

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Festival on the Green Subcommittee
Monday, June 4, 2012
860.429.2740
5:00 pm
Minutes**

Present: Betsy Paterson, Tom Birkenholz, and Kim Bova

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Betsy Paterson called the meeting to order at 5:10 pm.

2. Public comment

There was no public comment.

3. Approval of Minutes from May 21, 2012

Tom Birkenholz moved to approve the minutes.

Kim Bova seconded the motion.

The minutes were approved unanimously.

4. Review Task List

Activities: Kathleen Paterson reviewed the list of confirmed activities. She said that the deadline to sign up for an activity booth is July 27.

The committee reaffirmed their desire to prohibit fundraising activities at the activity booths as a means of maintaining a free event for all of Mansfield residents.

Art: Ms. K. Paterson reported that she had received the first entry for the Juried Art Show. She added that she contacted the new director of Windham Arts who will share the Call to Artists with their email list.

Food: Ms. K. Paterson reported that the invitation letters to Mansfield restaurants had been mailed at the beginning of May (a correction from her report at the May 21 meeting). **She will begin calling restaurants to follow-up with the invitation.** She welcomed assistance with this task.

Music: Ms. K. Paterson reviewed the information presented by Rod Rock at the previous meeting.

After some discussion, the committee asked Ms. K. Paterson to work with Mr. Rock to book Aoife O'Donovan as the main act.

Parade: Mr. Birkenholz noted that it is still early for groups to confirm for the Parade. **He will draft the invitation letter and send to Ms. K. Paterson for review. Ms. K. Paterson will draft the flyer [Done].**

Set-up: **Ms. K. Paterson will contact Natalie Miniutti to begin work on the site plan [Done].** She asked the committee for suggestions.

Mr. Birkenholz suggested moving the portable toilets to the side of the building. **Ms. K. Paterson will look at the site [Done].**

Ms. Bova suggested looking at alternative locations for the stage.

Ms. Paterson suggested adding tables, chairs, and hay bales around the stage to create more of a sense of an audience space for the main act.

Sponsors: Cynthia van Zelm reported that the sponsor letters had been mailed. She has received a Grassroots sponsorship from the Merchants at Storrs Commons along with donations from a few Partnership members. The deadline for sponsors to be included in the first ad is June 29.

5. Discuss Celebrate Mansfield Weekend

Vintage Mansfield: **Ms. van Zelm will confirm the location of Vintage Mansfield by the next meeting.** Janet Jones will be out of town the day of the event but has provided suggestions of possible volunteers to assist with the planning.

Saturday events: Ms. K. Paterson said that the Parks and Recreation Department had committed to the guided tour of Moss Sanctuary; the time for the walk has not yet been set. She reported that Bart Roccoberon is working with two other School of Fine Arts (SFA) professors on a performance art piece that will take place Saturday evening in front of the SFA building, across the street from 1 Dog Lane. **Ms. K. Paterson will contact Mr. Roccoberon for more details.**

6. Adjourn

The meeting adjourned at 6:55 pm.

Minutes prepared by Kathleen M. Paterson