

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Celebrate Mansfield Festival Subcommittee**

**Monday, March 3, 2014**

**5:00 pm**

**Minutes**

**Present:** Chair Betsy Paterson, Tom Birkenholz, Kim Bova, Janine Callahan, and Ilze Taylor

**Staff:** Cynthia van Zelm and 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 from February 19, 2014**

Tom Birkenholz moved to approve the Minutes.

Janine Callahan seconded the motion.

The Minutes were approved unanimously.

**4. Review draft budget**

Kathleen Paterson reviewed the draft budget with the subcommittee.

Mr. Birkenholz suggested looking into selling the banners after each event as a way to draw attention to the downtown and to keep the banner designs current. He noted that a neighborhood in Kansas City, MO used to do this.

Ilze Taylor said the Snowball in Willimantic does something similar with their posters each year.

Ms. Paterson suggested ordering more discs for the spin art. The subcommittee concurred.

**Ms. K. Paterson will order 400 discs for spin art.**

Mr. Birkenholz suggested offering vouchers for volunteers to purchase food at booths or restaurants rather than supply refreshments.

Ms. K. Paterson estimated that providing a \$5 voucher for each volunteer would cost over \$500. She noted that Subway donates sandwich platters for the volunteers and the Partnership purchases extras if need. She added that, in 2013, the Partnership spent approximately \$72 on additional sandwiches for the volunteers.

After some discussion, the subcommittee agreed by consensus to provide sandwiches (through donations or otherwise) for the volunteers.

Mr. Birkenholz questioned whether the funds remaining from the previous year should be included in the “income” for this year’s event. He suggested keeping it as a separate line to better reflect whether this year’s income can meet the expenses for this year’s event.

**After some discussion, the subcommittee agreed to review the fund balance at a future meeting.**

Mr. Birkenholz suggested that the subcommittee focus more on the income this year and to assist Partnership staff more with soliciting sponsors.

Ms. K. Paterson noted that a large expense for 2014 will be purchasing new signage and banners to reflect the new name, location, and logo for the event. She commented that, if reusable signs are purchased, this would be a one-time expenditure.

Based on the subcommittee’s discussion, Ms. Paterson asked for the following items to be placed on a future agenda:

1. Discussion of how to increase sponsorships and assist Partnership staff
2. Discussion of a permanent fund balance for the Festival
3. Review of sponsorship levels

#### **5. Update on logo**

Ms. K. Paterson confirmed that ATION, the UConn student marketing agency/class is developing a logo for the Celebrate Mansfield Festival.

Mr. Birkenholz suggested that the Festival logo be consistent with the Square Fair logo.

Ms. Bova said she thought the logos should be distinct to reflect the two, different events.

**Ms. K. Paterson will contact ATION and ask for an update on the logo for the next meeting.**

#### **6. Discuss committee tasks**

Set-up: Ms. K. Paterson reported that she and Kristin Schwab had met since the last Festival meeting to begin drafting a site layout. Ms. K. Paterson said she and Ms. Schwab estimated that there is room for 80 booths. Ms. Schwab is working on a draft layout which should be ready for the next meeting.

Ms. K. Paterson suggested that the Juried Art Show be displayed in the Nash-Zimmer Transportation Center. She said she had discussed this idea with Ryan Visci, who supported it.

The subcommittee supported this idea and noted that it eases some logistical concerns that were posed by having the show in a tent.

Ms. Paterson shared a suggestion from Ms. Schwab to have a 20’x20’ tent for E. O. Smith students to have not only their art display but also short musical performances by students. Again, the subcommittee supported this idea.

Ms. Taylor suggested having signage in the parking garage to direct visitors to the Juried Art Show.

Activities: Ms. K. Paterson asked the subcommittee to offer ideas for additional activities.

Ms. Callahan commented that she will be interested to see how the new location works and said that, if there is sufficient flat space, bowling could be a fun addition.

Mr. Birkenholz suggested utilizing the E. O. Smith High School parking lot for additional activities and suggested a car show or circus.

Ms. Callahan suggested having volunteers serve as “greeters” or points of information to help visitors navigate the new location.

Mr. Birkenholz agreed and suggested these volunteers have shirts like the staff at UConn during Husky WOW that say “Ask Me. . .”

Cynthia van Zelm recalled that in early years, the Partnership provided printed maps for visitors and suggested that maps be created for the new location.

Ms. K. Paterson said that, rather than have events in the E. O. Smith parking lot, it may be possible to use part of the parking lot behind Storrs Commons for booths, as in previous years.

Ms. Paterson advised that additional changes should not be made until at least one year of hosting the event in the new location.

Art: Ms. Bova agreed to assist with the Juried Art Show.

Children’s: Ms. Taylor agreed to coordinate the children’s activities.

Food: Ms. Callahan agreed to be the Food chair.

Parade: On behalf of himself and Barry Schreier, Mr. Birkenholz agreed to organize the Parade. He noted that the route will need to be reviewed at a future meeting.

Sponsors: Ms. van Zelm said she would begin outreach to potential sponsors in May.

Ms. Paterson volunteered to assist with contacting potential sponsors.

Music: Ms. K. Paterson reported that the band she had suggested at the previous meeting is not available on the date of the Festival. She is working with Rod Rock on other possibilities.

## **7. Open discussion**

Mr. Birkenholz suggested the subcommittee members consider the Festival and possible activities as they walk around downtown.

Ms. Paterson reported that she spoke with Dr. John Bell, Director of the Ballard Institute & Museum of Puppetry, and that he is very interested in participating in this year's event.

Ms. Callahan suggested that the Ballard could tie-in an activity with a performance.

**Ms. Paterson will contact David Mills to request an appearance by the UConn Marching Band in the Parade.**

**Ms. K. Paterson will invite the National Champions UConn Women's Field Hockey team to participate in the Parade.**

Mr. Birkenholz asked if a second stage could be discussed at a future meeting. **Ms. K. Paterson will add the topic to a future agenda.**

### **8. Adjourn**

The meeting adjourned at 6:35 pm.

*Minutes prepared by Kathleen M. Paterson*