

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Celebrate Mansfield Festival Subcommittee
Monday, May 4, 2015
5:00 PM**

Minutes

Present: Betsy Paterson, Kim Bova, Millie Brosseau, Janine Callahan, Ilze Taylor, and Ginny Walton

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:03 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from April 20, 2015

Kim Bova moved to approve the Minutes from April 6, 2015. Millie Brosseau seconded the motion. The Minutes were approved unanimously.

4. Discuss Parade Grand Marshal

The Committee discussed their nominations for Grand Marshal and agreed upon a selection. **Kathleen Paterson will draft a letter on behalf of Ms. Paterson to the Grand Marshal nominee.**

5. Discuss Activity Booths

Ms. K. Paterson reviewed the list of 2014 participants with the Committee and asked for suggestions on additional businesses and community organizations to invite to participate. She noted the deadline to apply is August 7. **Committee members will send suggestions to Ms. K. Paterson as needed.**

Janine Callahan will contact the Windham Chamber to see if they have a list of Mansfield community organizations and businesses.

6. Discuss second stage entertainment

The Committee discussed what types of programming should be scheduled on the second stage and whether it should be designed only for children or be for all ages. The Committee also discussed a concern about volume with regards to the main stage and to the nearby booths.

Ms. Paterson suggested orienting the stage so that the sound was directed away from the main stage.

Ilze Taylor suggested asking the Ballard Institute & Museum of Puppetry to do shows. **Ms. Paterson will follow-up with John Bell about the possibility of puppet performances.**

Ms. Bova supported the suggestion and noted that the shows could be for all ages.

By consensus, the Committee agreed to base the schedule around the number and length of the puppet performances.

Ms. K. Paterson suggested talking to the high school music teachers and to the UConn student group Poetic Release about either brief musical performances or poetry recitals between stage acts.

Ms. Taylor suggested having a sign posted near the stage with performance times.

7. Finalize Budget

Ms. K. Paterson reviewed the changes from the previous meeting.

Cynthia van Zelm identified a need to correct the income to reflect the change to the art show.

Ms. K. Paterson will make the change [Done]. With the change, the Committee considered the budget finalized.

8. Updates from subcommittee members

Ginny Walton explained some of the challenges the new site presented in 2014 with regards to the low-waste efforts. She outlined some ideas of how to improve the participation rate in 2015, including making use of both the Festival waste stations and the on-site trash and recycling receptacles, having volunteers at every receptacle, and sorting the trash as it is collected.

Ms. Callahan commented that the volunteers at the stations are very helpful and ensure that people sort their trash properly.

Ms. Bova agreed and wondered if “green minded” organizations could be called upon for help.

Ms. Walton said she could make new signs which could be double-sided.

Ms. Taylor suggested having a sign in the Parade letting people know about the low-waste efforts.

Ms. Paterson said she can make an announcement from the stage to encourage folks to sort their waste properly.

Ms. K. Paterson will assist Ms. Walton with recruiting volunteers to staff the stations.

Ms. Callahan reported that she and Ms. K. Paterson had met and reviewed the materials for Food Booth vendors. **Ms. Callahan will begin recruitment of Food Booths soon.**

Ms. K. Paterson said that she had confirmed with the opening act for the main stage. She plans to announce both the opener and the headliner soon.

Ms. van Zelm reviewed a list of potential Sponsors who have received a letter and brochure in the mail. She asked the Committee for assistance in following up with different businesses.

9. Discuss new activities, attractions, and other suggestions

Ms. K. Paterson said that she had heard from Horizon Wings, a non-profit that provides educational programs with non-releasable raptors. She has requested additional information from them, including what their fee would be.

The group supported this idea with enthusiasm.

Ms. Brosseau asked Ms. K. Paterson to send an invitation to the Eastern Highlands Health District to have an Activity Booth. **Ms. K. Paterson will send the information to Rob Miller [Done].**

10. Adjourn

Ms. Brosseau moved to adjourn. Ms. Taylor seconded the motion.

The meeting adjourned at 6:25 pm.