

**MANSFIELD DOWNTOWN PARTNERSHIP  
MEMBERSHIP DEVELOPMENT SPECIAL COMMITTEE MEETING  
Mansfield Town Hall, Conference Room B  
December 12, 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.

**2. Approval of Minutes from September 21, 2011 and October 31, 2011**

Betty Wexler made a motion to approve the minutes of September 21, 2011 and October 31, 2011. Dennis Heffley seconded the motion. The motion was approved unanimously.

**3. Update on Renewals**

Mr. McNabb said 137 renewals had been received for about \$6,770 in dues. Mr. McNabb said the renewal letter did highlight that memberships are needed as there is continued support needed for the work ahead for the Partnership.

Ms. van Zelm said a 2<sup>nd</sup> renewal letter will go out in January to those who have not renewed as well as to the members who did not renew last year.

**4. Recruitment of New Committee Members**

**Ms. Wexler and Mr. Heffley will follow-up with prospective Committee members.**

**5. Outreach Efforts**

Ms. van Zelm said she had spoken with Joan Hunt, Editor of the Reminder News, and she had agreed that the Partnership could have a monthly column in the paper. **Ms. van Zelm said she would prepare an article for January.** Mr. Heffley suggested that a topic for the first article could be about the commercial leases that have been signed.

Ms. van Zelm said that UConn Athletics had agreed that the Partnership could have a table at the UConn basketball games on January 16, February 4 and February 25.

**Ms. van Zelm will send an e-mail to the Committee members to ascertain what dates they can commit to helping at a table. She will also send the Frequently Asked Questions out for background information.**

Mr. McNabb said that the Partnership table at the Vienna Symphony at Jorgensen was very popular. Rod Rock with the Jorgensen was very supportive and invited the Partnership back to another event. The Committee agreed that the Bernadette Peters show would be a good event to have a presence again. It is April 13 and 14 at 8 pm. **Ms. van Zelm will also send a note to the Committee re: assisting with a table at that event.**

**Ms. Wexler agreed to bring membership brochures to the Best Western and Ms. van Zelm will follow-up with the Nathan Hale Inn.**

**Mr. McNabb suggested an update to meetings at the Windham and Tolland Chambers of Commerce. Ms. van Zelm will follow-up.**

**Ms. Wexler also suggested bringing brochures to the Benton. Ms. van Zelm will check with Committee member Alexinia Baldwin.**

## **6. Review of Committee Dates**

**Ms. van Zelm will review Committee dates with the Committee via e-mail.** The Committee agreed to take June and July off.

The next meeting will be January 23 at 8:30 am.

## **7. Adjourn**

Mr. Heffley made a motion to adjourn. Ms. Wexler seconded the motion. The motion was approved and the meeting adjourned at 9:08 am.

*Minutes taken by Cynthia van Zelm.*