

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Festival on the Green Subcommittee  
Monday, July 20, 2009  
Partnership Offices  
1244 Storrs Road (Storrs Commons)  
(860) 429-2740  
5:00 p.m.  
Minutes**

**Present:** Betsy Paterson, Steve Rhodes, and Kristin Schwab

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

**1. Call to order**

Betsy Paterson called the meeting to order at 5:08 pm.

**2. Public comment**

There was no public comment.

**3. Approval of Minutes from June 15, 2009**

Steve Rhodes motioned to approve the minutes.

Kristin Schwab seconded the motion.

The minutes were approved.

**4. Review Task List**

Advertising: Cynthia van Zelm asked the committee to choose a color for the t-shirts. After some discussion, the committee chose a darker green than previous years and paired it with white ink.

Kathleen Paterson reported that the website has been updated to include the latest sponsors and a list of confirmed activity booths. **She will continue to update the website as things are confirmed.**

**Mr. Rhodes will post a link to the website on President Hogan's blog. Ms. K. Paterson will send Mr. Rhodes a copy of the logo and the web address [DONE].**

Ms. K. Paterson said that she had sent an initial press release out; the Courant included it in their i-Towns section on Sunday, July 19, 2009.

Art: Ms. K. Paterson said that the deadline to submit is Friday, July 24. She noted that she, Kim Bova, and Ms. Schwab are looking for panels for the display.

Mr. Rhodes suggested having fewer judges on the jury; he suggested one from the Town and one from UConn. Ms. Schwab and Ms. K. Paterson agreed.

Children's: Ms. K. Paterson said she is still confirming the different children's activities. In addition to the booths, there will be spin art, sidewalk drawing, bocce, the pumpkin carving/decorating contest, and the pie-eating contest. She would still like to find some old-fashioned carnival games (e.g. milk bottle toss) that groups could run.

Mr. Rhodes suggested having a dunk tank.

**Ms. K. Paterson will look into the cost of renting a dunk tank.**

**Mr. Rhodes will ask John Saddlemire to recommend student groups that may be interested in running such activities.**

Ms. Schwab noted that several of the children's booths will need extra space for their activities, like the EO Smith Football Boosters and the EO Smith Crew team.

Ms. Paterson recommended checking to see if a dunk tank would be covered by the Partnership's insurance. **Ms. van Zelm will check the insurance.**

**Ms. K. Paterson will confirm with the Southeast PTO whether they will staff the carnival games and how much space they will need.**

Food: Ms. K. Paterson reported that she sent 13 packets to potential food vendors. Their deadline to submit their applications is August 10<sup>th</sup>.

Music: Ms. K. Paterson said that she confirmed with Miss Kelly's that their dance troupe will perform as part of the "Local Talent Showcase." She added that she and Bruce John are working to confirm the other local performers. Spencer Hamlin and Pete Haddad are set.

Parade: Ms. K. Paterson told the committee that Tom Birkenholz and Barry Schreier have compiled a list of possible participants and will be confirming everyone in the next few weeks. She commented that they have created quite an extensive list.

Recycling: Ms. K. Paterson said that Ginny Walton had confirmed six groups to assist with the waste stations. She said that Ms. Walton will work with the food vendors to organize the compostable serving dishes and utensils. As other vendors are confirmed, Ms. K. Paterson and Ms. Walton are helping them choose low-waste activities.

Set-up: Ms. Schwab shared draft copies of the site plan with the committee. She explained that the recycling stations were shown as booths and that she placed fewer booths in Area D. She asked whether the James Montgomery Band would bring a bus like the Mohegan Sun All Stars did.

**Ms. van Zelm will ask Mr. John about the bus [DONE].**

Ms. K. Paterson said that she spoke with the president of the boosters at EO Smith about the possibility of the basketball boosters running a 3-on-3 tournament. She noted that there is a possibility they will choose instead to have a booth.

**Ms. Schwab will have an updated site plan for Ms. van Zelm the week of July 20 prior to the Traffic Authority meeting and the logistics meeting with Town staff [DONE].**

Ms. van Zelm suggested that she, Ms. Schwab, and Ms. K. Paterson meet to discuss in detail the organization of the booths; **they will meet prior to the *Festival* meeting on August 24<sup>th</sup>.**

Mr. Rhodes suggested asking Dennis Pierce if the giant, wiggly chefs would be available for use at the *Festival*.

Ms. Schwab agreed and said they could be positioned near the cooking demonstrations.

**Ms. K. Paterson will contact Mr. Pierce [DONE].**

Sponsors: Ms. van Zelm reviewed the list of confirmed sponsors (from whom checks have been received). She told the committee that the total funding to date is \$10,955; the budgeted amount is \$15,000. She noted that there are several sponsors who have verbally committed but have not yet sent in their checks.

**Ms. Paterson will make follow-up calls to sponsors from past years.**

Vendors: Ms. K. Paterson reviewed the list of confirmed vendors with the committee. She added that the deadline for vendor applications is August 3<sup>rd</sup> and commented that she felt comfortable with the number received thus far.

Volunteers: Ms. K. Paterson said she had begun to more heavily recruit volunteers. She reported that she sent a letter to all Mansfield religious organizations inviting them to volunteer and included a sign-up sheet. She said she planned to draft a press release inviting residents to volunteer and to include a message to members in the Partnership's monthly update. Ms. K. Paterson said that she had two Area Captains confirmed but is still looking for three people to help in the office.

Ms. Schwab said that she could use six people to help lay out the sod on Saturday afternoon. She also said that more help will be needed to clean-up the sod; she felt that there should be at least four people per "green." Ms. Schwab added that someone will need to take the sod away at the end of the event. **Ms. K. Paterson will solicit "takers" through the Partnership's monthly email.**

## **5. Update on Celebrate Mansfield Weekend**

Wine-tasting: Ms. K. Paterson reported that Janet Jones had been working with Gail Parks at the Altnaveigh Inn on the organization of this event. She said that Ms. Parks had reviewed the invitation, which she shared with the committee. Ms. K. Paterson noted that the event is open to everyone, but that Partnership members will receive the invitation.

Ms. van Zelm added that the event will be advertised along with the other Celebrate Mansfield Weekend events and extra copies of the invitation will be available in the office.

Picnicpalooza!: Ms. K. Paterson told the committee that she, Ms. van Zelm, and Sara-Ann Chainé had met with Ralph Pemberton at EO Smith to review the set-up of the picnic. The

picnic will take place in the field beyond the track at the high school. The stage will be set up against the fence surrounding the track, and the picnickers will face the high school. There will be two points of electrical access, food vendors along the fence perpendicular to the stage, and portable units on a paved area near the gate for the track.

Ms. van Zelm noted that Mr. Pemberton was pleasant to work with and was very helpful in determining the best set-up.

Brochure: Ms. K. Paterson distributed copies of the draft brochure that Michelle Childs had made and requested feedback.

Mr. Rhodes suggested that the text on the inside be printed in dark green rather than black.

Ms. Schwab commented that some logos stood out more than others and suggested making their appearance more uniform.

**Ms. K. Paterson will share the committee's feedback with Ms. Childs [DONE].**

Ms. Schwab suggested renaming the kick-off event "Vintage Mansfield." **Ms. K. Paterson will review this suggestion with Ms. Parks and Ms. Jones [DONE].**

## **6. Adjourn**

The meeting adjourned at 7:00 pm.

*Minutes prepared by Cynthia van Zelm and Kathleen M. Paterson.*