

**MANSFIELD DOWNTOWN PARTNERSHIP
POSITIONING TASK FORCE
SPECIAL MEETING**

**Wednesday, November 16, 2016
Mansfield Downtown Partnership Office
23 Royce Circle**

5:00 PM

AGENDA

1. Call to Order
2. Public Comment
3. Overview of Positioning Task Force Mission (also see pages 11, 13, 16 and 19 in Strategic Plan attached)

Task Force Mission

- Identify Branding/Positioning Consultant
 - Consider strategies to align with Town/owner branding
 - Support work of Branding/Positioning Consultant
 - Consider strategies to influence business mix and retention
4. Review of DRAFT Request for Qualifications (RFQ) for Professional Services Relating to Development of a Positioning and Marketing Plan for the Partnership (attachment)
 5. Review timing for release of RFQ and possible consultants