

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices
September 20, 2010
8 AM**

MINUTES

Present: Frank McNabb (Chair), Jim Hintz

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:05 am.

2. Approval of Minutes from August 16, 2010

There was no quorum so the minutes were not approved.

3. Lion's Club Fall Festival Presence (Sunday, September 26)

Cynthia van Zelm and Bruce Clouette will staff a table at the Fall Festival.

4. Follow-up on Outreach

Mr. McNabb suggested ascertaining whether the UConn library could be depository for membership brochures.

As follow-up to placing Partnership information at the UConn Co-op, Mr. McNabb said the Bill Simpson, UConn General Manager, thought it might be a good idea to have a table during Family Weekend at UConn (October 9). Mr. McNabb will follow-up with Committee member Dennis Heffley as he and Ms. van Zelm have a conflict that day.

Mr. McNabb suggested that all articles/press releases include a link to Partnership membership information.

Mr. Hintz said i-parent does not exist anymore. He said the group is the Tri-Town Coalition to Reduce Underage Drinking but it may not be as active now in terms of being able to be used as a conduit for Partnership information.

Ms. van Zelm will talk to EO Smith Principal Lou DeLoreto to see if information on the Partnership/Storrs Center can be distributed to students (done).

Mr. Hintz asked about the possibility of doing a Town-wide mailing about Partnership membership. Ms. van Zelm will pursue with the Town staff to determine cost and process (*done*).

Mr. McNabb will talk to Windham Community Hospital CEO Dick Brevnik about placing information in the Hospital StaffLink again.

Ms. van Zelm said she will follow-up with Lisa Lewis at the UConn Alumni Association regarding outreach.

Ms. van Zelm will talk to UConn School of Fine Arts Dean, Dean Woods, about outreach to his fellow deans.

Mr. Hintz suggested utilizing Facebook's advertising to target Mansfield residents for membership. Ms. van Zelm will talk to Kathleen Paterson in the Partnership office.

Ms. van Zelm will follow-up with the new Senior Services Coordinator, Cindy Dainton, about whether we can get an article in Senior Sparks.

Ms. van Zelm will talk to Curt Vincente, Director of Parks and Recreation about the best day to have a table at the Community Center (*left message on October 12*).

Ms. van Zelm will talk to David Evan about having a table again at UConn men's and women's basketball games (*left message on October 12*).

Mr. Hintz said the Partnership can have a table again at the UConn off-campus housing fair which will be November 3 from 11 am to 4 pm. He will follow-up with an invitation.

5. Membership Renewal and Renewal Drive for 10-11

Mr. McNabb suggested that the membership form be changed to reflect that non-voting members receive the Partnership newsletter.

With respect to the membership renewal letter, Mr. McNabb suggested including information on the equity partner for Phases 1A and 1B as well as the press release that went out announcing Education Realty Trust as the equity partner. He suggested that the letter include information about breaking ground in spring 2011.

Jim Hintz said the letter needs to continue to include the advantages of being a member i.e., members receive monthly progress updates.

The Committee suggested that membership run from January to December to coincide with when the membership renewal drive takes place (fall).

Ms. van Zelm will draft a membership letter for review by the Committee with the goal to send it out in mid-October (done).

6. Next Meeting

The Committee agreed to meet on Monday, October 18 at 8 am in the Partnership office.

Mr. McNabb suggested inviting Partnership Board student representative David Lindsay to the next Membership Development Committee meeting (done).

7. Adjourn

The meeting adjourned at 9:10 am.

Minutes taken by Cynthia van Zelm.