

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Celebrate Mansfield Festival Subcommittee**

**Monday, September 8, 2014**

**5:00 pm**

**Minutes**

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

**Staff:** Sarah Delia, Kathleen Paterson, and Cynthia van Zelm

**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 September 2, 2014**

The Minutes from September 2, 2014 were approved.

**4. Report on distribution of Festival posters, flyers and cards**

Committee members reported on their progress in distributing the Festival posters, flyers, and cards.

**5. Review Task List**

Activities: Kathleen Paterson reported she heard from Ilze Taylor, who is working on the logistics for the mural.

Advertising: Ms. K. Paterson reported that the newspaper ads will begin this week. Cynthia van Zelm, Ms. Paterson, and Ms. K. Paterson will appear on the WILI's Wayne Norman show on September 17 to promote the Festival.

Art: Art pieces will start arriving next week. **Kim Bova and Ms. K. Paterson will discuss the jury.**

Food: Ms. K. Paterson reviewed the list of food vendors and what they will be serving. **Ms. K. Paterson will follow-up with vendors with outstanding information [Done].**

Low-waste Event: Ms. K. Paterson met with Ginny Walton to review placement of the recycling stations; they relocated one station.

Music: Ms. K. Paterson contacted Steve McKay from Euphoria Event Solutions to discuss the set-up of the stage tent.

Parade: Millie and Rick Brosseau reviewed the list of confirmed participants. **They will email information to Parade participants soon [Done]. Ms. van Zelm will email them a copy of last year's information [Done].**

Ms. Brosseau reported there are five parade wranglers confirmed; a few more are needed. **Ms. K. Paterson will send George Thompson III's contact information to Ms. Brosseau [Done].** The committee agreed that they will defer to the Thompson family as to how they would like to participate in the Parade.

The UConn women's basketball team is willing to either march in the parade or sign autographs. Members felt they should sign autographs. **Ms. K. Paterson will follow up with UConn Athletics.**

Set-Up: Participant packets, including maps and "day of" instructions were mailed to all participants.

Mr. Brosseau suggested adding directional signs near Dog Lane and Bolton Road Ext. to guide visitors to parking. **Ms. K. Paterson will order additional signs [Done].**

Ms. K. Paterson passed out the parking map for vendors and the public.

The committee discussed the possibility of UConn student-athletes participating in the Festival and determined the best location for them would be.

Sponsors: Ms. van Zelm reported that some checks are still expected. She will make follow up calls after the Festival.

Volunteers: Ms. K Paterson said she is continuing outreach to potential volunteers.

## **6. Review Supplies List**

The members reviewed the supplies list and which items have been brought in and which items are still needed. **Ms. Paterson, Mr. Brosseau, and Ms. Taylor will bring in their remaining items. Sarah Delia will sort through the Partnership's supplies and note any additional needs.**

## **7. Open Discussion**

Ms. van Zelm said that the A-Frame signs will be distributed after the next meeting to be placed around town. There was discussion about what time the Festival members will meet on Sunday, September 21.

## **8. Adjourn**

The meeting adjourned at 6:30 PM.

*Minutes prepared by Sarah Delia*