

MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Celebrate Mansfield Festival Subcommittee
Monday, March 7, 2016
5:00 PM

DRAFT Minutes

Present: Chair Betsy Paterson, Millie Brosseau, Rick Brosseau, Kim Bova, and Janine Callahan

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 February 1, 2016

Millie Brosseau moved to approve the minutes. Janine Callahan seconded the motion. The minutes were approved unanimously.

4. Discuss March 21 and June 6 meetings

Kathleen Paterson explained that she, Ms. Paterson, and Cynthia van Zelm all have conflicts on March 21 and that the Partnership has an event scheduled on June 6. She asked the committee for feedback on changing these meetings. The committee agreed by consensus to cancel the March 21 meeting and to reschedule the June meeting for Monday, June 13.

5. Save the Date: Distribution

Ms. K. Paterson reported that all of the Save the Date postcards have been mailed or distributed as planned. She said she included an invitation to join the committee in the email version sent to Partnership members, past Festival participants, and downtown businesses. She has not received any inquiries.

6. Budget

The committee reviewed the draft budget. Ms. K. Paterson noted she included the cost of a rock climbing wall, which was discussed at the previous meeting. The company that provides the wall would set it up and staff it; the wall requires a minimum space of 25' x 25'. She noted that the current budget runs a deficit of about \$3,000 based on estimates for income and known expenses.

Rick Brosseau suggested asking the company what is the latest date that the wall can be reserved. **Ms. K. Paterson will follow-up with the rental company.**

Ms. van Zelm asked about the participation fee and whether it should be raised.

Mr. Brosseau and Ms. Paterson both recommended keeping the fee the same for 2016 and consider changing it for the following year.

Ms. Brosseau noted that the participants are required to do an activity. She said that requirement plus the prohibition against selling adds to the overall cost for groups to participate in the event.

The committee agreed by consensus to keep the participation fees the same for 2016.

The committee discussed various advertising costs. Ms. Callahan asked if it was possible to have the a-frame signs out longer.

Ms. K. Paterson said she thought it was possible but that new panels would be needed because the current ones just say "Sunday."

Ms. Callahan suggested having the a-frames out longer and varying the locations, for example have one at Price Chopper and another at Starbucks.

In response to a question from Ms. Brosseau, Ms. K. Paterson said that a flyer promoting the Parade is sent to the Mansfield schools but that a general Festival one could be sent, too.

Ms. Brosseau suggested promoting the Festival on the tv monitors in the Town Hall and Community Center.

7. Discuss activities

The committee discussed the possibility of expanding the Festival onto Wilbur Cross Way and the need for additional volunteers if that was done.

Ms. K. Paterson recalled a comment from a meeting for the 2015 Festival about having more businesses participate and asked the committee for input.

Ms. Paterson questioned whether there was enough room to add more booths within the Festival site.

Ms. Brosseau suggested doing a press release to invite businesses and let them know how they can get involved.

Ms. Paterson supported the idea but added that it should be clear that the event is only open to Mansfield businesses.

Ms. K. Paterson will submit information about the Festival to the Town's *Mansfield Minute* in May.

8. New activities, attractions, and other suggestions

Ms. Callahan suggested adding a couple of food trucks to increase the number and diversity of food options.

Ms. K. Paterson will add food trucks to the agenda for the next meeting.

Ms. Bova and Mr. Brosseau expressed concern with bringing in trucks that may duplicate offerings by and detract from downtown businesses.

Ms. Callahan said most of the downtown restaurants have not wanted to participate by having a booth but could participate in other ways, such as offering a special menu item or a “grab and go” item during the event. She noted that many Festival attendees do not want to have a sit down meal because they don’t want to miss the activities or the entertainment.

Ms. K. Paterson suggested adding that type of suggestion to the invitation letters sent to the businesses.

Ms. Paterson asked the committee to think about the possibility of food trucks for the next meeting.

Ms. K. Paterson asked the committee to think about potential new members and bring suggestions to the next meeting.

9. Adjourn

The meeting adjourned at 6:15 PM.

Minutes prepared by Kathleen M. Paterson.