

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, July 19, 2010
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.
Minutes**

Present: Betsy Paterson, Tom Birkenholz, Kim Bova, Jim Hintz, Bruce John, Deb McCracken, Barry Schreier, and Kristin Schwab

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Betsy Paterson called the meeting to order at 5:05.

2. Public comment

There was no public comment.

3. Minutes

Barry Schreier moved to approve the Minutes from June 14, 2010.

Kristin Schwab seconded the motion.

The Minutes were approved.

4. Review Task List

Advertising: Kathleen Paterson reported on behalf of Ashley Fraser, who was unable to attend. She passed out revised drafts of the *Festival* flyer and noted that the Sponsors' logos would be filled in as received. Ms. K. Paterson added that Ms. Fraser would also update the Celebrate Mansfield Weekend brochure; **Ms. Fraser will have final versions of both pieces ready at the next meeting.**

Bruce John asked that the headliner be listed as "David Foster with the Shaboo All Stars with special guests Christine Ohlman and James Montgomery."

Mr. Schreier asked to remove "(Post Office Parking Lot – Meet at 11:00 am)" from below the Parade listing.

Ms. Schwab suggested referencing Storrs Road on the same line as "Celebrate Mansfield Parade" so that viewers would know where to go.

Ms. K. Paterson reported that press releases had been submitted to *Horizons, the Chronicle, ReminderNews, The Daily Campus, Neighbors,* and *The Hartford Courant* (iTowns section). She also posted information to the Partnership's facebook account and sent an email notice to the Partnership's email list.

Mr. John suggested that Ms. K. Paterson resend the Juried Art Show press release to Mike Savino and him [Done].

Music: Mr. John asked if there had been any progress in reaching a student group.

Mr. Schreier reported that he had not heard back from the improv group.

Jim Hintz said that he had not received a response yet. He added that he was confident that the spot could be filled once students return for the fall semester.

Mr. John will ask David Foster about who will run the sound and work with Cynthia van Zelm to schedule a meeting date.

Mr. John asked Ms. K. Paterson to confirm whether or not Villari's will need sound/music for their routine [Done].

Mr. John asked that any performing groups that need music bring a prepared c.d. for the sound booth.

Ms. Paterson asked if Mr. John could play the song "Downtown" as the Parade enters the *Festival* ground.

Tom Birkenholz thought it would be fun if the UConn Marching Band played the song as part of its performance. **Mr. John will ask David Mills if that would be possible.**

Art: Ms. K. Paterson said that the deadline for artists to submit is July 30.

Parade: Mr. Birkenholz reviewed the list of potential participants.

Ms. Paterson said that she will send a letter to the Town Committees inviting them to participate.

Mr. Schreier asked Ms. Paterson to request a list of participants from the Committees prior to the day of the event.

Ms. K. Paterson reported that Natalie Minuitti had contacted the Cub Scouts; they will discuss whether or not they would like to participate at their next meeting.

Mr. Hintz spoke with staff from the UConn Athletics office. They are not opposed to the Grand Marshal idea but stressed that it will be the team's decision on whether or not to participate.

Ms. Paterson will ask President Austin to march in the Parade with her [Done].

Mr. Schreier confirmed that the E.O. Smith and the Mansfield Middle School girls' basketball teams would participate in the Parade.

Mr. Birkenholz asked if the puppets would be in the Parade.

Ms. K. Paterson reported that she and Ms. van Zelm had met with John Bell from the Ballard Institute and Museum of Puppetry (BIMP). The Partnership and BIMP will host a puppet-building workshop on Saturday, September 4 and Sunday, September 5 during which community members will build large puppets of 19th century women and a silk worm, representing Mansfield's history. The participants will join other volunteers in marching with the puppets in the Parade.

Ms. Schwab wondered if the puppets could be on display throughout the event.

Ms. K. Paterson said the puppets from the Parade were displayed at BIMP's booth in 2009. **Ms. K. Paterson will ask Dr. Bell if the women puppets could be displayed flanking the stage [Done].**

Ms. Schwab suggested using hay bales to display and secure the puppets.

Mr. Birkenholz suggested setting up a grand stand or viewing area for the Parade and thought maybe a local radio station would be interested in helping with it.

Kim Bova said that Curt Vincente might be able to give advice on setting something up as the Little League has something similar.

Ms. Schwab suggested placing the viewing stand opposite the balloon arch at the entrance near the former Tequila Cove. She said that would create a natural gathering place and the audience could then easily move to the stage following the Parade.

Ms. Schwab also suggested contacting Andrew Callahan as a possible announcer.

Ms. Bova suggested asking the high school if the bleachers from Farrell Fields or from the tennis courts could be used.

Ms. Schwab asked if there was a skateboard group associated with the skate park, and if so, suggested inviting them to participate in the Parade.

