

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Festival on the Green Subcommittee
Tuesday, September 4, 2012
860.429.2740
5:00 pm
Minutes**

Present: Tom Birkenholz, Kim Bova, Betsy Paterson, and Ginny Walton

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Kathleen Paterson called the meeting to order at 5:05 pm.

2. Public comment

There was no public comment.

3. Review Task List

Activities: Ms. K. Paterson reviewed the list of confirmed activity booths. She noted that the packets will be mailed on September 11.

Advertising: Ms. K. Paterson asked the committee to confirm whether they had distributed their flyers. Betsy Paterson, Tom Birkenholz, Kim Bova, and Cynthia van Zelm reported that they each had one more location to visit.

Ms. K. Paterson noted that the Partnership's kiosk is inaccessible due to construction, and so she will not put flyers there.

Ms. K. Paterson reported that she still had to draft a black-and-white version of the Parade flyer for copies for the schools.

Ginny Walton suggested not sending the flyer to the middle school as they do not hand out papers to the students like they do in the elementary schools. The committee agreed by consensus to focus on the elementary schools.

Art: Ms. Bova reported that she, Michael Allison, Ted Yungclas, and Ms. K. Paterson had met and reviewed the submissions for the Juried Art Show and that notifications to the artists were mailed today.

Food: Ms. K. Paterson reported that Dog Lane Café, Domino's, and Wing Express were confirmed.

The committee discussed the possibility of the Partnership selling water and agreed by consensus to ask the food vendors to sell water.

Music: Ms. K. Paterson said that a press release about the music is ready and awaiting review from Rod Rock.

Set-up: Ms. K. Paterson reported that she met with Ralph Pemberton and Mr. Rock at the high school to review the site. Mark Kiefer marked the stage location on the lawn. Mr. Rock had confirmed that Jorgensen could lend a back drop for the stage.

Parade: Ms. K. Paterson said she is not sure if the bleachers can be used this year. **She will check with Lon Hultgren about the status of the sidewalk construction [Done].**

Mr. Birkenholz will send an email reminder to Parade participants about parking and access to the meeting site [Done].

Ms. Paterson will contact the offices of the local politicians and will talk to the Town Council about marching in the Parade [Done].

Ms. van Zelm will check with Sponsors about appearing in the Parade [Done].

The committee discussed the plans for traffic control during the Parade.

4. Review Master Events List and Master Schedule

The committee reviewed the Master Events List and Master Schedule.

5. Discuss Celebrate Mansfield Weekend

Ms. K. Paterson reported that the invitations to Vintage Mansfield had been mailed.

Ms. K. Paterson said that Gulemo had not yet worked on the Celebrate Mansfield Weekend brochure. She asked the committee if they would like her to proceed with the brochure. By consensus, the committee agreed to forgo the brochure this year.

6. Adjourn

The meeting adjourned at 6.45 pm.

Minutes prepared by Kathleen M. Paterson