

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
MEETING
Festival on the Green Subcommittee
Monday, April 2, 2012
Conference Room B – Mansfield Town Hall
(860) 429-2740
5:00 p.m.**

Minutes

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

Staff: Kathleen Paterson

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 March 5, 2012

Natalie Miniutti moved to approve the minutes as presented.

Tom Birkenholz seconded the motion.

The minutes were approved unanimously.

4. Review Festival on the Green mission statement

Ms. Paterson explained the origins of the Festival as a way to encourage people and businesses to get used to coming to the center of town and to get them excited for Storrs Center. She noted that there had not been one real central place for the community to gather before the downtown.

Mr. Birkenholz said that, as the downtown grows, the committee may want to expand the Festival to draw more people from outside of town. But for now, he would like to keep the Mansfield focus of the Festival.

Ms. Miniutti suggested that the committee should redefine “community” to include other towns in the area and not just Mansfield.

Janine Callahan said she would prefer to keep the Festival focused on Mansfield but would be open to expanding the scope in future years.

Ms. Paterson suggested that the 2012 Festival retain the Mansfield focus and that the committee meet after the Festival but before planning for the 2013 event begins to thoroughly discuss whether or not to change the mission of the Festival.

By general consensus, the committee agreed to the plan to meet after this year's event.

5. Review Policies

Kathleen Paterson explained that two questions had arisen in previous meetings about whether or not the Partnership should charge for activities and about whether to allow groups to charge for their activities. She said that, in previous years, the committee had expressed a desire to not permit charging for activities.

Ms. Paterson said she would like to keep everything free. She commented that she thinks many families appreciate having an open event where they can bring their kids and have fun without having to spend a lot of money.

Kim Bova agreed and said that all of the activities should be free.

Ms. Callahan agreed and said she had always thought of the Festival as a great family event and worried that charging for everything would discourage families from attending.

Ms. Miniutti suggested that the Partnership could pay for some vendors to be there so that they can then not charge for their services, as was done with the balloon artist last year.

Ms. K. Paterson said that she and Cynthia van Zelm would need help from the committee to enforce the "no charge" rule. She said she and Ms. van Zelm are not always able to visit every booth. Ms. K. Paterson said she will also ask the Area Captains to assist with making sure the booths in their areas are complying.

Mr. Birkenholz suggested adding a "no charging" message to the initial letter to groups inviting them to participate.

Ms. Callahan agreed and suggested also adding "this is not a fundraising event" on the application and online.

Ms. Miniutti suggested providing a script to the Area Captains so they can feel prepared.

6. Review Draft Budget

The committee reviewed the draft budget and **asked Ms. K. Paterson to add a line for general children activities (to be determined).** [Done]

7. Review task list

Activities: Ms. Bova said she is still waiting to hear from her friend about the possibility of having a LEGO master builder and what the cost would be.

Mr. Birkenholz said the climbing wall and sand castle proved to be cost prohibitive.

Ms. K. Paterson reported that she and Dr. John Bell from the Ballard Institute and Museum of Puppetry had met to start planning the Community Puppet-Building workshop. The workshop is tentatively scheduled for Saturday, Sept. 8 and Sunday, Sept. 9. She added that she and Dr. Bell were open to suggestions on a theme.

Ms. Bova suggested focusing on local farms.

Ms. Miniutti suggested the state bird, flower, animal, etc.

Parade: The committee discussed a couple of possibilities for the 2012 Grand Marshal. **Ms. K. Paterson asked the committee to consider nominees for Grand Marshal to discuss at the next meeting.**

8. Celebrate Mansfield Weekend

Ms. K. Paterson said the Partnership had been approached by a group that would like to do a fundraising 5K on Saturday of Celebrate Mansfield Weekend.

By consensus, the committee agreed that, with the exception of Vintage Mansfield, all events listed as part of Celebrate Mansfield Weekend should be Mansfield-related and free and open to the public.

Ms. K. Paterson will relay the decision to the group organizing the 5K [Done].

9. Adjourn

The meeting adjourned at 7:00 pm.