

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Festival on the Green Subcommittee

Monday, June 3, 2013

5:00 pm

Minutes

Present: Betsy Paterson, Rick Brosseau, Tom Birkenholz, Kathy Hawkins, Barry Schreier, and Ilze Taylor

Staff: Cynthia van Zelm, Kathleen Paterson

1. Call to order

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

2. Public comment

There was no public comment.

3. Approve minutes of May 20, 2013

Ilze Taylor made a motion to approve the minutes of May 20, 2013.

Tom Birkenholz seconded the motion.

The Minutes were approved unanimously.

4. Update on committee tasks

Advertising: Kathleen Paterson shared the new website, www.downtownstorrsfestival.org, with the Committee. **She will email the site address to the Committee [Done].**

Activities: Ms. K. Paterson reported that she had received some applications and reminded the Committee that the deadline for groups to sign up for a booth is August 16.

Ms. Taylor reported that the photo booth is all set. She said that she will provide the bags and materials for coloring as part of Storrs Commons' sponsorship.

Ms. K. Paterson will work with Stephanie Livolsi on a "Tenth Annual" logo for the bags.

Cynthia van Zelm will contact Tom Hayden at Price Chopper to see if they can supply pumpkins again.

The Committee agreed to re-use the oversize checkers game from 2012.

Ms. K. Paterson said she spoke to John Walker about having a booth; he is considering it.

Ms. Taylor said that Mike Taylor will do pumpkin carving.

Ms. van Zelm will look into getting a balloon artist.

Ms. Paterson will talk to Ted Yungclas about the UConn Marching Band.

Art: There was no update from the Art sub-committee.

Food: Ms. K. Paterson reported that Janine Callahan has been visiting all of the restaurants in town and has received positive feedback from everyone about participating. **Ms. Callahan and Ms. K. Paterson will mail the vendor packets once Ms. Callahan has finished the initial visits [Done].**

Parade: Mr. Birkenholz said he will send an invite to potential participants later in the summer. He asked the Committee to reminder people about the Parade as a good way to promote their group or business.

Ms. K. Paterson asked Ms. Paterson and Ms. van Zelm to sign letters of invitation to the UConn Women's Basketball team (to be honored for their National Championship) and to the Stearns family of Mountain Dairy (to be Grand Marshals).

Sponsors: Ms. van Zelm review the sponsorships received to date and asked the Committee for updates on their follow-up assignments

Ms. van Zelm will make follow-up calls to potential sponsors.

Mr. Birkenholz suggested including a general call for sponsors in the monthly newsletter [done].

5. Discuss Celebrate Mansfield Weekend

Ms. K. Paterson said the Parks and Recreation Department will host a guided walk through the Moss Sanctuary, and Joshua's Trust is considering a guided walk through the Whetten Woods.

Mr. Birkenholz asked about the outdoor movie on top of the parking garage.

Ms. Paterson responded that there were concerns with the feasibility of the movie night idea.

Ms. van Zelm asked whether the StoDo Arts group would want to host a movie at von der Mehden.
Barry Schreier will ask StoDo Arts.

Ms. K. Paterson reminded the Committee that the idea of Celebrate Mansfield Weekend is to highlight events happening in the downtown area, including the *Festival on the Green*, and not for the *Festival* Committee to plan a full weekend.

Ms. Taylor suggested asking if the Community Center would host an event on Friday evening. **Ms. K. Paterson will talk to Curt Vincente.**

Mr. Birkenholz reported that his contact for a car rally said they could do it on any date.

Ms. van Zelm asked if the car rally should be on a different weekend to “spread the wealth.”

Ms. K. Paterson suggested that the idea be brought to the Advertising and Promotion Committee if it was not going to be part of Celebrate Mansfield Weekend.

Mr. Birkenholz will ask the car rally group about dates in October.

6. Adjourn

The meeting adjourned at 6:00 pm.

Minutes prepared by Kathleen M. Paterson