

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, October 22, 2014

860.429.2740

4:15 pm

Minutes

Present: Alexinia Baldwin, Dee Goodrich, Connie Neal, and Betsy Paterson

Staff: Kathleen Paterson

1. Call to order

Betsy Paterson called the meeting to order at 4:20 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from September 24, 2014

There was no quorum; the minutes were not approved.

4. Review of Square Fair

Kathleen Paterson referred the committee to the Square Fair report prepared by Janet Jones and summarized the Square Fair subcommittee's discussion.

The Committee tabled the discussion about the Square Fair to a future meeting.

5. Review of Pup Crawl

Ms. K. Paterson reported that the Pup Crawl was successful. She said 17 or 18 dogs took part in the walk, and the event raised \$240 for the Friends of Mansfield Animal Shelter. Ms. K. Paterson added that she received a lot of positive comments from participants along with requests to have the event again.

6. Update on Trick-or-Treating

Ms. K. Paterson said that the Partnership and Storrs Center will host Trick-or-Treating in Downtown Storrs on Saturday, Oct. 25 from 4:00 to 5:00 pm. She said twenty businesses have signed up to participate. She noted that the Partnership, Mansfield Public Library, and Mansfield Parks and Recreation Department had done some joint publicity of the free Halloween events hosted by Town departments.

7. Discussion of Winter Welcome

Ms. K. Paterson asked the Committee for feedback on the plans for Winter Welcome, scheduled for Saturday, December 13. She reviewed what was done in 2013.

The Committee expressed an interest in having music, a tree-lighting ceremony, a visit from Santa Claus, and a fundraiser for the Town's Human Services Department.

Ms. K. Paterson will work with staff from LeylandAlliance to organize Winter Welcome. She will also contact the Town's Human Services Department to see if there is interest in doing a fundraiser again.

8. Discussion of future outreach efforts

Ms. K. Paterson asked the Committee to begin thinking about different ways in which the Advertising and Promotion Committee can work to raise the profile of the downtown.

9. Other

Ms. K. Paterson said that students from ATION will be attending the next meeting to present some of their work on the branding efforts of Downtown Storrs for the Committee's review.

10. Adjourn

The meeting adjourned at 5:25 pm

Minutes by Kathleen M. Paterson