

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
SPECIAL MEETING**

**Festival on the Green Subcommittee
Monday, February 6, 2012
Conference Room B – Mansfield Town Hall
(860) 429-2740
5:00 p.m.**

Minutes

Present: Betsy Paterson, Tom Birkenholz, Kim Bova, and Natalie Miniutti

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Betsy Paterson called the meeting to order at 5:06 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from August 1, 2011; August 15, 2011; August 29, 2011; September 12, 2011; and September 19, 2011

Tom Birkenholz moved to approve the minutes as presented.

Kim Bova seconded the motion.

The minutes were approved unanimously.

4. Date and Time of Festival

Kathleen Paterson recalled that at the debrief meeting the group had endorsed keeping the later date for the event.

Ms. Paterson asked Cynthia van Zelm and Ms. K. Paterson to check the UConn and E. O. Smith calendars for conflicting events.

Mr. Birkenholz suggested planning for September 23 unless a conflict arises.

5. Committee chairs/leaders

Ms. K. Paterson said that it would be helpful to have a committee member coordinate the volunteers.

Mr. Birkenholz said it would be good to bring on more members in general.

Ms. Bova agreed and added that someone who is connected to many different groups would be a good addition.

Ms. K. Paterson will email the Partnership membership list to the committee for their review prior to the next meeting.

6. Celebrate Mansfield Weekend

Vintage Mansfield – Natalie Miniutti said she thought that the event was a success and should be continued.

Mr. Birkenholz wondered if the time could be changed to later so that people that work until five o'clock could get there more easily.

Ms. K. Paterson said that the time was chosen to balance that concern with the restaurant's dinner service.

Picnicpalooza! – Ms. Paterson commented that the event has not caught on and suggested that it may be time to discontinue holding it.

The general consensus of the committee was to not hold Picnicpalooza this year.

Celebrate Mansfield Parade – Mr. Birkenholz said that he and Barry Schreier would be able to organize the Parade again but recommended asking someone to work with them to transition over for next year.

Ms. Miniutti said that Aaron Burgess indicated he would like to have the E. O. Smith High School band march again.

Ms. K. Paterson asked the committee for feedback regarding whether or not to open the Parade to groups and businesses located outside of Mansfield.

Ms. Paterson asked the sub-committee to consider the question for discussion at the next meeting.

Mr. Birkenholz asked Ms. K. Paterson to email the question to the committee so that those members not in attendance could also contribute to the discussion.

7. Music

Ms. Bova suggested a folk dance group or a calling group that would engage the audience and encourage them to participate in the performance.

Mr. Birkenholz supported the suggestion and added that he had attended an event with Irish dancing that was very fun and engaging.

Ms. Miniutti also supported the idea and referenced Jorgensen's Latin Fest as a great event that has the crowd dancing.

Ms. Paterson said she would like the band to have a broad appeal to reach as many residents as possible.

Ms. van Zelm suggested that what the committee is looking for is a band that creates a vibe that engages the audience and encourages people to get up and dance.

Ms. K. Paterson will relay the committee's discussion to Rod Rock and ask him for recommendations for the next meeting (Done).

8. Activities

The committee discussed several ideas for possible activities and will research them for the next meeting: inflatables and dunk tank (**Ms. K. Paterson**); rock climbing wall (**Mr. Birkenholz**); Lego activity (**Ms. Bova**); go-carts or mini race cars (**Ms. Miniutti**); kayaks (**Ms. K. Paterson**); sandcastle (**Mr. Birkenholz**); DEEP parks activities (**Ms. K. Paterson**).

The committee decided to discontinue the pie-eating contest given waning interest.

The committee would like to have the pumpkin decorating contest, if pumpkins are available. **Ms. K. Paterson will contact Pumpkin Paul's in August.**

9. Review initial task list

Ms. Paterson asked the committee to review the task list for the next meeting and to provide feedback.

Ms. K. Paterson said she would like to get the "Save the Date" notices out earlier this year and suggested using a postcard format.

Ms. Miniutti supported the idea of a postcard. She said that she thought the outreach to food vendors should start much sooner.

Ms. K. Paterson will price out different formats for the "Save the Date" flyers and will bring drafts and the 2011 distribution list for the committee's review at the next meeting.

Ms. K. Paterson will prepare a draft budget for the committee's review.

10. Future meetings

The committee reviewed the list of tentative meeting dates. By general consensus, the final meeting date was set for Tuesday, September 18.

11. Adjourn

Mr. Birkenholz motioned to adjourn

Ms. Miniutti seconded the motion.

The meeting adjourned at 6:45 pm.

Minutes prepared by Kathleen M. Paterson