

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Celebrate Mansfield Festival Subcommittee
Monday, March 2, 2015
5:00 PM**

Minutes

Present: Kim Bova and Millie Brosseau

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

In the absence of Chair Betsy Paterson, Kathleen Paterson called the meeting to order at 5:05 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from September 15, 2014

The Minutes from September 15, 2014 were approved by consensus.

4. Discuss Committee Structure

Ms. Paterson reviewed the current structure of the subcommittee and noted which members will be continuing from 2014. She asked the group to consider areas in which more assistance is needed and to suggest potential subcommittee members.

Ms. van Zelm suggested inviting a UConn student to serve on the subcommittee.

Millie Brosseau suggested inviting a UConn staff person to serve on the subcommittee. **Ms. Paterson will ask Dr. Ellie Daugherty for suggestions.**

The group agreed to continue to evaluate the best structure vis a vis chairs and members.

5. Review comments from 2014 event

Kim Bova commented that she liked the idea of children's events in the E. O. Smith parking lot and noted with the space available there, there may be different options for activities.

Ms. Paterson expressed concern about having activities spread across both sides of Storrs Road. She said that, although there are signaled crosswalks between the spaces, she was worried that people would not use as much caution because of the event atmosphere.

Ms. Brosseau said that volunteers could serve as crossing guards to help people cross safely.

Ms. Bova said she was not opposed to the idea of food trucks in general but thought they should be from town.

Ms. Brosseau concurred and added that the event might be overwhelmed if out of town food trucks were allowed.

Ms. Paterson said her preference is to keep the event as limited to Mansfield businesses as the original intent of the event was to support them.

The group tabled the discussion about food trucks until the next meeting.

Ms. Bova asked about the possibility of putting more events on Wilbur Cross Way.

Ms. Paterson said it could be a possibility but that it would depend on approval by the Town's Traffic Advisory Committee.

Ms. Brosseau suggested using either the Greek Church lot or the Dog Lane lot.

Ms. Paterson suggested adding a second stage in front of the Nash-Zimmer Transportation Center for children's entertainment. She said that would open up the main stage for a second musical act. **Ms. Paterson will check to see if the old stage is available.**

The group considered possible performances on the second stage including a musical acts geared towards children, a magician, puppet shows, and an open mic for teens.

The group discussed the possibility of a local group as the opening musical act. **Ms. Bova and Ms. Brosseau will follow-up with a few local bands [Done].**

The group tabled the discussion about a second stage until the next meeting.

Ms. Brosseau recalled the suggested alternatives to chalking the spaces. She suggested ordering the small cones in bulk, perhaps through one of the schools.

The group brainstormed ways to get more bands involved in the Parade.

Ms. van Zelm suggested offering a prize for best float.

Ms. Brosseau supported the suggestion. She said groups could have a number on the float and the viewers could vote for the best one, similar to the Manchester Road Race.

6. Discuss new activities, attractions, and other suggestions

Ms. Paterson reported that she sent the Master Task List to all Subcommittee members along with a personalized task list. She said the plan is to not review the task list at each meeting but rather focus on timely topics.

Ms. Paterson also reported that the Save the Date cards should be mailed later in the week and the new website will be launched then, too [Done].

Ms. Paterson asked the group about the idea of holding the event as "rain or shine."

By consensus, the group decided to maintain the plans of the high school as the alternative location if it rains.

Ms. Paterson asked the group if they would like to hold "Celebrate Mansfield Weekend."

Ms. Bova expressed her preference to only doing the Festival. Ms. Brosseau concurred.

7. Adjourn

The meeting adjourned at 6:15 pm.