

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Thursday, February 17, 2011
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.**

Minutes

Present: Betsy Paterson, Tom Birkenholz, Deb McCrackan, Natalie Miniutti, and Ginny Walton

Staff: Cynthia van Zelm and Kathleen Paterson

Guests: David Woods, Eva Gorbants, and Rod Rock

1. Call to order

Betsy Paterson called the meeting to order at 5:00 pm.

2. Public comment

There was no public comment.

3. School of Fine Arts Anniversary Weekend

David Woods explained that the School of Fine Arts (SFA) at the University of Connecticut will be celebrating its 50th year as a School during the 2011-2012 academic year. He reviewed some of the planned events that will take place during the year and will celebrate arts and culture in Mansfield. Dean Woods added that SFA would like to include the community in the events.

Eva Gorbants and Rod Rock reviewed some of the plans for the celebration weekend, which include events on Thursday, Friday, and Saturday, September 22-24, 2011. They explained their proposal that the *Festival on the Green* be held on Sunday, September 25 as the final event in the weekend long celebration. They emphasized that SFA did not want to detract from the *Festival* or other Town events, but that they would like to make the weekend one for the whole community.

Dean Woods noted that SFA has supported the *Festival* in the past and would continue to do so.

Ms. Gorbants added that the outdoor events would be free to the public and appeal to all ages.

Ms. Paterson expressed her support for the SFA weekend plans but noted some concerns, including whether SFA events would conflict with traditional "Celebrate Mansfield Weekend" events. She added that another concern would be to make sure the *Festival* remains a Town event.

Mr. Rock reviewed the tentative schedule for the SFA events; there was no scheduling conflict with Partnership-sponsored events.

Ms. Gorbants stated that SFA would like to have a bigger presence at the *Festival*, including maybe a float in the Celebrate Mansfield Parade, but that they do not want to detract from the *Festival* in any way.

Dean Woods noted that there are no SFA events planned for Sunday.

Ginny Walton asked if anyone had approached the League of Women Voters (LWV) with this proposal.

Kathleen Paterson said that she and Cynthia van Zelm will be meeting with the LWV members who are chairing the Know Your Towns Fair the following week. **She will provide an update for the *Festival* sub-committee at the March meeting.**

Natalie Miniutti expressed her support for the plan and commented that, as a resident, she had long hoped for a big arts event.

Tom Birkenholz said that he supported the idea of more UConn involvement in the Parade and that the SFA events sounded great. He suggested finding a way to include more local artists in the events.

Ms. Walton agreed and said her only concern would be coordination with other Celebrate Mansfield Weekend events.

Dean Woods thanked the sub-committee for listening to the proposal, and he, Ms. Gorbants, and Mr. Rock left the meeting so that the sub-committee could discuss the idea of holding the *Festival* in conjunction with the SFA weekend.

4. Date and time of *Festival*

After some discussion, the general consensus was to hold the Eighth Annual *Festival on the Green* on Sunday, September 25, 2011, from noon – 5:00 pm.

Ms. van Zelm explained that the location of the *Festival* may need to change this year. She explained the anticipated construction schedule with regards to the parking lots wherein the *Festival* normally takes place.

The sub-committee discussed some alternative site plans with the general consensus that the front parking lots of E.O. Smith High School would be the first preference.

Ms. van Zelm will contact Bruce Silva to see if the parking lots could be used [Done].

Ms. K. Paterson and Ms. Miniutti will walk the site.

5. Committee chairs/leaders

Ms. K. Paterson asked the present members for suggestions for new sub-committee members. She said that, in particular, there is a need for people to coordinate the music, volunteers, and children's activities. She explained that former music chair Bruce John cannot serve on the sub-committee this

year due to other commitments but that he is willing to volunteer on the day of the event to assist with running the stage, as he has done in previous years.

Mr. Birkenholz asked if anyone from the Mansfield Community Center staff would be interested in participating.

Ms. van Zelm will contact Curt Vincente to ask if any of his staff would like to serve on the sub-committee.

Ms. K. Paterson asked the group to bring suggestions to the March meeting and reminded them that, according to Partnership Bylaws, only Partnership members may serve on Partnership committees.

6. Discuss music

Mr. Birkenholz asked if Mr. Rock would be willing to help coordinate the music piece.

Ms. Paterson will speak to Mr. Rock [Done].

The sub-committee tabled further discussion until the March meeting.

7. Discuss Celebrate Mansfield Weekend

Ms. K. Paterson asked the sub-committee if there were other events they would like to add to the schedule.

Ms. Miniutti said, with the SFA weekend events, she did not see a need for additional events this year.

The sub-committee tabled further discussion until the March meeting.

8. Other

Ms. K. Paterson asked the group to think of suggestions for a Grand Marshal for the 2011 Celebrate Mansfield Parade.

Mr. Birkenholz suggested that criteria be established for nominating and selecting the Grand Marshal.

Ms. K. Paterson will draft a list of criteria for the March meeting.

The sub-committee tabled further discussion until the March meeting.

9. Adjourn

The meeting adjourned at 6:25 pm.