

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Celebrate Mansfield Festival Subcommittee

Wednesday, February 19, 2014

5:00 pm

Minutes

Present: Chair Betsy Paterson, Tom Birkenholz, Rick Brosseau, Janine Callahan, Barry Schreier, and Ginny Walton

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:02 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from December 11, 2013

Barry Schreier moved to approve the Minutes.

Tom Birkenholz seconded the motion.

The Minutes were approved unanimously.

4. Discuss name and logo

Kathleen Paterson explained that the Advertising and Promotion Committee, of which the Festival group is a subcommittee, did not like the name "The Festival" and requested that the subcommittee review the name.

Mr. Schreier suggested "Celebrate Mansfield Festival" so that the name matches that of the Parade and Weekend.

Ms. Paterson agreed and said that the name seemed more inclusive.

Rick Brosseau moved to approve the name "Celebrate Mansfield Festival."

Mr. Birkenholz seconded the motion.

The motion was approved unanimously.

Ms. K. Paterson explained that she and Cynthia van Zelm had met with a professor from UConn who teaches a class that is a marketing agency. The agency will design a logo for the Festival at no cost (serves as a class project). Ms. K. Paterson has sent them background information on the event.

Mr. Birkenholz suggested that the Festival logo be coordinated with the Square Fair logo.

Janine Callahan suggested that there be a tag line such as “Go Down Storrs” and that the logo be in a square.

5. Discuss length of event

Ms. K. Paterson asked the subcommittee if they would like to keep the event at four hours or return to the 12:00 pm to 5:00 pm schedule.

Mr. Brosseau said that, when the event lasted until 5:00 pm, the last hour was pretty slow for the booths.

By general consensus, the subcommittee agreed unanimously to keep the event at four hours.

Mr. Birkenholz asked how many booths could fit in the new space.

Ms. K. Paterson responded that there would not be as much room for booths as in the previous location and that the downtown businesses would likely not have booths but have tables in front of their places of business.

Mr. Schreier said the assignment would need to be fair, for example, a food booth could not be assigned a spot in front of a similar restaurant.

Ms. K. Paterson agreed and said it would be similar to the set-up of the original location behind the Marketplace and Storrs Commons buildings with regards to being aware of which businesses are placed where in relation to the storefronts.

Ms. K. Paterson suggested limiting discussion on set-up until after she and Kristin Schwab have a chance to meet (original meeting postponed due to weather).

Mr. Birkenholz suggested adding a mini stage at the ends of Royce Circle and Dog Lane.

The subcommittee said that electricity should be limited and that some people may need to set up behind One Dog Lane and Wilbur Cross Way.

6. Discuss Celebrate Mansfield Weekend

Ms. K. Paterson explained the origins of Celebrate Mansfield Weekend as a means to promote several events that were scheduled around the same time in town, namely the League of Women Voters’ “Know Your Towns Fair” (KYTF) and Picnicpalooza! (replacement event for the Town’s fireworks). She noted that the League has not held KYTF for a couple of years and the Partnership discontinued Picnicpalooza! following events with low attendances. She added, in 2013 the Storrs Center Grand Opening took place on the Friday prior to the Festival, so the Celebrate Mansfield Weekend (CMW) was a true “Weekend.” She asked the subcommittee if they would like to continue CMW with the understanding that the Partnership would need to schedule more events.

Ms. Paterson asked if the Ballard Institute and Museum of Puppetry would do anything.

Mr. Birkenholz asked if the Ballard could have an event on Friday evening.

Mr. Schreier suggested focusing just on Sunday and not try to do much else.

Ms. Callahan agreed and noted that the change in location will add to the work level to prepare for the Festival.

Ms. Paterson would like to continue this discussion at the next meeting.

7. Discuss activities

Ms. K. Paterson asked if the subcommittee would like to continue to have the Juried Art Show as part of the Festival even though the Square Fair will have started.

Ms. Callahan commented that the Juried Art Show is a wonderful part of the Festival and adds a nice element to the event.

Mr. Birkenholz asked if it has to be juried. The subcommittee agreed by consensus that it is important to have the show be a juried show.

By consensus, the subcommittee decided to keep the Juried Art Show.

The subcommittee also discussed the cooking demonstrations by UConn Dining Services and agreed to keep that attraction, too.

Mr. Birkenholz suggested adding a second stage with more music.

Ms. K. Paterson said that might be possible, but it will depend heavily on the available funding.

Ms. K. Paterson said she and Rod Rock have been discussing the music and shared some video clips of a possible band.

The subcommittee agreed by consensus that Ms. K. Paterson and Mr. Rock should pursue the band, and they expressed confidence in Ms. K. Paterson's and Mr. Rock's judgment on the music.

8. Recycling and Composting: Set-up

Ginny Walton explained that the transition to the Town Square and surrounding area from a controlled space will present some challenges to having a low-waste event. She asked the subcommittee if they still would like to work towards being a low-waste event.

Ms. Paterson said she thought that was an important part of the Festival and should be continued.

Mr. Birkenholz agreed and noted that the efforts are unique among similar events.

Ms. Walton explained that she would only be able to measure what is disposed of in the Festival receptacles and may need to adjust the goals.

By general consensus, the subcommittee endorsed the continuation of the low-waste efforts, including having volunteers staff the Festival receptacles and the stationary receptacles. **Ms. Walton will reach out to Storrs Center businesses and Festival participants to encourage their cooperation in the low-waste efforts.**

9. Adjourn

Mr. Birkenholz moved to adjourn.

Mr. Schreier seconded the motion.

The meeting adjourned at 6:30 pm.

Minutes prepared by Cynthia van Zelm.