

**MANSFIELD DOWNTOWN PARTNERSHIP  
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING  
Mansfield Downtown Partnership Office  
December 21, 2015**

**4:15 PM**

**MINUTES**

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

Staff: Cynthia van Zelm

**1. Call to Order**

George Jones called the meeting to order at 4:19 pm.

**2. Approval of Minutes from November 16, 2015 and Minutes from a joint meeting with the Finance and Administration Committee on October 22, 2015**

June Krisch made a motion to approve the November 16, 2015 and October 22, 2015 minutes. Diana Pelletier seconded the motion. The motion was approved.

**3. Review of DRAFT membership letter and enclosures**

The Committee reviewed the draft membership renewal and new membership packet. They all concurred that the packet looked great. Ms. Krisch suggested that the section on ways to be involved be added to the new letter.

Dennis Heffley suggested that the new letters be distributed to downtown businesses. Ms. Krisch suggested that they be distributed at the Community Center, Nash-Zimmer Transportation Center, and the Mansfield Public Library as well.

Mr. Heffley suggested that the Mansfield realtors have the information as well. Ms. van Zelm said she thought the membership letter could be coupled with the Storrs Center brochure.

Mr. Heffley suggested also reaching out to the new UConn faculty through deans or dept. heads.

Ms. Pelletier thought reaching out to the schools to let them know about the opportunities with the Partnership would be effective. Informational material would be beneficial for young families.

Ms. van Zelm said she would prepare a membership outreach campaign proposal for the next meeting.

**4. Review of potential new member list**

Ms. van Zelm passed out a list of businesses in town to solicit for membership. She said the list has been coded to show current members, lapsed business members, recently opened or to open Storrs Center businesses that are not members yet, and businesses previously recommended by the Committee to solicit for membership.

The Committee will review the list for the next meeting and identify prospects in general and those they could call individually.

**5. Update on Storrs Center**

Ms. van Zelm said Bliss Boutique opened a few weeks ago and Dunkin Donuts opened last week.

She said 28 out of the 42 townhomes and condos in Main Street Homes have sold.

She said the concept of a brew pub is working its way through the Town's Regulatory Review Committee as brew pubs are not an allowed use in Mansfield.

**6. Update on Strategic Planning Process**

Ms. van Zelm said the Partnership's strategic planning steering committee is working on identifying a strategic planning consultant as a preferred candidate who they hope to confirm and present to the Board of Directors at its January meeting.

**7. Adjourn**

Ms. Krisch made a motion to adjourn. Mr. Heffley seconded the motion. The motion was approved and the meeting adjourned at 5:05 pm.

*Minutes taken by Cynthia van Zelm.*