

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices
January 10, 2011
8 AM**

MINUTES

Present: Frank McNabb (Chair), Alexinia Baldwin, Jim Hintz, Corine Norgaard, Betty Wexler

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:10 am. He welcomed Corine Norgaard and Betty Wexler as new Committee members.

2. Approval of Minutes from November 22, 2010

Alexinia Baldwin made a motion to approve the November 22, 2010 minutes. Jim Hintz seconded the motion. Ms. Norgaard and Ms. Wexler abstained. The minutes were approved unanimously.

3. Approval of Meeting Dates for 2011

Ms. Norgaard made a motion to approve the meeting dates for 2011. Ms. Wexler seconded the motion. The motion was approved unanimously.

4. Staffing at UConn Co-op Table (January 16 and January 17 from 11 am to 5 pm) and Community Center Table (January 25 and 27 from 9 am to 1pm)

Mr. McNabb said that Committee members have a table on January 16 at the Co-op covered. He asked for assistance for January 17. Ms. Norgaard said she could cover from 11 am to 12 pm; Ms. Wexler can cover from 12 pm to 1 pm; and Mr. McNabb said he would cover 1 pm to 4 pm.

Ms. van Zelm said she will e-mail the Frequently Asked Questions to the Committee members so they can be prepared for questions. She will provide a packet of materials and handouts to Bruce Clouette who will be the first person to staff the table.

Mr. McNabb will check with the Co-op on the location of the table.

With respect to the Community Center table, on January 25, Ms. Norgaard will cover from 9 am to 10 am; Ms. Wexler will cover from 10 am to 11 am; and Mr. McNabb will cover from 11 am to 1 pm.

On January 26, Cynthia van Zelm will cover from 9 am to 11 am; and Mr. Hintz will cover from 11 am to 1 pm.

5. Update on Renewals

Mr. McNabb reported that 243 members had renewed thus far for 2011 for a total of over \$12,000. He said there are 125 outstanding renewals; he signed 2nd letters of renewal today.

6. Follow-up on Outreach

Ms. van Zelm said she will follow-up with David Evan again at UConn Athletics about staffing a table during a UConn men and women's basketball game. Mr. Hintz thought that Gampel was a preferred venue as the XL Center is more difficult logistically once the game starts. The Committee agreed to look at two Notre Dame games (February 19 for the women and March 5 for the men) at Gampel.

Mr. McNabb said he is still interested in placing information about Storrs Center, the Partnership and membership in the tax bills. He will talk to Mayor Paterson. Ms. Baldwin expressed caution about this idea.

Mr. Hintz said the Town's Community Quality of Life Committee is working with UConn Student Affairs to send out a letter town-wide on resources regarding off-campus issues.

He said April would be the timing for sending information out when the budget information is sent to town residents.

Ms. van Zelm said that Ms. Kathleen Paterson in the Partnership office will follow-up with Horizons and the Windham Hospital Staff Link about placing information in those publications. Ms. Norgaard will find out the name of the new staff person handling communications at the Hospital.

Ms. van Zelm will follow-up with Joan Hunt at the Reminder about its involvement with the Partnership.

Ms. van Zelm will also follow-up with Lisa Lewis about a link off the Alumni Association's website to Storrs Center.

Ms. Norgaard will follow-up with Joshua's Trust and their potential membership/involvement.

Ms. van Zelm will talk to Fran Archambault, head of the EO Smith Foundation about the high school's involvement in Storrs Center.

Ms. van Zelm will talk to Roger Adams about a table at the Chamber of Commerce's Business Expo.

Ms. McNabb queried whether the UConn would place information about Storrs Center in its admissions packet.

Ms. van Zelm said the Partnership will have a table at UConn's spring open house on April 16. Mr. McNabb said he could assist with staffing.

Mr. Hintz said that UConn's spring Off-Campus Housing Fair is on March 2. He said the Partnership can again have a presence.

7. Next Meeting

The next meeting date is Monday, February 14 at 8 am in the Partnership office.

8. Adjourn

Alexinia Baldwin made a motion to adjourn the meeting. Ms. Norgaard seconded the motion. The motion was approved unanimously. The meeting adjourned at 9:03 am.

Minutes taken by Cynthia van Zelm.