Mansfield Community-Campus Partnership (MCCP)
Mansfield Town Hall, Council Chambers
November 10, 2011 4pm-5:30pm

Present: Jim Hintz, John Jackman, Kevin Grunwald, Ashley Trotter, Adam Fountaine, Derek Debus, John Sobanik, Nancy Silander, Thomas Ryba, Brendan Gaothier, Dana St. Pierre, Andee Bloom, Daniel Dinunzio, Tina Hadley

1) Welcome

2) Minutes- Minutes were reviewed and approved.

3) Updates
   a. Town-University Relations Committee- Jim Hintz: The Mansfield Downtown Partnership project has officially signed a frozen yogurt business and is currently working on the parking garage. It is expected that there will be around 127 residential units. Education Realty Trust owns and manages the building. They have been working with local hospitals and the University to get professionals and graduate students as potential renters.

   b. Quality of Life Committee- Jim Hintz: The committee will meet tonight to look at the ATV Ordinance to address noise complaints. An update on the Nuisance Ordinance will be provided and the ongoing Police Study will be discussed.

   c. Healthy Campus Initiative Grant Update- A number of people have dedicated a lot of time and energy into this grant including Jim Hintz, Adam Fountaine, Carolyn Lin, John Sobanik and Kevin Grunwald. The MCCP was approved for a $20,000 grant to reduce underage drinking. After looking at the survey from the community, the group decided on two strategies including a social norms campaign and enforcement strategies. The CORE survey, which is a national survey to measure drinking and drug use amongst college students, was a requirement of the grant and was administered last spring at UConn. A total of 1,876 student responded and 189 faculty/staff responded. UConn last participated in the CORE survey in 2006. The biggest number that is used for benchmarking by researchers is the 30 day drinking rate for students. These statistics show that 81% of students had a drink within the last 30 days and out of those students 76.4% were underage. Around 24.9% of students had used an illegal drug within the past 30 days and within that 24.9% used marijuana. Andee Bloom- It is a significant undertaking to change the social norm since 92.0% of students believe that that the average student on campus uses alcohol once a week or more. However, an exciting part is that 79% of students refused an offer of alcohol or other drugs. Unfortunately, 48.6% of students felt peer
pressure. Having a social norms campaign come from that angle might help students relate.

Jim Hintz- The new interim Director for Wellness and Prevention Services at UConn is Pam Schipani. She will be working with this data and has already been very involved in discussions and planning. A focus group was conducted at Celeron Square as a pilot. Ideas on how to reach out to students and how to address responsible party hosting were derived from six focus groups. Over the summer the MCCP Grant hosted two workshops, one for landlords and one for local police officers. There was great representation at both workshops. At the landlord workshop, an attorney who specializes on landlord tenant law presented and was well perceived by all who attended. At the Law Enforcement workshop a sergeant from New Britain who has experience in looking at party hosting in a college setting, specifically Central CT. State University, presented on ways to work together. On November 22nd a forum will be hosted inviting all landlords and police who attended these workshops to come and discuss their thoughts and strategies in working together as well as discussions around long-term goals and moving into the future.

Adam Fountaine- In January the grant will start a period of five giveaways to advertise the campaign “Rage on the Same Page, A Safer Way to a Better Weekend.” All of the giveaways are chosen by the students working on this campaign and will be relevant and “cool” enough so that students want to keep them. Potential giveaways include plastic drinking cups, highlighters, playing cards and coasters with a consistent logo on everything. A finish event with a cookout at Celeron approximately 1-2 weeks before spring weekend will take place. A “party pack” will then be distributed for the upcoming spring weekend events. Information in these packs will include signs of alcohol poisoning, safety tips and other relevant information. The logo and concept was crafted by students.

Dan Dinunzio - How did the title come about?
Adam Fountaine- Ideas were being tossed around and the group kept coming back to the same catch phrase each time.

John Jackman- It is concerning as to how the community might take this campaign message. This message and campaign needs to be clearly explained as it is rolled out.

Adam Fountaine- The logos are not definite and there will be a website also included which will have more information on the purpose of the campaign.
Kevin Grunwald- The messaging to students needs to be something that draws them in and is student driven. It is important if doing this that the message is delivered by peers.
Jim Hintz- Students are thoughtful in their message and are going to test it amongst peers before moving forward with advertising.

4) Fall Weekend Issues- This topic was on the last agenda and will continue to stay on because of activity.
Derek Debus- The new Nuisance Ordinance has helped with close to 80% of citations having been paid. A special thanks to Resident Trooper Sgt. Cournoyer for all of his hard work.
Jim Hintz- Some behavior trends are students looking for other venues to host gatherings. The State Police and others have been enforcing ordinances which have helped. The dollar amount of the nuisance citation is around $55,000 with an 80% collection rate. Students are being smarter about their party hosting.

5) Winter Storm Alfred- Jim Hintz: Communication went well amongst students and messages went out. The response and preparation compared to Storm Irene was better. Apartment complexes brought in water trucks ahead of time for their tenants. There were still some difficulties in messaging but overall, it went well. There is currently no protocol on how the text alert system works. Hopefully this will be resolved before the next storm outage since it is important to reach all students. With this storm Off-Campus Student Services was better prepared in notifying students but luckily with this storm most of the larger complexes did not lose power and students that did lose it could go stay with friends.
Kevin Grunwald- UConn’s Dining Services did a fantastic job of helping to prepare hot meals to the shelter for eight days.
Dan Dinunzio - Only lost power for a day during the storm and UConn was very lucky because other areas across the state got hit hard.

6) New Issues/Ideas for Future Meeting Presentations-
Jim Hintz: The issue around recycling at apartment complexes has been brought to attention.
Tina Hadley: Celeron received a letter stating that all of their dumpsters were in violation of the recycling ordinance for the town which would result in a $90 fine per dumpster. After speaking with Ginny Walton, the Mansfield Recycling Coordinator, an agreement was reached to work together to get a message out to students and research ideas for new bins to give to students.
Adam Fountaine- Ginny has spoken with the Off-Campus Community Leaders about strategies in marketing to students to get that message out.
7) Other- An open invitation has been sent to President Herbst and her staff to attend the upcoming MCCP meetings.