

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Festival on the Green Subcommittee  
Monday, August 3, 2009  
Partnership Offices  
1244 Storrs Road (Storrs Commons)  
(860) 429-2740  
5:00 p.m.  
Minutes**

**Present:** Betsy Paterson (Chair), Tom Birkenholz, Michelle Childs, Jim Hintz, Bruce John, and Steve Rhodes

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

**Guest:** N. M. Lerman

**1. Call to order**

Betsy Paterson called the meeting to order at 5:05 pm.

**2. Public comment**

There was no public comment.

**3. Approval of Minutes from July 20, 2009**

Steve Rhodes motioned to approve the minutes as distributed.

Bruce John seconded the motion.

The minutes were approved.

**4. Review Task List**

Advertising: Michelle Childs distributed drafts of the Celebrate Mansfield Weekend brochure.

Cynthia van Zelm reminded the committee of the deadlines and distribution dates for the flyers and brochures.

**Kathleen Paterson will let Ms. Childs know if the Whetten Woods walk should be included on the schedule [Done].** Ms. K. Paterson reported that the table tent ads drafted by Ms. Childs had been submitted to UConn Dining Services.

Jim Hintz requested electronic copies of both the flyer and the brochure for distribution.

Ms. Paterson reported that she and Ms. K. Paterson appeared on John Murphy's show "On The Homefront" to discuss the Festival and that Mr. Murphy offered to host them again closer to the date of the event.

Art: Ms. K. Paterson reported that over twenty-five artists had submitted over ninety-five pieces for consideration. **She said that she, Kim Bova, and Kristin Schwab will meet soon**

**to review the submissions and make the selections [Done]. They and Dean Woods are continuing to work on finding display panels for the tent [Done].**

Children's: Ms. K. Paterson reviewed the progress on finding carnival-style games and the information she found on the dunk tank; it will cost a minimum of \$250 and use 500 gallons of water.

Ms. van Zelm added that she had contacted the insurance agency to see if a dunk tank would be covered by the Partnership's insurance, and she contacted Dave Dagon to see if he could fill the tank.

Food: Ms. K. Paterson said that Asian Bistro and Domino's were confirmed and that the deadline to sign up is August 10.

Music: Mr. John reported that the contracts from James Montgomery Band and Shaboo Productions (sound) have been received. He said that the spots for the Local Talent Showcase have all been filled.

**Ms. K. Paterson and Mr. John will meet to discuss the staging and timing of the Local Talent Showcase.**

**Mr. John will schedule a meeting with Ms. van Zelm and the sound person from Shaboo to review set-up and do a walk through.**

**Parade: Tom Birkenholz reviewed the list of potential Parade participants, which he and Mr. Schreier will begin to finalize.**

Mr. Rhodes confirmed that UConn President Mike Hogan will march in the Parade.

Ms. Paterson said that she and the Grand Marshal, Isabelle Atwood, would prefer to ride in a vehicle.

Mr. John confirmed that Mansfield Academy of Dance will perform in the Parade.

Mr. Hintz confirmed that the UConn Fuel Cell Center will participate in the Parade.

**Set-up: Ms. van Zelm reported that Ms. K. Paterson will attend the Town Traffic Authority meeting on August 4 to request approval to close Storrs Road and part of Dog Lane for the Parade [Done].**

**Mr. Hintz and Ms. K. Paterson will meet to discuss UConn's set-up needs [Done].**

**Ms. van Zelm will contact Charter to confirm whether they will run cables to the sound booth and to their remote cameras.**

Vendors: Ms. K. Paterson reviewed the list of confirmed vendors and noted that the deadline to sign up for a booth is August 7.

Volunteers: Ms. K. Paterson reported that volunteers are still needed. She reviewed the outreach efforts to date and noted that many people may not commit until closer to the event or after school starts. She added that Dee Goodrich and Lyn Stoddard had volunteered to assist in the office and that June Krisch and Chris Kennedy had volunteered to be Area Captains.

**Ms. K. Paterson will fill out and submit the forms for volunteers from the Office of Community Outreach at UConn [Done].**

**Ms. K. Paterson will contact John Bell from the Ballard to discuss volunteer needs for the puppets in the Parade [Done].**

Ms. Paterson suggested that each committee member could contact other committees on which they serve to recruit volunteers. **Ms. K. Paterson will draft an email for Festival committee members to share regarding volunteer needs.**

## **5. Celebrate Mansfield Weekend**

Ms. K. Paterson reported that the invitations to the kick-off event were mailed to Partnership members and that **she will request that IT post it on the Festival website [Done]. Ms. K. Paterson will also email the invitation to committee members.**

Mr. John reiterated his position that food vendors at Picnicpalooza! will enhance the event.

Ms. K. Paterson noted that the Lions Club may be interested and that the event overlaps with the Farmers Market.

Mr. Birkenholz suggested that if food vendors will be at the picnic, then the brochure should promote the availability of food.

## **6. Adjourn**

Mr. John made a motion to adjourn.

Mr. Hintz seconded the motion.

The meeting adjourned at 6:00 pm.

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