

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Town Hall, Conference Room B
March 26, 2012
8:30 AM**

MINUTES

Present: Frank McNabb (Chair), June Krisch, David Lindsay, Betty Wexler

Staff: Cynthia van Zelm

1. Call to Order

Frank McNabb called the meeting to order at 8:42 am.

2. Approval of Minutes from February 27, 2012

June Krisch made a motion to approve the minutes of February 27, 2012. David Lindsay seconded the motion. The motion was approved unanimously.

3. Review of student membership dues

David Lindsay said that his experience in talking to students is that they are not prone to paying \$10 in dues for membership since they believe that Storrs Center will happen without their dues. He suggested instituting a new membership for students where they are asked to become members but pay membership when they are alumni. In response to the benefit of membership for students, Mr. Lindsay thought that the benefit for students would be community service they would perform as involvement with the Partnership. Mr. McNabb asked how membership would be promoted to students. Mr. Lindsay suggested that it be done through service groups on campus and Mr. McNabb also suggested working through the deans at the schools at UConn.

The Committee agreed with Mr. Lindsay's proposal and Mr. McNabb will present it to the Board of Directors.

4. Follow-Up on Renewals

Cynthia van Zelm reported that there are currently 274 memberships with \$15,070 received in membership dues.

Committee members have made contact with some of the members who have not renewed and will continue to do so.

5. Update on Membership Outreach and Volunteer Calendar

Mr. Lindsay said he thought he could staff the UConn spring football game on April 21. Ms. van Zelm will check with Membership Development Committee member Dennis Heffley to see if he can assist.

Mr. McNabb said he is available to help with UConn orientation on May 21, 29 or 31.

Ms. van Zelm said Mr. Lindsay indicated that the Student Union theater can only be used for ads by a UConn affiliated organization. Ms. van Zelm will check with Kathleen Paterson to see who her contact has been for Festival ads at the theater.

6. Adjourn

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

Minutes taken by Cynthia van Zelm.