

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Meeting  
Festival on the Green Subcommittee  
Tuesday, September 18, 2012  
860.429.2740  
5:00 pm  
Minutes**

**Present:** Tom Birkenholz, Kim Bova, Betsy Paterson and Rod Rock

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

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

**2. Public comment**

There was no public comment.

Natalie Miniutti arrived.

**3. Review Task List**

Activities: Kathleen Paterson reported the petting zoo, John Walker, and the E. O. Smith robotics team were confirmed. She said she is still working to get the pizza rounds for the checkers activity.

Advertising: Ms. K. Paterson said that the ad in *the Chronicle* ran last week. She said that the ad for *The Daily Campus* is ready, but that she never received pricing from *the Chronicle* ad staff; **she will call Jean Beckley to follow up.** She added that the ad in *The Hartford Courant* will run on Thursday and Saturday. Ms. K. Paterson reported that the website has been updated, information has been posted to facebook, an article about the event appeared in *Neighbors*, and that Cynthia van Zelm, Ms. Paterson, and herself are scheduled to appear on the Wayne Norman show.

Ms. van Zelm reported that she promoted the event on the Chamber of Commerce show yesterday.

Art: Kim Bova reported that the jury will meet on Thursday to review the show. The jury will be Janet Pritchard (UConn School of Fine Arts) and Heather Bunnell (E. O. Smith art teacher).

Food: Ms. K. Paterson reported that the following food booths are confirmed: Dog Lane Café, Domino's, Jack Rabbit's, Quiet Corner Coffee Roasters, Sara's Pockets, and Wing Express.

Music: Rod Rock reported that he and Ms. K. Paterson will meet on Thursday with the sound crew to review the site.

Ms. K. Paterson said that a new group had been added to the short performances, the E. O. Smith drum line.

Mr. Rock said he will need two tables for band merchandise. **Ms. K. Paterson will get the tables.**

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

Ms. K. Paterson reported that there would not be bleachers this year due to the sidewalk construction but that the grand stand tent would be in the same location as 2011. She said that Lon Hultgren suggested having folding chairs near the tent instead. The committee agreed by consensus. **Ms. K. Paterson will reserve chairs for the Parade viewing area.**

Set-up: Ms. K. Paterson reviewed the event map with the group. She noted that the main event banner will go behind the stage this year, with the help of Mr. Rock.

#### **4. Review Master Events List and Master Schedule**

The committee reviewed the Master Events List and the Master Schedule.

Mr. Rock said more time between bands may be needed.

Natalie Miniutti said she would mark the booth spaces on Saturday after 6.00 pm.

#### **5. Discuss Celebrate Mansfield Weekend**

Ms. K. Paterson reported that there will not be a performance by UConn School of Fine Arts faculty.

#### **6. Adjourn**

The meeting adjourned at 6.30 pm.

*Minutes prepared by Kathleen M. Paterson*