

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

MINUTES

Present: Frank McNabb (Chair), Alexinia Baldwin, Dennis Heffley, David Lindsay, Betty Wexler

Staff: Cynthia van Zelm

1. Call to Order

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

2. Approval of Minutes from June 13, 2011

Betty Wexler made a motion to approve the June 13, 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.

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

4. Committee Mission and Outreach

The Committee continued to discuss the Committee mission. Ms. Baldwin asked if one of the values of membership is that one can volunteer. Ms. Baldwin said that it is important to promote membership when we ask people to volunteer.

Ms. van Zelm said she will pursue membership with the new Storrs Center businesses that sign leases.

The Committee suggested adding to the mission to "Raise student awareness of the Partnership through membership and outreach at University of Connecticut functions." The Committee agreed with the changes presented.

Ms. Baldwin suggested that information about the membership and the Partnership be included at events at Jorgensen for students. **Ms. van Zelm will pursue with Ted Yungclas, the Assistant Dean at the School of Fine Arts.**

Ms. van Zelm will talk to Dave Evan about a presence at the UConn football (done) and basketball games.

Ms. Baldwin suggested having give-aways with the name of the Partnership or Storrs Center.

Mr. McNabb and Dennis Heffley said they could staff a table at the Sept. 1 football game. David Lindsay expressed interest as well.

Mr. McNabb said the current number of memberships totals 330 for \$16,938.

Mr. McNabb said the Jorgensen and von der Mehden are both out of brochures and he encouraged that more be distributed at those locations.

Mr. Heffley suggested a permanent display rack for the brochures.

Ms. van Zelm will ask UConn Communications how much it costs to produce a brochure.

Mr. McNabb suggested that new brochure holders be purchased for Partnership material to be on display at the Lodewick Visitors Center, Mansfield Public Library, Student Union, Community Center, Jorgensen, von der Mehden, Wilbur Cross, UConn Co-op, Mansfield Historical Society, UConn Alumni Center, and UConn Foundation. **Ms. van Zelm will price out the brochure holders. Mr. Lindsay will check if they have brochure holders at Staples (done).**

Ms. Baldwin asked if rotating videos related to Storrs Center could be shown at the Visitors Center. **Ms. van Zelm will check with Meg Malmborg.**

Mr. Lindsay suggested a similar approach at the Student Union movie theater. Ms. van Zelm will talk to Kathleen Paterson as the Partnership has done movie ads there for the *Festival on the Green*.

Ms. Baldwin and Mr. Heffley asked what might be possible to include at airports. Ms. van Zelm will follow-up. She noted that the intermodal center will have an information center.

The Committee discussed future articles in CT Magazine and the CT Economy magazine. **Mr. Heffley said he will talk to the Exec. Editor of CT Economy.**

Ms. Baldwin will look into putting information at the churches.

5. Discussion of New Brochure

Ms. van Zelm passed out a draft of a new membership brochure. There was some discussion about whether it should be maintained that membership has location and

affiliation requirements. Ms. van Zelm can address this with the Nominating Committee that suggests any Bylaws changes, which are typically done at the June Annual Meeting as the membership needs to approve Bylaws changes.

6. Next Meeting Date

The Committee discussed meeting at 8:30 am on September 12 given Committee member Jim Hintz's schedule.

7. Adjourn

Ms. Wexler made a motion to adjourn. Mr. Lindsay seconded the motion. The meeting adjourned at 9:00 am.

Minutes taken by Cynthia van Zelm.