

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Meeting  
Festival on the Green Subcommittee  
Monday, March 4, 2013  
5:00 pm  
Minutes**

**Present:** Tom Birkenholz, Janine Callahan, Kathy Hawkins, and Ilze Taylor

**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 5:10 pm.

**2. Public comment**

There was no public comment.

**3. Welcome new members**

Ms. Paterson welcomed Kathy Hawkins and Ilze Taylor to the committee.

**4. Review revised meeting dates**

The committee agreed by consensus to the revised schedule.

**5. Approval of Minutes from February 25, 2013**

Tom Birkenholz moved to approve the minutes.

Janine Callahan seconded the motion.

The minutes were approved unanimously.

**6. Discuss Celebrate Mansfield Weekend (CMW)**

Ms. Paterson provided an overview of past CMW events for Ms. Hawkins and Ms. Taylor.

The committee discussed possible locations for a Friday evening event.

**7. Updates on committee tasks**

Activities: Ms. Paterson reported that she will begin recruiting past participants soon and will post 2013 information to the website.

Art: Ms. Paterson reported that the Call to Artists had been sent to art mailing lists. She added that she and Kim Bova will be reaching out to local arts organizations and to UConn and ECSU as well as posting the information to the website.

Ms. Taylor suggested having an art activity for children. **Ms. Taylor will bring some ideas to the next meeting.**

**Food: Ms. Paterson and Ms. Callahan will meet in a few weeks to review the process for recruiting and signing up food vendors.**

**Music: Ms. Paterson reported that Rod Rock has been looking into potential musical acts. She and Mr. Rock will meet before the next *Festival* meeting to discuss possibilities and will bring ideas to the committee.**

Ms. Taylor advocated for a band that will have people up and dancing.

Ms. Callahan agreed and noted that, last year, the bands drew a great crowd and had all ages dancing.

**Parade: Mr. Birkenholz will send a “Save the date” message to past Parade participants soon by email. Ms. Hawkins and Ms. Taylor will assist Mr. Birkenholz with follow-up calls as needed.**

**Ms. Paterson will send the criteria for selecting a Grand Marshal with the next set of meeting materials.**

#### **8. Distribute Save the Date postcards**

Ms. Paterson asked committee members to sign up to distribute “Save the date” postcards to various points around town. She said that the cards will be mailed to past participants and Partnership members this week.

Ms. Callahan asked about placing cards in the Student Union.

Ms. Paterson explained that she will be sending the “Save the date” message via email and social media to UConn student groups and departments and will look for other ways to publicize the event through campus. She reminded the group that the *Festival* flyer will be ready for distribution in August and will have wider distribution.

#### **9. Other**

Mr. Birkenholz asked if Betsy Paterson could look into having someone from UConn serve as a liaison between the committee and the various UConn participants. He said it was very helpful in the past.

**Cynthia van Zelm will speak with Ms. B. Paterson about this idea.**

Ms. van Zelm asked if Ms. Hawkins and Ms. Taylor would be interested in creating a display for the Mansfield Community Center in August.

**Ms. van Zelm will speak with Library Director Leslie McDonough at the Library to see if the display in the children’s area, as done in previous years, is effective or if there is a better way to reach out to Library patrons.**

Ms. Taylor suggested handing out passes or tickets to children at the Library that they would bring to the *Festival* for a prize or some other incentive.

Ms. Paterson wondered if the passport idea from Winter Fun Day would work: children would pick up their passport at the Library and bring it to the *Festival* to get stamps from different activity booths.

Mr. Birkenholz suggested doing something similar for adults where they could earn tickets for a prize. He also asked about the idea of a cake walk.

Ms. Callahan and Ms. Hawkins explained how a cake walk works. The committee will consider this idea.

## **10. Adjourn**

The meeting adjourned at 6:45 pm.

*Minutes prepared by Kathleen M. Paterson*