

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

**Mansfield Town Hall
Tuesday, July 26, 2011
5:00 pm**

MINUTES

Present: Kristin Schwab, Janet Jones, Shawn, Kornegay, Betsy Paterson

Staff: Kathleen Paterson

1. Call to Order

Kristin Schwab called the meeting to order at 5:05 pm

2. Public Comment

There was no public comment.

3. Approval of Minutes from May 11, 2011

Janet Jones asked for her name to added to the list of members present at the May 11 meeting.

Betsy Paterson moved to approve the Minutes as amended.

Shawn Kornegay seconded the motion.

The motion passed unanimously.

4. Update on Storrs Center project including communications

Kathleen Paterson reported that the construction website (<http://storrscenterconstruction.blogspot.com>) had been set up and that she is updating it weekly with input from the development team. She said that the email for construction questions was also up and running (StorrsCenterInfo@mansfieldct.org).

5. Update on award-winning *Festival on the Green*

Ms. Paterson reported that plans are progressing well and noted that Natalie Miniutti is doing an excellent job as the new Set-up Chair in determining the layout for the new location at E. O. Smith High School.

Ms. Jones said that there had been a change in the School of Fine Arts' plans for its 50th Anniversary Celebration. She said the focus will be on faculty and student performances and activities – which will be open to the public – rather than the anticipated performances by outside groups.

Ms. Schwab asked if there was a way to highlight the groundbreaking at the *Festival* or if it would be too far past.

Ms. Jones suggested offering tours of the construction site (around the perimeter).

Ms. Paterson supported this idea and suggested adding signs to show where the different businesses will be.

Ms. K. Paterson will discuss this idea with Macon Toledano.

6. Review of groundbreaking

Ms. Jones commented that it was a very well-organized and wonderful event.

Ms. Kornegay said she thought it was fabulous and very well-attended.

7. Discuss fall newsletter

Ms. K. Paterson said she will soon begin working on the fall newsletter and asked for content ideas.

Ms. Jones suggested including the Frequently Asked Questions.

Ms. Kornegay agreed and said the jobs issues should be highlighted or be its own article.

Ms. Paterson suggested mentioning the tour of the construction site at the *Festival* and a piece about Dean Woods, who will be the Grand Marshal of the Celebrate Mansfield Parade.

Ms. Schwab suggested an article about the School of Fine Arts 50th Anniversary.

8. Update on Public Spaces Plan

Ms. Schwab reviewed the project with the Committee and shared some preliminary drafts of the maps she and her students are completing.

Ms. Jones asked if the work produced would be used to make suggestions to the Town and UConn for possible parks, sidewalks, etc.

Ms. Schwab answered in the affirmative.

Ms. Kornegay thought that the finished plan should be well publicized.

Ms. Paterson agreed and said that she thought the Committee should give it the full push. She said that the plan would be a very useful tool for the Town and its committees.

Ms. K. Paterson commented that she was very impressed with the work Ms. Schwab and her students had done to date. She suggested looking into how to place the completed maps online and in a smart-phone compatible format.

9. Other

Ms. K. Paterson said that Stephanie Livolsi from LeylandAlliance was working on large banners to place along the construction fence for Storrs Center. She and Ms. Livolsi had been trying to think of verbs to describe future activities in the downtown and asked the Committee for suggestions.

The Committee created a list of verbs, which **Ms. K. Paterson will send to Ms. Livolsi [Done]**.

The Committee suggested adding cut-outs in the banners so that passerby could still see the work in progress. **Ms. K. Paterson will bring the suggestion to Ms. Livolsi [Done]**.

10. Adjourn

The meeting adjourned at 6:25 pm.

Minutes prepared by Kathleen M. Paterson