Partnership website is receiving. Mr. Rhodes and Mr. Hintz said there is the Google Analytics program which has this capability. **Ms. van Zelm will check with Ms. K. Paterson and Town IT staff on this program.** Ms. van Zelm said that Ms. Paterson was also looking into the Constant Contact program which the Community Center uses to track whether its e-mails have been opened, etc.

Mr. McNabb asked if locations on campus still had Partnership and Storrs Center information. Mr. Hintz said there was still info at the Student Union and the Lodewick Visitors Center. He can continue to monitor those locations as well as the Co-op.

Ms. van Zelm said Ms. Paterson was preparing information for the Alumni Association's Leader News e-mail which goes out on a quarterly basis. **Ms. van Zelm will talk to Ms. Paterson about information going in on a quarterly basis.**

Mr. McNabb asked about coverage in the Daily Campus. Ms. van Zelm said that information is sent to Daily Campus regularly. They have included articles and sent reporters to speak with her but it is difficult to get in touch with them to meet with their editorial board. Mr. McNabb asked about advertising. Mr. Hintz said the rates are fairly high; we may want to consider something in the classifieds which is cheaper. Mr. McNabb suggested seeing if an article could be included in a specific edition. Ms. van Zelm will continue to follow-up with the Daily Campus.

4. Membership Renewal Drive Update

Ms. van Zelm reported that there are currently 290 paid memberships with \$13,829 received.

The Committee reviewed the non-renewal list and divided up follow-up calls.

5. Next Meeting

The Committee agreed to meet on Monday, March 15 at 8 am in the Partnership office.

6. Adjourn

The meeting adjourned at 9:15 am.

Minutes taken by Cynthia van Zelm.