

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Square Fair Subcommittee
Thursday, October 9, 2014**

Partnership Office
23 Royce Circle
(860) 429-2740
4:00 PM

SPECIAL MEETING

DRAFT MINUTES

Present: Chair, Janet Jones, Kim Bova, Connie Neal

Staff: Cynthia van Zelm, Kathleen Paterson

1. Call to Order

Janet Jones called the meeting to order at 4 p.m.

2. Public Comment

There was no public comment.

3. Approval of minutes from August 22, 2014

The minutes were approved.

4. Review of 2014 Square Fair

Kathleen Paterson had sent out a survey to vendors to get their comments and opinions about the event. The results were somewhat critical.

Connie Neal noted that some attendees had hoped for food vendors, even though there were food outlets around the square.

The committee also noted that live music would add to the event.

The committee discussed the purpose of the fair: To increase business; to bring the community together; to provide venue for artists. All of these objectives were met, though not to the level the committee had anticipated.

Ms. Jones asked Cynthia van Zelm and Ms. Paterson if they thought the Square Fair should continue and if it was worth the effort and expense that was devoted to it. The general consensus was that more volunteer support would be needed to continue the event, which required a significant amount of staff time to organize and facilitate.

The Committee determined that with the feedback from the vendors, the significant staff required, and the general limited success of the event, the Square Fair should not be held again in this format.

5. Discussion of 2015 Summer Event:

The committee, after much discussion, recommends the following:

- There should be one event during the summer.
- The event should be held around the beginning of summer. Ms. Neal suggests the name "Kick Off to Summer."
- There should be live music.
- The event should run from 1:00 pm or 2:00 pm in the afternoon to no later than 8:00 pm. No lighting will be required.
- There should be a broader invitation to artists and makers.
- The event should be held on a Saturday or Sunday.
- Consideration should be given to street closings. If Dog Lane is closed for the day, then booths can be set up in the street and more can be accommodated.
- A proposal should be made to potential funders.

6. Thank you

Ms. Jones thanked the committee for its service and its commitment to the Square Fair.

7. Adjourn

The meeting adjourned at 5:10 pm.

Minutes prepared by Janet Jones