

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Town Hall, Conference Room B
February 27, 2012
8:30 AM**

MINUTES

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

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:35 am.

2. Approval of Minutes from January 23, 2012

Jim Hintz made a motion to approve the minutes of January 23, 2012. Betty Wexler seconded the motion. The motion was approved unanimously.

3. Follow-Up on Renewals

Mr. McNabb said there are 257 members with \$14,515 received in membership dues.

Cynthia van Zelm passed out the list of members who had not renewed and Committee members agreed to make follow-up phone calls by the next meeting.

4. Review of Volunteer Outreach Plan and Calendar

Mr. McNabb reviewed last year's priorities for the Committee. The Partnership did not participate in last year's UConn Alumni Weekend but is scheduled to do so this year on a bus tour by the Storrs Center site. Ms. van Zelm said there is a link to Storrs Center on the Alumni Association webpage.

Last year, Dennis Heffley provided information on Storrs Center to the Economics Department Alumni Open House. Mr. Heffley said he did not think there would be an open house this year.

Ms. van Zelm will follow-up with UConn Today about an article on the Storrs Center construction status.

Alexinia Baldwin and Ms. Wexler said that the NEAG School of Education has a quarterly newsletter called "Spotlight" where information on Storrs Center might be included. They will follow-up.

Ms. van Zelm said she had completed an article for the ReminderNews on the economic benefits of Storrs Center.

Ms. Baldwin will follow-up with including information on Storrs Center at area churches and at the Benton Art Museum.

Mr. Heffley suggested brochures at the Mansfield General Store. Ms. van Zelm will follow-up.

David Lindsay will follow-up with the use of the UConn Student Union movie screen for information about Storrs Center.

Ms. van Zelm will follow-up with UConn Athletics about possible participation at the UConn spring football game which is April 21. Mr. McNabb and Mr. Lindsay volunteered to assist on the 21st.

Mr. McNabb said he is available to staff a table at Bernadette Peters on April 14.

5. Adjourn

Mr. Lindsay made a motion to adjourn. Mr. Heffley seconded the motion. The motion was approved and the meeting adjourned at 9:15 am.

Minutes taken by Cynthia van Zelm.