

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Town Hall, Conference Room B
June 13, 2011
8 AM**

MINUTES

Present: Frank McNabb (Chair), Alexinia Baldwin, Bruce Clouette, Jim Hintz,
Betty Wexler

Staff: Cynthia van Zelm

1. Call to Order

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

The Committee expressed their condolences on the passing of Committee member Corine Norgaard and will send a card to her husband Dick.

2. Approval of Minutes from April 11, 2011 and May 9, 2011

Betty Wexler made a motion to approve the April 11, 2011 and May 9, 2011 minutes. Alexinia Baldwin seconded the motion. The motion was approved unanimously.

3. Distribution of Membership Brochures

Ms. Wexler will bring membership brochures to the Mansfield Public Library.

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

Cynthia van Zelm will bring brochures to the Lodewick Visitors Center.

Ms. Baldwin will bring brochures to the UConn Co-op.

4. Follow-up on Outreach

Ms. van Zelm said the Partnership had submitted an article for the July issue of "Senior Sparks" and that she would also be speaking at the Senior Center on July 14 at 6:30 pm.

Ms. van Zelm said that Information Technology Director Jaime Russell had added links to the Partnership website off of the "About Us" and "Visitor" links on the Town of Mansfield website, among other links. The construction website is also prominent on the Town website.

Ms. van Zelm said the letter to major sponsors asking for renewal will go out this week.

Ms. van Zelm said she spoke to a representative from CL&P and they are evaluating their membership in chamber of commerce type organizations. The indication was that the sponsorship of events may be more palatable. Ms. van Zelm sent a *Festival on the Green* sponsorship letter to CL&P.

Mr. McNabb reported that the Partnership has 327 members with \$16,948 in membership dues.

Mr. McNabb suggested that the Partnership have a staffed table in the fall at the following locations: UConn Co-op; UConn Off-Campus Housing Fair; UConn basketball games; UConn Open Houses; Community Center; and UConn football games.

Ms. van Zelm said she needs to follow-up with UConn's Athletic Director Jeff Hathaway on participation at games. Mr. McNabb suggested the Sept. 1 or Sept. 10 games.

Mr. McNabb suggested that the Partnership have a table at a UConn basketball game earlier in the season.

Mr. Hintz said the UConn Off-Campus Housing Fair is scheduled for November 9 from approximately 11 am to 4 pm.

Mr. Hintz also suggested a table at the UConn Student Union during lunchtime in late Sept./early Oct.

Mr. McNabb said he met with UConn School of Fine Arts Dean David Woods and he agreed that information could be provided to the Connecticut Repertory Theater (CRT), von der Mehden and Jorgensen. **Ms. van Zelm will drop off brochures and look at more permanent brochure holders to accompany the brochures (information was left with CRT and von der Mehden in June/Jorgensen has no shows in the summer).**

5. Next Meeting Date

The next meeting date is August 8 at 8 am in Conference Room B in Town Hall. The Committee will continue to discuss its mission and a new membership brochure.

6. Adjourn

The meeting adjourned at 8:45 am.

Minutes taken by Cynthia van Zelm.