

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Festival on the Green Subcommittee

Monday, July 15, 2013

5:00 pm

Minutes

Present: Betsy Paterson, Kim Bova, Rick Brosseau, Janine Callahan, Kathy Hawkins, Ilze Taylor, and Ashley Trotter

Staff: Cynthia van Zelm, Kathleen Paterson

1. Call to order

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

2. Public comment

There was no public comment.

3. Approve minutes of June 3, 2013

Ilze Taylor made a motion to approve the minutes of June 3, 2013.

Janine Callahan seconded the motion.

The Minutes were approved unanimously.

4. Update on committee tasks

Activities: Ms. Taylor needs the logo before she can order the bags. **Kathleen Paterson will send the logo to her [Done].**

Ms. K. Paterson reported that Horsin' Around is no longer offering pony rides. **She will research other options.**

Ms. K. Paterson shared the draft Master Event List with the Committee. The deadline to sign up for Activity Booths is August 16.

Ms. Taylor said that she is looking for options other than paint for decorating pumpkins as the paint takes a while to dry and then peels off once it is dry.

Ms. K. Paterson suggested using markers instead of paint.

Ms. Callahan suggested giving out mini-pumpkins so that the children can carry the pumpkins themselves. **Ms. K. Paterson will look into purchasing mini-pumpkins from a local farm.**

Ms. K. Paterson said that she had invited John Walker to participate with an activity booth again.

Ashley Trotter asked if UConn Athletics had confirmed their participation. Ms. K. Paterson said that she had submitted the requests for player appearances, which were approved but Athletics cannot confirm until August after they have spoken with the student-athletes to see who is interested in participating. She said that she has not heard back from the women's basketball team with regards to participating in the Parade, but she will follow-up once the fall semester begins.

Ms. K. Paterson asked if Ms. Trotter could recommend UConn departments or programs that should be invited to participate either with an activity booth or in the parade. **Ms. Trotter and Ms. K. Paterson will review the list of past participants and start outreach to potential participants.**

Advertising: Ms. K. Paterson reported that she submitted information about the Festival to *American Profile*, the weekly insert in *the Chronicle*. The Festival will be listed in the "Happenings" column the first week of September.

Ms. K. Paterson asked Ms. Taylor and Kathy Hawkins if they would still be interested in assisting with the Library and Community Center displays; they answered in the affirmative. **Sarah Delia will contact Ms. Taylor and Ms. Hawkins to plan the displays.**

Ms. K. Paterson said that the Library will hand out bookmarks promoting the Festival and the Jorgensen will include a flyer in a mailer to ticketholders.

The Committee reviewed color options for the volunteer t-shirts and decided on "Irish Green" with white lettering. If a lighter-weight fabric is available, the Committee would prefer that option.

Art: There was no update from the Art sub-committee. The deadline to submit is August 16.

Ms. Hawkins suggested posting flyers about the show at the Lily Pad, Michael's, and any other places artists might go for supplies. **Kim Bova and Ms. K. Paterson will work on a flyer.**

Food: Ms. Callahan reported that she visited all the restaurants and received good responses from most of them. She said that the vendor packets were mailed on July 3, and **she will follow-up with all the businesses over the next couple of weeks.** The deadline for food vendors to sign up is August 16.

Low-waste: Ms. K. Paterson asked everyone to let people know about the low-waste goals when they are talking to them about participating in the Festival.

Music: Ms. K. Paterson reported that she has been submitting information about Black Prairie's performance with regional websites and blogs and has drafted a press release just about the band.

Parade: Ms. K. Paterson shared the draft Parade flyer for the schools with the Committee. She noted that Tom Birkenholz and Barry Schreier had sent out an email invitation to past participants in May and will continue to do follow-up through the summer.

Sponsors: Ms. van Zelm reviewed the sponsorships received to date with the Committee. She reported that she submitted applications online for SBM Charitable Foundation, First Niagara, and TD Bank.

Volunteers: Ms. K. Paterson asked the Committee for suggestions of groups that might be interested in volunteering at the event. She noted that Altrusa is confirmed to staff the Juried Art Show tent.

She reported that Chris Kennedy and Curt Hirsch are confirmed as Area Captains. Rick Brosseau said he may be able to serve as an Area Captain but has to confirm plans for his activity booth before committing to do so. Ms. K. Paterson said that Ms. Delia will staff the “HQ” table this year.

5. Discuss Celebrate Mansfield Weekend

Ms. K. Paterson reviewed the confirmed events and noted that she needs to confirm the times for the guided walks and the Free Mansfield Day at the Community Center. She noted plans are in the works for the Storrs Center Grand Opening activities.

6. Adjourn

The meeting adjourned at 5:55 pm.

Minutes prepared by Kathleen M. Paterson