

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
MEETING**

**Festival on the Green Subcommittee
Monday, April 16, 2012
Conference Room B – Mansfield Town Hall
(860) 429-2740
5:00 p.m.**

Minutes

Present: Betsy Paterson, Tom Birkenholz, Kim Bova, and Janine Callahan

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Betsy Paterson called the meeting to order at 5:03 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from March 5, 2012

Janine Callahan moved to approve the minutes as presented.

Tom Birkenholz seconded the motion.

The minutes were approved unanimously.

4. Review task list

Activities: Kathleen Paterson reported that she had started emailing groups with the “Save the Date” message. She said she spoke with Jim Hintz about ways to reach out to the many UConn student groups. **Ms. K. Paterson will update the booth application forms and post to the website [Done].**

Kim Bova reported that she continues to work on the logistics for a Lego activity. **She will try to get a price quote for the next meeting [Done].**

Art: Ms. K. Paterson said that she drafted the materials for the artists but still needs to send them to Ms. Bova and Michael Allison for review.

Food: **Ms. K. Paterson will send the letter to food vendors in the coming weeks [Done].**

Mr. Birkenholz asked if the new Storrs Center restaurants will participate. **Ms. K. Paterson will discuss outreach with the Leyland team.**

Music: **Ms. K. Paterson will confirm Kidsville Kuckoo Review's participation [Done].**

Parade: Ms. Paterson reported that Dean Woods and David Mills had committed the UConn Marching Band to appearing in the parade.

Mr. Birkenholz has a "Save the Date" flyer drafted, and **he will email it to past participants soon.**

The committee discussed the parade route and, by general consensus, decided to keep the route the same as in 2011.

By general consensus, the committee agreed to invite Gwen and Lloyd Duff to serve as the Grand Marshals for the 2012 Celebrate Mansfield Parade.

Ms. K. Paterson will prepare a letter to Mr. and Mrs. Duff [Done].

Mr. Birkenholz suggested doing a press release announcing the Grand Marshals closer to the date of the Festival.

Sponsors: Cynthia van Zelm reported that she had drafted a letter to the sponsors and plans to start soliciting sponsors in May.

5. Discuss Celebrate Mansfield Weekend

Vintage Mansfield: **Ms. K. Paterson will begin working on this event in the coming weeks.**

Saturday events: **Ms. K. Paterson will begin working on this event in the coming weeks.**

6. Adjourn

The meeting adjourned at 6:10 pm.