

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Festival on the Green Subcommittee

Monday, April 18, 2011

Partnership Offices

1244 Storrs Road (Storrs Commons)

(860) 429-2740

5:00 p.m.

Minutes

Present: Betsy Paterson, Tom Birkenholz, Janet Jones, Natalie Miniutti, and Rod Rock

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Kathleen Paterson called the meeting to order at 5:02 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from April 4, 2011

Janet Jones moved to approve the Minutes as presented.

Tom Birkenholz seconded the motion.

The Minutes were approved unanimously.

4. Review Task List

Set-up: Natalie Miniutti shared the preliminary plans for setting up in the high school parking lot.

Ms. K. Paterson explained that she and Kim Bova had walked the site with Ralph Pemberton and suggested placing the stage in front of the Auditorium entrance rather than on the patio. She commented that the patio is raised above the sidewalk level and separated by trees, which they thought would be awkward for the performances. She added that the placement in front of the Auditorium entrance allows for electrical access through the doors, out of the way of *Festival* visitors.

Ms. Miniutti agreed and said the patio could be used for dining.

Rod Rock asked if there was a room that Slavic Soul Party could use to prepare for their performance.

Ms. Miniutti will ask Mr. Pemberton.

Mr. Birkenholz suggested having a volunteer or two to staff the entrance to the high school so that only the band and key volunteers have access.

Ms. K. Paterson will add that to the list of volunteer needs [Done].

Ms. Miniutti will see if the stage will fit in the designated space. She said that she thought it would be based on the dimensions from 2010.

Ms. K. Paterson said that Ms. Bova had suggested mixing the types of booths together rather than having separate areas for arts, children's, etc. Ms. K. Paterson said it was her understanding that Ms. Bova thought this would help people see all the different types of booths.

Ms. Miniutti said she thought the children's activities and the food booths should be in their own groups.

Ms. Jones recalled that the original reason for grouping the children's activities in one place was for safety concerns.

Mr. Birkenholz expressed concern with traffic flow if the booths were mixed.

Ms. K. Paterson noted that some of the arts groups do prefer to be near each other.

Cynthia van Zelm asked about the placement of the dunk tank and whether inflatables should be added.

Ms. K. Paterson commented that the dunk tank has had a two year run and noted that, with the change in date of the event, the weather may be cooler than in previous years.

Ms. Miniutti said the inflatables could be placed closest to the road and would serve as a good visual.

Ms. K. Paterson expressed her preference to not include inflatables due to complaints from vendors due to the noise of the generators and from volunteers due to the difficulties in staffing them.

Ms. Jones said she thinks there is a company in town that rents inflatables. She suggested asking the rental company for an age or height restriction recommendation.

Mr. Birkenholz suggested having an inflatable golf game for adults.

Ms. van Zelm will check on pricing for the inflatables.

Ms. K. Paterson asked the Committee for feedback on the dunk tank. She explained that in previous years, local sports teams volunteered to sit in the tank in exchange for receiving any money earned during their one-hour shift. Ms. K. Paterson explained that the decision to charge one dollar for two throws was made in an attempt to prevent abuse of the machine.

Ms. Jones suggested charging for use of the inflatables. She also suggested asking the organizations that sit in the tank to split the cost of the dunk tank with the Partnership.

Betsy Paterson expressed concern with setting a precedent of offering organizations to make proceeds from events. She said she worried that everyone would want to use the *Festival* as a fundraiser.

Ms. K. Paterson asked if the Committee would like to have pony rides again. She said she will need to see if Hire A Pony is still available.

Ms. Miniutti asked if there was enough space to accommodate the pony rides in the grassy area.

Ms. K. Paterson will contact Hire A Pony to see if they are available and how much space is required [Done].

Ms. Jones asked if there had been any discussion of designating a “green.”

Ms. Miniutti said she did not think that a symbolic green would have much meaning in the new location.

Ms. Paterson suggested posting humorous signs in the grassy area of the parking lot about the “future green.”

Ms. van Zelm suggested adding pumpkins, flowers, and other decorations to the grassy area.

Ms. Miniutti will look at the site again.

Ms. K. Paterson said that she has asked Dennis Pierce if Dining Services could lend tables for the “food court” area again. She said he needed to finalize the plans for UConn’s Family Weekend before he could commit to lending the tables and chairs.

Ms. Miniutti will ask Mr. Pemberton if the high school has tables that can be used for the event.

Advertising: Ms. K. Paterson asked the group to confirm that the Save the Date flyers had been distributed.

Mr. Rock offered to ad a “Save the Date” message to the digital screens at the Jorgensen.

