

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
SPECIAL MEETING
Festival on the Green Subcommittee
Monday, March 5, 2012
Conference Room B – Mansfield Town Hall
(860) 429-2740
5:00 p.m.**

Minutes

Present: Betsy Paterson, Tom Birkenholz, Janine Callahan, Natalie Miniutti, and Rod Rock

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

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

2. Public comment

There was no public comment.

3. Approval of Minutes from February 6, 2012

Natalie Miniutti moved to approve the minutes as presented.

Tom Birkenholz seconded the motion.

The minutes were approved unanimously.

4. Date and Time of Festival

Ms. K. Paterson reported that she had submitted the reservation for use of the high school facilities for Sunday, September 23. She said that UConn had not yet set its event calendar, including the Family Weekend dates, for the fall semester. Ms. K. Paterson added that she did not anticipate a problem if there was some overlap of events as last year was successful despite several events on campus during Celebrate Mansfield Weekend.

Ms. K. Paterson will contact Sara Putnam to discuss Cornucopia.

Cynthia van Zelm said that there had been some discussion about holding a grand opening celebration for Storrs Center on the day of the Festival and asked for the Committee's input.

The Committee expressed concern with trying to attract different audiences for the two events, maintaining the energy level of the Festival, and giving Storrs Center a proper showcase. They recommended that a grand opening ceremony or celebration be held on Saturday as part of Celebrate Mansfield Weekend.

5. Review Save the Date flyer

Ms. K. Paterson shared a draft of the flyer with the Committee and requested feedback.

Rod Rock said that this season's final children's event at the Jorgensen will be April 22, and he is happy to promote the Festival. **Ms. K. Paterson will follow-up with Mr. Rock regarding the number of flyers needed.**

6. Discuss Music

Mr. Rock said that he and Ms. K. Paterson had discussed the Committee's preferences following the previous meeting.

The Committee shared some ideas and reiterated the goal of a music selection that will draw a crowd and have people up and dancing.

Mr. Rock will find a few options and bring audio and/or video clips for the Committee's review at the next meeting.

7. Discuss Activities

Ms. K. Paterson shared an email from Kim Bova, who was unable to attend the meeting, regarding her efforts to follow-up on the LEGO idea. Ms. Bova has made some progress and hopes to have a cost estimate for the Committee soon.

Ms. Miniutti said she is working on getting pricing information for an activity that Safe Grad has done in the past and plans to use again.

Ms. K. Paterson asked the group to be cognizant of the demands on the volunteers when considering activities.

Mr. Birkenholz asked for an idea of the available budget.

Ms. K. Paterson will prepare a draft budget for the next meeting.

Ms. Miniutti suggested contacting local artists or artists' groups to participate.

Ms. K. Paterson will ask Michael Allison and Kim Bova for suggestions and help with outreach.

The Committee will continue to research potential activities and groups for the next meeting.

The Committee will review its policies at the next meeting.

8. Adjourn

The meeting adjourned at 6:30 pm.

Minutes prepared by Kathleen M. Paterson