

**MANSFIELD DOWNTOWN PARTNERSHIP  
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING  
Mansfield Town Hall, Conference Room B  
February 10, 2014  
4:15 PM**

**MINUTES**

Present: George Jones (Chair), John Armstrong, Dennis Heffley, June Krisch, Shamim Patwa

Guest: Sally Doyen

Staff: Cynthia van Zelm

**1. Call to Order**

George Jones called the meeting to order at 4:17pm.

Sally Doyen introduced herself. She is a long time resident of Mansfield and is Superintendent of Schools in Portland, CT.

**2. Approval of Minutes from November 18, 2013**

June Krisch made a motion to approve the Minutes of November 18, 2013. John Armstrong seconded the motion. The motion was approved.

**3. Update on Storrs Center**

Cynthia van Zelm said that plans were being prepared for the Phase 2 (Wilbur Cross Way) phase of Storrs Center with the zoning permit application process to start this spring.

She said that plans for Phase 3 (the for-sale residential) were also underway and the market would be tested to gauge interest this spring.

**4. Recommendation of new Committee members to Board of Directors**

George Jones made a motion to recommend to the Partnership Board of Directors that Sally Doyen be added as a new member to the Membership Development Committee. Ms. Krisch seconded the motion. The motion was approved.

Dennis Heffley made a motion to recommend to the Partnership Board of Directors that Bruce Stave be added as a new member to the Membership Development Committee. Mr. Armstrong seconded the motion. The motion was approved.

**5. Update on Renewals**

Ms. van Zelm said 91 renewals had been received thus far with \$4,360 received. Ms. van Zelm will provide another update at the March meeting.

**6. Brainstorm Targeted Membership Recruitment/Incentives**

The Committee thought that letters soliciting new members should go out to all the new Storrs Center businesses, residents at the Oaks, new residents, and the current Partnership database.

Mr. Jones thought it was important to also focus on receiving membership renewals back from all current members. He suggested making assignments for follow-up calls to members at the next Committee meeting. Ms. van Zelm will prepare talking points for the phone calls.

The Committee discussed some ideas for the new member letter.

The Committee also discussed the event for members who give \$200 and above. The Committee brainstormed who might be an attraction for such an event. A May timeframe was discussed. A budget will need to be prepared for the March Committee meeting.

## **7. Review of Membership Dues (Bylaws Change)**

The Committee discussed the potential change to membership dues. Per the Partnership Bylaws, the membership would need to approve changes to dues. Ms. Krisch made a motion to recommend to the Partnership Board of Directors that individual dues be changed from \$15 to \$20. Mr. Armstrong seconded the motion. The motion was approved.

## **8. Adjourn**

Mr. Armstrong made a motion to adjourn. Ms. Krisch seconded the motion. The meeting was adjourned at 5:25 pm.

*Minutes taken by Cynthia van Zelm.*