Ms. K. Paterson will send info and graphics to Mr. Rock.

Ms. Miniutti asked if something similar could be done in the Student Union on their screens.

Ms. K. Paterson will ask Chuck Morrell if a “Save the Date” message could appear on the Student Union screens.

Mr. Rock informed the Committee about the plans for Jorgensen’s fall mailing. He explained that the mailing will include a fold-out section promoting the School of Fine Arts anniversary weekend events and will include the *Festival on the Green*.

Ms. K. Paterson will send the *Festival* and Celebrate Mansfield Weekend logos and final event information to Mr. Rock by mid-August.

Art: Ms. K. Paterson said that she and Ms. Bova had met to discuss plans for the Juried Art Show. She explained that there will be a new option for artists to submit their entries digitally. She said that Ms. Bova and Michael Allison had drafted tips on producing high-quality photographs of artwork for the submissions. She explained that the tips will be posted on the Partnership site as a tool to help the artists submit the best application. She added that the Prospectus and Call to Artists will be finalized and distributed soon.

Food: Ms. K. Paterson reported that she had drafted a list of potential food vendors. She explained that all Mansfield restaurants are invited to participate.

Music: Mr. Rock reported that Slavic Soul Party is set to perform as the headliner for the *Festival*. **He will send the contract to Ms. van Zelm.**

Mr. Rock asked if there had been a decision on music for Picnicpalooza!.

Ms. K. Paterson said she had met with Sara-Ann Bourque to discuss the community picnic. She relayed Ms. Bourque's comments that should prefer to have bluegrass or jazz as a different sound to the groups that will perform at the *Festival*. Ms. K. Paterson said that she is waiting to hear from Ms. Bourque what her budget is for the event.

The Committee discussed some possible musical acts and decided to revisit the topic at the next meeting.

Ms. K. Paterson asked the Committee for ideas on how to select the local groups for the shorter performances for the *Festival*.

Mr. Birkenholz said he would like to have the groups juried by the Committee and suggested inviting performers to send in cd's or YouTube submissions.

Ms. K. Paterson will draft an announcement for the Committee's review.

Parade: Mr. Birkenholz asked the Committee for suggestions on the Grand Marshal, as discussed at the previous meeting.

The Committee decided to make a formal nomination for vote at the next meeting.

Ms. K. Paterson suggested inviting the UConn men's basketball team to participate in the Parade and to be recognized for their recent National Championship, as was done in 2010 for the women's team.

The general consensus was to invite the team to participate. **Ms. K. Paterson will contact UConn Athletics.**

Ms. K. Paterson asked if there should be prizes for floats as an encouragement for groups.

Mr. Rock said he thought the School of Fine Arts should have a float in celebration of its 50th anniversary.

Ms. Paterson will ask Dean Woods if there is a student organization that could take on the float.

Ms. Jones suggested contacting the person or group that organizes UConn's Homecoming Parade to see if the groups that have floats in that parade would want to also be in the Celebrate Mansfield Parade.

Mr. Rock will discuss the idea with Kevin Fahey.

Ms. K. Paterson asked that it be requested or required that anyone participating in the Parade by riding a bicycle should wear a helmet.

Mr. Birkenholz will add the message to wear helmets in the email to participants.

Sponsors: Ms. K. Paterson reported that she had sent a letter to Gulemo inviting them to be a Sponsor and to assist with the production of promotional items, including the Sponsorship brochure. She added that Gulemo is reviewing the idea.

Vendors: Ms. K. Paterson reported that all past participants had received a Save the Date flyer along with a letter explaining the new location and date.

Volunteers: **Ms. K. Paterson will begin outreach to volunteers this week [Done].**

5. Picnicpalooza!

Ms. K. Paterson reported that she and Ms. Bourque met to discuss Picnicpalooza!. She explained that they discussed the location and were both in favor of keeping the event in the back of the high school. She said that, to them, the setting with the field and the woods beyond would be more attractive to attendees than the front area, which has less grassy space and is sloped. She added that she and Ms. Bourque had discussed ways to increase signage and publicity to make sure that everyone knows where the event is. Ms. K. Paterson said that attendees will be encouraged to bring a picnic and patronize the restaurants across the street as well as the Storrs Farmers Market.

6. Other

Mr. Rock suggested having a hayride to ferry visitors back and forth from the *Festival on the Green* and Cornucopia.

Mr. Birkenholz suggested also having the UConn shuttle buses run between the two events.

Mr. Rock will check on the bus schedule.

7. Adjourn

The meeting adjourned at 6:35 pm.