

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT SPECIAL COMMITTEE MEETING
Mansfield Town Hall, Conference Room B
October 31, 2011
8:30 AM**

MINUTES

Present: Frank McNabb (Chair), Alexinia Baldwin, Betty Wexler

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:30 am.

Mr. McNabb asked Committee members to try and recruit new members.

2. Approval of Minutes from September 21, 2011

There was no quorum to approve the minutes.

3. Outreach Efforts

Betty Wexler committed to keeping the Mansfield Public Library up to date with membership brochures.

Alexinia Baldwin committed to keeping the UConn Co-op up to date with brochures.
Mr. McNabb will take the new brochure holder to the Co-op.

Cynthia van Zelm will check to see if the new brochure holder could be used at the Lodewick Visitors Center.

Committee members committed to checking the places where brochures are being placed on a monthly basis.

Ms. van Zelm will follow-up with UConn Athletics on dates to have tables at the basketball games.

4. New Brochure

Ms. van Zelm shared the new membership brochure with the Committee. The goal is to get the renewal letters out this week with the brochure.

Ms. van Zelm will talk to Joan Hunt, Editor, about a monthly update in the Reminder News (done).

Ms. Baldwin will check on placing information in publications near the Danielson area.

5. Next Meeting Date

The Committee will meet on December 12 at 8:30 am.

6. Adjourn

The meeting adjourned at 9:15 am.

Minutes taken by Cynthia van Zelm.