

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Downtown Partnership Offices
Tuesday, March 23, 2010
5:00 pm**

MINUTES

Present: Andrew Ewalt, Dee Goodrich, and Janet Jones

Staff: Kathleen Paterson

1. Call to Order

Kathleen Paterson called the meeting to order at 5:10 pm in Chair David Woods' absence.

2. Public Comment

There was no public comment.

3. Update on Storrs Center project including communications

Ms. Paterson updated the Committee on the progress on Storrs Road, on which the Town is working with BL Companies. She reported that she, Cynthia van Zelm, and volunteers from the Membership Development Committee would staff an information table at the upcoming UConn Off-Campus Housing Fair in the Student Union. She added that Ms. van Zelm would give a presentation about the project to students at a reception hosted by Student Activities that same day.

4. Update on Vanilla Bean Café

Ms. Paterson reported that the survey has been finalized, and Stephanie Livolsi from LeylandAlliance will transfer it to a web-based format which will be linked to the Partnership, Storrs Center, and Vanilla Bean websites.

5. Review of Winter Fun Day

Ms. Paterson reported that the event went well; the weather was favorable, and there was a good-sized crowd in attendance. She said that many volunteers were on-hand to help, including Kristin Schwab and Logan and Dranda Trimble. She added that there are plans to add more activities to the event next year.

6. Update on Spring Newsletter

Ms. Paterson said that the spring newsletter would appear in the Chronicle on Tuesday, April 6 and in the Chronicle's "Shopper" on Thursday, April 8. Copies will be mailed to Partnership members.

7. Update on Annual Report

Ms. Paterson reported that she and Ms. van Zelm had met with Joe Muro and Ashley Fraser from the Reminder to discuss the upcoming Annual Report. She asked the Committee for suggestions for content and a theme or title.

Janet Jones suggested "On the road. . .to Storrs Center!" and suggested including a discussion about the tenanting process.

8. Discuss Arts and Crafts Fair Task List

Ms. Paterson asked the Committee for feedback regarding the draft task list.

Dee Goodrich said she thought the timeline was a good start.

Ms. Jones suggested looking for individuals who have participated in similar events to serve on the sub-committee.

Ms. Goodrich suggested forming the sub-committee soon so that members can attend area craft and art fairs to get ideas of how to organize one and to meet vendors.

9. Adjourn

The meeting adjourned at 5:45 pm.