

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Festival on the Green Subcommittee**

**Monday, August 19, 2013**

**5:00 pm**

**Minutes**

**Present:** Betsy Paterson, Tom Birkenholz, Kim Bova, Janine Callahan, Barry Schreier, Rick Brosseau, Millie Brosseau

**Staff:** Cynthia van Zelm, Kathleen Paterson, Sarah Delia

**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 July 15, 2013**

Barry Schreier made a motion to approve the minutes of August 5, 2013.

Rick Brosseau seconded the motion.

The Minutes were approved unanimously.

**4. Update on committee tasks**

Activities: Kathleen Paterson reported there are 35 approved activity booths. There are a few others who have verbally confirmed.

Ms. K. Paterson said that John Walker is confirmed for an activity booth.

Ms. K. Paterson said Ilze Taylor is still working on the bags, they should be ordered next week.

Advertising: Ms. K. Paterson said that the website has been updated with the current sponsors. She has also updated the Parking page. The Festival flyers have come in and will be distributed at the end of the meeting.

Cynthia van Zelm said that she will not be doing Brenda Sullivan television show on Charter, but will appear on Bruce John's show on Charter.

Art: Ms. K. Paterson said there are 20 art submissions and 78 pieces as of August 19; there may be a few more on the way. There are a few less than in previous years, many artists did one or two pieces instead of four. The selection committee will review the pieces next week.

Low-waste Event: There are no further updates at this time.

Food: Ms. K. Paterson said there are 5 restaurants currently signed up as food vendors; a few from last year are not doing it this year and one restaurant said the application is in the mail.

Music: Ms. K. Paterson said there are two groups of musicians booked for the Festival, Black Prairie and the Kidsville Kuckoo Revue. There were no other updates for music.

Parade: Arthur Stearns and the Stearns family have agreed to be the Grand Marshals for the Parade. There will probably be several family members involved. **Ms. K. Paterson will send a letter to Mr. Stearns. Ms. K. Paterson will see if they will march in the parade or drive a vehicle. Tom Birkenholz will need a blurb about the family for the MC and for the Mayor at the stage.**

George Thompson has confirmed his late model Fire Truck in the parade, unless it rains.

Mansfield Academy of Dance has said it will march, **Mr. Birkenholz will confirm with them.**

Democratic and Republican officials will confirm their appearance in the parade, two weeks from the event. **Ms. B. Paterson said she will ask the Town Council members to march in the parade. Ms. B. Paterson will talk to President Herbst and will ask if she will march in the parade.**

**Ms. K. Paterson will email April Holinko about whether the Republican Town Committee candidates are participating.**

State Police and UConn Police are scheduled to patrol the parade route. **Mr. Schreier will contact the UConn Police Chief and will copy Sergeant Cournoyer.**

Mr. Birkenholz asked about the Husky dogs, both the live animal and the costumed mascot. Ms. K. Paterson hasn't yet heard from them. The university starts classes next week so this information should be forthcoming shortly.

The UConn basketball teams have been confirmed for autographs, but not for the parade. **Ms. K. Paterson will follow up with Athletics.**

**Mr. Schreier will contact the Cultural Centers.**

Discussion ensued about the Villari's and how to handle parents dropping off their children for the parade. A suggestion was made to have parents drop their children at the Villari's business and then have the group walk over to the parade starting point. **Mr. Schreier or Mr. Birkenholz will call Ken Caputo of Villari's with this suggestion. (Done)**

**Ms. K. Paterson will call Marvin McNeil about the parking situation and the UConn marching band to remind them that there is no parking at the Post Office. (Done)**

**Mr. Schreier will contact the UConn ROTC about the Color Guard marching in the parade. Mr. Birkenholz will contact Chris Paulhus about a small contingent of veterans to march in the parade.**

Access Agency, which has an office in Willimantic and serves Tolland residents, requested an activity booth to hand out information. After discussion it was decided that other non-Mansfield residents were told they could not have a booth, and to be consistent, they will be told no as well. The policy will be reviewed for next year.

Mr. Schreier reported that the parade route was surveyed and the parade should proceed down the Town Hall side of the road. A large group, such as the UConn marching band, could proceed down both sides of the road. **A parade wrangler should be stationed to direct traffic at the median and an additional volunteer should be stationed at the EO Smith boundary.**

**It was mentioned that the Athletic Field needs to be unlocked Sunday morning. Ms. Van Zelm will check with Ralph Pemberton about bathrooms at Farrell Fields.**

Set-up: Ms. K. Paterson has not yet come up with an alternate rain plan. She will be working with Kristin Schwab on a plan.

Sponsors: Ms. van Zelm said that there are no new sponsors from the last report. When all the money is received, we will be at the budgeted amount of \$15,000.

Volunteers: Ms. K. Paterson is starting to recruit volunteers. She handed out the volunteer needs list, **Ms. van Zelm asked members to email any changes to Ms. K. Paterson by Thursday.**

#### **5. Master Event List**

Ms. K. Paterson handed out the Master Event List and the members reviewed the list.

#### **6. Celebrate Mansfield Weekend**

The budget for music on Friday is available; performers still need to be booked.

StoDoArts is still working on a movie for Friday night, but no progress has been made for the venue as of yet.

Joshua's Trust will do a walk on Saturday, still not sure what time.

#### **7. Adjourn**

The meeting adjourned at 6:02 pm. Members were reminded that flyer distribution would take place directly after adjournment.

*Minutes prepared by Sarah Delia*