

MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Celebrate Mansfield Festival Subcommittee
Monday, August 29, 2016
5:00 PM

DRAFT Minutes

Present: Millie Broseau, Rick Brosseau, Janine Callahan, and Ilze Taylor

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 August 15, 2016

Ilze Taylor moved to approve the minutes as presented. Janine Callahan seconded the motion. The minutes were approved.

4. Updates from committee members

Activities – Ms. Paterson reported that the Festival is now full and she has started a waiting list.

Ms. Taylor confirmed that Mike Taylor will do pumpkin carving.

Art – Ms. Paterson emailed the E. O. Smith High School art department to invite them to participate.

Entertainment/Music – Ms. Paterson said the last half hour block on the Second Stage is open. If she cannot find someone local to fill it soon, then she will leave it open.

Food – Ms. Callahan discussed her efforts to recruit food booths and asked for feedback regarding food trucks. **Millie Brosseau will check her list for local food trucks [Done]**. Ms. Callahan noted that earlier outreach will need to be done for 2017.

Parade – Ms. Brosseau discussed her efforts to recruit parade participants. The committee reiterated that politicians running for office should march with their respective Town Committees.

Ms. Taylor offered the use of her car for the Grand Marshal. **Ms. Callahan will coordinate this piece with the Grand Marshal [Done]**.

Ms. Paterson sent the Parade flyer to the Mansfield schools and to the Town's Youth Services Director.

Sponsors – Ms. van Zelm said \$14,900 has been received in sponsorships with \$4,500 due to be received. The budget for sponsorships will be reached.

Volunteers – Ms. Paterson discussed her efforts to recruit volunteers. She said several groups are confirmed.

5. Review Master Event List

The Committee reviewed the master event list. Ms. Paterson reported that she asked Local Stage Productions to provide sound for the Second Stage in addition to the Town Square Stage.

6. Review draft booth assignments

Ms. Paterson asked the Committee for feedback on the draft booth assignments. Upon review, the Committee had no changes.

7. Update on distribution of posters, flyers, and cards

Committee members reported that which posters et al have been distributed; a few locations have not yet been reached.

8. Discuss event signage plan

Based on Committee feedback, **Ms. Paterson will order schedules and maps for 6 a-frames.** She noted that she will need to order additional frames, which was not budgeted. The Committee approved by consensus using some of the fund balance to purchase additional frames and replacing the metal frames.

Ms. Paterson proposed purchasing stanchions and banners to block off the back of the Town Square Stage as the hay bales have proven ineffective. The Committee supported this idea.

9. Discuss dog bowls

Ms. Paterson reported that she could not find branded dog bowls as suggested at a previous meeting. She noted that the small quantity was a factor in finding a source. She did find an option to create decals to place on the sidewalks under plain bowls.

Ms. Callahan offered to purchase twelve bowls at her own cost.

Mr. Brosseau suggested laminating signs to place on the buildings above the bowls so that people can easily find them. **Ms. Paterson will make signs for the dog bowls [Done].**

10. Adjourn

The meeting adjourned at 6:30 PM.

Minutes prepared by Kathleen M. Paterson