

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Monthly Art Tour Subcommittee**

**Friday, January 17, 2014**

**8:30 a.m.**

**Minutes**

**Present:** John Bell, Tom Birkenholz, Kim Bova, Marcia Firsick, Connie Neal, and Barry Schreier

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

Barry Schreier called the meeting to order at 8:30 a.m. in the absence of Chair Janet Jones.

**2. Public comment**

There was no public comment.

**3. Approve minutes**

Connie Neal moved that the minutes of the December 29, 2013 meeting be approved.

John Bell seconded the motion. The minutes were approved.

**4. Finalize time, length of the event**

The subcommittee discussed the length of the event with regards to available daylight, weather, and making the event worthwhile for the participating artists. By consensus, the group agreed that the event should run from 5:00 pm until 9:00 pm with an hour for set-up and an hour for clean-up.

**Kathleen Paterson will prepare an application to the Town's Traffic Authority to close Dog Lane from 4:00 pm to 10:00 pm on the event days.**

The subcommittee revisited the dates of the event and decided to end the event in September rather than in October because they felt it would be too dark and the weather too questionable at the end of October.

**5. Review application**

Ms. Paterson recapped the drafting process for the application and requested feedback from the subcommittee on the two drafts.

After some discussion, the subcommittee agreed to allow artists to submit printed photographs or emailed images of their work so that a range of artists will feel comfortable submitting. They decided it was not necessary to review photos of the booth set-up as some beginning artists may not have done other events requiring a booth.

The subcommittee discussed the need to get the applications out soon so that artists have time to prepare their submissions and to allow adequate time to review the submissions, make selections, and notify applicants.

**Ms. Paterson will incorporate the subcommittee's edits into the application with a goal of sending it out in mid-February.**

#### **6. Solicitation of artists**

The subcommittee recognized the need to reach out to as many artists as possible and expressed a desire to include both professional and beginning artists. In addition to the Partnership's list of artists, the subcommittee suggested reaching out to the following organizations to invite artists: Town of Mansfield Arts Advisory Committee; Windham Arts; UConn School of Fine Arts (faculty and students); Eastern Connecticut State University (faculty and students); UConn Community School of the Arts (faculty and students); E. O. Smith High School (faculty and students); the Lily Pad; State of Makers program; Artists Open Studios; and Suzy Staubach. **Ms. Paterson invited subcommittee members to email her with other suggestions as they think of them.**

#### **7. Review draft logo and marketing piece**

Mr. Schreier reported that he had asked his employee, an art student at E. O. Smith, to create a couple of preliminary drafts of logos for the subcommittee's review.

The subcommittee reviewed the pieces and appreciated the student's efforts but felt the designs would be better suited for a poster format than as a logo. They asked Mr. Schreier to ask his student to build off of the draft and to include the image of the Square, but adjusted to better reflect the actual Square, to simplify the design, and to make the image scalable.

Marcia Firsick offered to help the student and asked Mr. Schreier to invite the student to meet with her.

**Mr. Schreier will share all the feedback with his employee and send a revised draft to the subcommittee prior to the next meeting.**

**Ms. Paterson will send renderings of the Town Square to Mr. Schreier and Ms. Firsick for reference.**

In the meantime, Ms. Paterson will keep the draft logo on the application in an effort to finalize and mail it in a timely manner.

#### **8. Discuss budget**

Ms. van Zelm and Ms. Jones have not had time to discuss possible sponsors due to their respective travel schedules.

The subcommittee reiterated the goal for one or two key sponsors to cover the full event.

#### **9. Adjourn**

Dr. Bell moved to adjourn. Ms. Firsick seconded the motion.

The meeting adjourned at 10:00 am.

*Minutes prepared by Kathleen M. Paterson*