

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Celebrate Mansfield Festival Subcommittee

Monday, August 25, 2014

5:00 pm

Minutes

Present: Betsy Paterson, Millie Brosseau, Rick Brosseau, Kim Bova,

Staff: Kathleen Paterson, Sarah Delia

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:05 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from August 18, 2014

The Minutes from August 18 were not available.

4. Review Master Events List

Kathleen Paterson reviewed the new booths that have been confirmed since the last meeting. She will not be taking any more applications as the deadline to apply was August 15.

5. Review Task List

Activities: The petting zoo will be placed across Route 195 on the EO Smith front lawn. Storrs Regional FFA will also have an activity booth within the Festival.

Advertising: UConn put the Festival on its main student list. The Festival posters, flyers, and cards are ready to be distributed after the meeting. Ms. Paterson and Ms. van Zelm recorded a radio show for Bruce John on August 5 for Channel 13. Ms. Paterson, Ms. K. Paterson and Ms. van Zelm will appear on the Wayne Norman show on September 17.

Art: The committee will need to set a date to review the Art submissions. **Ms. K. Paterson and Kim Bova will set the date and see if anyone else is available to review art [Done].**

Children's: The committee expressed that they no longer felt the need for a separate Children's committee for next year. Many booths focus on child and family friendly activities so there is no longer a need for the committee to plan children's activities.

Food: Ms. K. Paterson reviewed the food vendors and what they are planning on serving. She noted that many of the downtown restaurants will be open and serving the public during the event but chose not to staff a booth in addition to their restaurants.

Parade: Millie Brosseau reported that she has received more commitments for the Parade. **She and Rick Brosseau will continue outreach to Parade participants in the coming weeks.**

Ms. K. Paterson reported that she received the road closure permit from CT DOT.

Set-up: Ms. K. Paterson said that four volunteers have signed up to be Area Captains and noted that the Committee had earlier discussed a need for at least six Area Captains given the new location. **She will continue to reach out to potential Area Captains and welcomed suggestions from the group. Ms. K. Paterson will meet with all of the Area Captains prior to the Festival.**

The subcommittee determined that they would prefer to have the booths mixed up more than in previous years when they were grouped by theme (e.g. children's, arts). The consensus was that having the booths mixed up more would encourage visitors, especially families, to explore the whole Festival rather than stay in one area.

Ms. K. Paterson asked for suggestions to delineate the booth spaces. Members suggested chalking the booth spaces on the curb of the road, which would allow some of the work to be done Saturday afternoon (weather-permitting).

Ms. K. Paterson will draft the participant packet [Done] and make booth assignments for review by the subcommittee. The subcommittee suggested that very specific language be included in the packet emphasizing that the Festival will be in a new venue and that new and different rules and guidelines apply. The subcommittee discussed the need to assign participants parking areas within a reasonable distance of their booth location and to inform them ahead of time that they will not be permitted to bring their vehicle back into the Festival site. **Ms. K. Paterson will emphasize that only one vehicle per booth will be permitted in the Festival site, that no vehicles may enter the Festival site after 11:00 AM (including during clean-up), and that participants should be prepared to pack up their belongings and carry them to their vehicles [Done].**

Ms. Bova suggested that all vehicles be directed to enter at one location and that exit areas be determined by booth location. The subcommittee concurred. **Ms. K. Paterson will amend the site plan and participant packet information [Done].**

The subcommittee decided to meet at 3:00 PM on Tuesday, September 2 to allow for all members to attend and for ample time to discuss and finalize the participant packet and Festival site plan.

6. Distribution of Festival posters, flyers, and cards (handouts)

Ms. K. Paterson asked subcommittee members to sign up to distribute the Festival posters, flyers, and cards. She asked that all materials be distributed by Monday, September 8.

7. Adjourn

The meeting adjourned at 6:42 PM.

Minutes prepared by Sarah Delia.