

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Celebrate Mansfield Festival Subcommittee
Monday, June 1, 2015
5:00 PM**

Minutes

Present: Chair Betsy Paterson, Kim Bova, Millie Brosseau, Rick Brosseau, Ilze Taylor

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:00 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from May 18, 2015

The Minutes were tabled until the next meeting.

4. Determine Parade route, timing, and traffic control

Kathleen Paterson presented the 2014 route map and asked Committee members for feedback for 2015. By consensus, the Committee agreed to keep the route the same. **Ms. K. Paterson will present the route to the Town's Traffic Authority (TA) and request permission to close the roads from them [Done]. Pending the TA's approval, she will submit a request to the CT Department of Transportation to close Storrs Road for the Parade [Done].**

Millie Brosseau said she has started hearing from groups who would like to participate, including some new entries.

Ms. Brosseau said that she has not received a response from the letter to the Grand Marshals. **Ms. Paterson will follow-up with the Grand Marshals-elect to see if they will accept [Done].**

Rick Brosseau asked whether Parade participants will be able to park on Wilbur Cross Way.

Ms. K. Paterson responded that Wilbur Cross Way will remain closed until after the Parade concludes so that vehicles do not try to exit at Charles Smith Way while the Parade is lining up and under way.

5. Updates from subcommittee members

Ms. K. Paterson reported that Janine Callahan has begun recruiting food vendors.

Ms. K. Paterson said she announced the opening act of Tuesday Saints and received a lot of positive feedback on the news. **Ms. K. Paterson will announce the headliner soon [Done].**

Cynthia van Zelm reviewed the Sponsorships received and asked Committee members to follow-up with potential sponsors.

6. Discuss new activities, attractions, and other suggestions

Ms. K. Paterson explained the plan for entertainment on the second stage. **She will follow-up with John Bell and Bart Roccoberton about puppet shows [Done].**

7. Adjourn

The meeting adjourned at 5:20 pm.

Minutes prepared by Kathleen M. Paterson