

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Offices
May 9, 2011
8 AM**

MINUTES

Present: Frank McNabb (Chair), Jim Hintz

Guest: Board member David Lindsay

Staff: Cynthia van Zelm

1. Call to Order

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

2. Approval of Minutes from April 7, 2011

There was not a quorum to approve the minutes.

3. Distribution of Membership Brochures

Mr. McNabb will bring membership brochures to the Mansfield Public Library.

David Lindsay will bring brochures to the Lodewick Visitors Center, the UConn Student Union and the UConn Co-op.

Jim Hintz will bring brochures to the UConn Wilbur Cross building, the UConn Library and the Town Hall.

Cynthia van Zelm will bring brochures to the Willimantic Co-op.

4. Update on Renewals

Cynthia van Zelm passed out the list of members who had not yet renewed. Mr. McNabb suggested focusing on the major donors and sending them a follow-up letter. Ms. van Zelm will follow-up.

Ms. van Zelm said she was hopeful about a new member that would come in as a sponsor.

Mr. Hintz suggested that signage at the groundbreaking include the \$1,000 members.

Mr. McNabb suggested sending a letter to tenants who sign leases to be members as well as those providing services such as Charter, CL&P, etc. Ms. van Zelm will follow-up.

Ms. van Zelm reported that she had e-mailed the UConn Undergraduate Student Government (USG), the Graduate Student Government and the Honors Council about membership. She heard back from the USG and the Honors Council that they were interested in getting involved. **She will follow-up in the fall.**

Mr. Hintz recommended that the following organizations in addition to those above should be invited to the groundbreaking: SUBOG, Residence Hall Association, Inter-fraternity Council, Panhellenic Council, PIRG and the Athletics Council. **Mr. Hintz will get Ms. van Zelm the contact names.**

Mr. McNabb also suggested getting all the coaches involved. Several coaches are members already. **Ms. van Zelm will talk to UConn Athletic Director Jeff Hathaway about coach involvement.**

Mr. Hintz will follow-up with Steve Rugens about upcoming conferences and how we can promote Storrs Center to the conference attendees.

Mr. McNabb suggested a permanent display of Storrs Center material at the Nafe Katter Theater and Jorgensen. He will discuss with Dean Woods.

Mr. McNabb asked to check in at the next meeting on the following outstanding issues: letter of membership to the UConn Board of Trustees; membership from CL&P and Charter; letter to the UConn Deans re: membership (Mr. McNabb will follow-up with Dean Woods); info in Senior Sparks; and additional letters to businesses re: membership.

The Committee discussed better ways to find the Partnership webpage off the Town's homepage. Ms. van Zelm will follow-up with Jaime Russell, the Town's Director of Information Technology (done).

Mr. Hintz suggested that various vendors for the apartments may want to get involved. He will follow-up with their web vendor. How will vendors be advertised through the Partnership?

The Committee discussed its role going forward. Ms. van Zelm suggested reviewing the Committee's role in conjunction with the strategic planning that the full Board of Directors will undertake in the fall.

Mr. McNabb recapped what he had thought were successful outreach venues including having a table at the UConn Co-op, UConn basketball games at Gampel Pavilion, the UConn Off-Campus Housing Fair, UConn Open Houses, and the Mansfield Community Center. He suggested thinking about what to

undertake starting in the fall. Mr. Hintz said the best yield is to get in front of people with information.

Ms. van Zelm said that she and Special Projects Coordinator Kathleen Paterson also staff tables at the UConn freshmen orientation. They are committed to twice a week (vs. three times a week) because of staffing needs in the office. Mr. McNabb and Mr. Lindsay said they could help with days that Ms. van Zelm and Ms. Paterson cannot attend.

Mr. McNabb will ask about the Partnership presence at the UConn Invention Convention.

Mr. Lindsay suggested a table at the UConn football games. Ms. van Zelm will talk to Jeff Hathaway.

Mr. McNabb had reviewed UConn's events calendar and noted Alumni Association networking events. Mr. Lindsay thought that might be a venue for the Partnership. These ideas will be discussed at a future meeting.

5. Next Meeting Date

The next meeting date is June 13 at 8 am in Conference Room B in Town Hall. Ms. Hintz noted that he will not be able to make 8 am meetings starting in the fall. The Committee will review its meetings times at the June meeting.

6. Adjourn

The meeting adjourned at 9:05 am.

Minutes taken by Cynthia van Zelm.