Mr. Schreier will email the UConn skateboard group.

Ms. van Zelm will talk to Mr. Vincente about the grand stand idea and whether or not there is a club associated with the skate park [Ms. Paterson spoke to Mr. Vincente about the loud speaker – Done].

Ms. van Zelm will talk to Ralph Pemberton about the bleachers and about the lock on the field where the Parade gathers [Done].

Mr. Birkenholz said that he and Mr. Schreier would like to have the children on their bicycles gather at the corner of Storrs Road and South Eagleville (opposite the Town Hall) instead of behind the Post Office. He noted that it was difficult for some of the younger children to get up the hill.

Ms. K. Paterson will note that volunteers are needed to staff the gathering area [Done].

Set-up: Ms. Schwab reported that she spoke with Winding Brook about the sod; they are all set.

Ms. Schwab said that Ms. Minuitti needs an Auto Cad file of the site base to convert the *Festival* site plan to an electronic version.

Ms. van Zelm will email Macon Toledano to ask for such a file [Done].

Ms. Schwab will create a site plan for 2010 [Done]. She will also email Nick Pettit about the mums

Sponsors: Ms. van Zelm reported that of an expected \$12,000, she has received \$9,000. She noted that \$17,000 has been budgeted. **Ms. van Zelm will continue to make follow-up calls to potential sponsors.**

Mr. Hintz suggested that Ms. van Zelm speak to President Austin. **Ms. van Zelm will email info to Ms. Paterson [Done]. Ms. Paterson will speak to President Austin about the *Festival*.**

Vendors: Ms. K. Paterson noted that the deadline for vendors to submit their application is Friday, August 13. **She will continue to make follow-up calls to potential vendors [Done].**

Ms. K. Paterson reported that the following vendors have been confirmed: the Benton Museum, BIMP, the Community School of the Arts, Curves, Harmony Massage, MOMS Club, Roosevelt & Son (poets), Storrs Regional FFA, and Town of Mansfield Firefighters.

Ms. K. Paterson said that the following vendors had given verbal confirmation but had not yet returned their paperwork: EOS Football Team, Mansfield Academy of Dance, Mt. Hope Montessori, Northeast Youth Hockey League, Oak Grove Montessori, and USG.

Mr. Hintz said that the Mansfield Community-Campus Partnership is discussing having a booth.

Ms. K. Paterson asked the committee to let her know of any groups they would like to see at the *Festival*.

Volunteers: Ms. K. Paterson reported that June Krisch had volunteered to help in the office. Ms. Krisch has been an Area Captain several times and is very familiar with the *Festival*. Ms. K. Paterson said she thought Ms. Krisch would be a great help during the event.

Ms. K. Paterson also reported that Tom Nevers had volunteered the soccer team he coaches. **Ms. K. Paterson will work with Mr. Nevers to find an appropriate assignment for the team.**

Food: Ms. K. Paterson reported that the packets for food vendors had been sent to: Domino's, D. P. Dough, Jack Rabbit's, Jao Praya Thai Cuisine, Mansfield General Store, Storrs Congregational Church, UConn Catering, and Wing Express. **Ms. K. Paterson will send a packet to Sara's Pockets [Done].**

5. Discuss Gift Baskets

After some discussion, the committee decided against doing the gift baskets this year.

6. Review Master Events List

Ms. van Zelm reported that she had confirmed with Along Party Lines that there will be two balloon arches.

The committee decided against the inflated giant chefs in favor of the second balloon arch.

Mr. Hintz will speak to Dennis Pierce about the vegetable costumes [Done].

Ms. K. Paterson noted that the MOMS Club will have a nursing and changing station and suggested adding it to the map once a location is determined.

7. Celebrate Mansfield Weekend

Ms. K. Paterson reported that two versions of an invitation for the wine tasting had been drafted. **Ms. K. Paterson will follow up with Gail Parks to see which she prefers [Done].**

Ms. K. Paterson said that she had left a message for the woman who handles the bookings for Flamingos about performing at Picnicpalooza.

Ms. K. Paterson noted that the Farmers Market will have Seldom Heard performing at the Market that day. Seldom Heard is a popular band comprised of Mansfield residents.

Mr. Hintz asked Ms. K. Paterson to send him electronic copies of the *Festival* flyer and CMW brochure once they are ready. **Ms. K. Paterson will send the copies to Mr. Hintz.**

Ms. Paterson asked Ms. K. Paterson to advertise Picnicpalooza to the Farmers Market customers. **Ms. K. Paterson will promote Celebrate Mansfield Weekend to the Farmers Market customers.**

8. Adjourn

The meeting adjourned at 6:25 pm.

Minutes prepared by Kathleen M. Paterson.