

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Special Meeting
Festival on the Green Subcommittee
Monday, February 25, 2013
5:00 pm
Minutes**

Present: Tom Birkenholz, Kim Bova, and Janine Callahan

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

In Chair Betsy Paterson's absence, Kathleen Paterson called the meeting to order at 5:07 pm.

2. Public comment

There was no public comment.

3. Committee organization

The committee discussed the need for additional assistance with the parade, recruiting and coordinating volunteers, and recruiting food vendors.

Janine Callahan volunteered to help with the food vendors.

Tom Birkenholz, Cynthia van Zelm, and Ms. Callahan will talk to potential committee members and invite them to the next meeting [Done].

4. Discuss events for Celebrate Mansfield Weekend (CMW)

Ms. Paterson provided an overview of past CMW events and possible new events.

The committee discussed possible events for Friday evening in place of the wine-tasting, which has had declining attendance.

The committee expressed a desire to have the guided walk of Moss Sanctuary again and the possibility of a new walk in Whetten Woods. **Ms. Paterson will check on the Moss Sanctuary walk with the Town's Parks and Recreation Department and on Whetten Woods with Joshua's Trust.**

5. Discuss music

Ms. Paterson reported that Rod Rock had begun looking into possible music acts.

The committee discussed the scheduling of the day vis a vis the Parade, the local performances, and the main act.

6. Activities

The committee reviewed past Partnership-sponsored activities and decided to keep the following: pony rides, spin art, John Walker's booth, and the magician.

The committee discussed alternatives to the balloon arches as decorations for the entry points.

Ms. Callahan said that the arch near Bolton Road did not stay up due to the wind in 2012 and suggested that it might be better to only have the one at the Storrs Road entry point.

7. Discuss Celebrate Mansfield Parade route

Ms. Paterson noted that the new Wilbur Cross Way will be open to vehicles by September. She asked the committee if they would want to change the time of the Parade start.

Mr. Birkenholz advocated for keeping the start time the same so as not to interfere with Sunday morning services.

Ms. van Zelm suggested shortening the opening remarks following the Parade.

Ms. Paterson suggested scheduling the first band to begin at 1:00 pm rather than 12:30 pm to allow for a longer Parade.

Ms. Bova suggested having the E. O. Smith band perform the National Anthem at the stage as part of the opening. **Ms. Paterson will talk to Mr. Burgess about this idea.**

8. Review initial task list

Ms. Paterson explained that she will not be sending the task list out for each meeting as in previous years. She asked the committee to use the printed version as a planning guide and noted that she and Ms. van Zelm will continue to update the list for office use. She also asked that the committee be prepared to report on their items at each meeting.

9. Future meetings

The committee expressed a desire to reschedule the March 18 meeting due to other commitments for a number of members. **Ms. Paterson will reschedule the meeting.**

10. Other

Ms. Paterson noted that the Save the Date postcards will be mailed to Partnership members and past Festival participants in the coming week. **Ms. Paterson will bring a list of distribution points to the next meeting and ask committee members to assist with distribution.**

Ms. van Zelm reminded the committee of the discussion about a new t-shirt design and the possibility of selling t-shirts at this year's event.

The committee decided by consensus to not change the design and to not sell shirts in 2013.

11. Adjourn

The meeting adjourned at 6:50 pm.

Minutes prepared by Kathleen M. Paterson