

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Downtown Partnership Office
November 16, 2015**

4:15 PM

MINUTES

Present: George Jones (Chair), June Krisch, Diana Pelletier

Staff: Cynthia van Zelm

1. Call to Order

George Jones called the meeting to order at 4:15 pm.

2. Approval of Minutes from May 18, 2015

June Krisch made a motion to approve the May 18, 2015 minutes. Diana Pelletier seconded the motion. The motion was approved.

3. Approval of Meeting Dates for 2016

The Committee approved the 2016 meeting dates by consensus.

4. Update on Storrs Center

Cynthia van Zelm said 27 of the 42 homes have been sold.

With respect to commercial leasing, she said that The UPS Store is open; Educational Playcare is open; Bliss should open in a few weeks; Dunkin Donuts in late November; Gansett Wraps in December; and Tea More Café, NICABM, Blaze Pizza, and Kathmandu Kitchen in early 2016.

Ms. van Zelm said that Educational Playcare does offer tours.

She said the Board of Directors has okayed a plan to look at enhancing the public spaces in the Phase 2 footprint and that she is waiting for a proposal from UConn Landscape Architecture Assoc. Professor Kristin Schwab.

5. Update on final memberships for FY2014-2015 Fiscal Year

Ms. van Zelm said \$15,490 was received in the last fiscal year for memberships, thus, achieving the membership budget. She said she had sent out letters to new commercial tenants to become members but had not been able to reach out to other potential members the Committee had identified. She suggested that this be done as part of the 2016 campaign. She will bring a list to the December Board meeting.

6. Discussion of 2016 Membership Renewal Update and new memberships

Mr. Jones provided a draft of renewal and new member appeal letters for the Committee to consider. The Committee provided edits and Ms. van Zelm will have the letters finalized with a new photo of the downtown for the Committee to review at its December meeting. The Committee recommended a photo of the final Town Square with people. Ms. Krisch suggested that the photo also show the names of some of the commercial tenants.

The Committee also discussed adding a section on the form for people to give ideas about events and other activities they would like to see downtown.

Mr. Jones will send edits to Ms. van Zelm for a new draft for the December meeting.

7. Feedback for Strategic Planning Process

Ms. van Zelm said she is in the process of scheduling interviews with prospective consultants for the Partnership's strategic plan.

8. Adjourn

Ms. Pelletier made a motion to adjourn. Ms. Krisch seconded the motion. The motion was approved and the meeting adjourned at 5:10 pm.

Minutes taken by Cynthia van Zelm.