

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Wednesday, December 18, 2013**

**860.429.2740**

**4:15 pm**

**Minutes**

**Present:** Toni Moran, Janet Jones, Betsy Paterson, Barry Schreier, Kristin Schwab, and Cara Workman

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

Chair Toni Moran called the meeting to order at 4:15 pm.

**2. Public comment**

There was no public comment.

**3. Approval of Minutes from November 20, 2013**

Betsy Paterson moved to approve the minutes.

Barry Schreier seconded the motion.

The minutes were approved unanimously.

**4. Review of regional publications**

Janet Jones suggested Windham Arts, CT Now (in the Courant), Connecticut Magazine, Yankee Magazine, the Mansfield Parks and Recreation brochure, and the Chronicle calendar be added to the press list.

Cara Workman said there is a publication in Willington that the Chronicle produces. **She will check on the name and send it to Kathleen Paterson.**

Ms. Workman had suggested at a previous meeting to do a brochure for different visitors' centers in the state. She had sent pricing information to Cynthia van Zelm and Ms. K. Paterson. Ms. Workman said she thought the pricing was reasonable.

Mr. Schreier suggested looking into the brochure racks from The Last Green Valley (TLGV). He said there is no cost to TLGV members to display brochures (besides the cost of producing the piece).

Ms. van Zelm said that she and Ms. K. Paterson had recently met with a representative from TLGV and noted that the Partnership will be joining that organization. She added that there is a possibility that TLGV will have a brochure display in the new Nash-Zimmer Transportation Center.

Ms. Workman said she has permission to place posters in all of the residential halls at UConn for the summer conferences, sports camps, and summer school attendees. **Ms. Workman and Ms. K. Paterson**

**will work on a design that focuses on summer visitors to the area; incorporating campus information, as well as information about Storrs Center and the downtown.**

#### **5. Brainstorm events and 2014 calendar**

Ms. Jones explained that the Art Fair subcommittee had brainstormed some possible events for the Partnership to organize in the future. She said that, after speaking with Ms. Moran and Ms. van Zelm, the on-going discussion of potential events seemed to fall more under the umbrella of the Advertising and Promotion Committee. Ms. Jones said she would like to see the events listed on each agenda so that ideas are not lost.

After some discussion, the Committee agreed by consensus to Ms. Moran's suggestion of adding a box with the events ideas listed at the bottom of the agendas as a note rather than as an agenda item.

Ms. van Zelm asked the Committee for suggestions of possible events. The Committee suggested:

Breakfast with Jonathan/Dog walk

Christmas Market (similar to annual markets in Austria and Germany)

One Stop Shop (from 2012 Local First Mansfield)

Easter egg roll/hunt

Valentine's event

Fourth of July event

Movie in the parking garage

Concert series

Kick-off concert for the Town Square stage

#### **6. Review of Winter Welcome**

Ms. K. Paterson reported that Winter Welcome went very well. She said the heavier snow held off until later in the evening. Ms. K. Paterson said that both the Mansfield Middle School Chamber Choir and the Community School of the Arts brass ensemble received praise for their performances and that Santa Claus drew people to the new bookstore. She added that, for next year, she would like to build up the event more with activities in the Town Square.

Ms. Moran asked how the fundraising for the Town's Holiday Fund went. **Ms. K. Paterson will collect the containers by the end of the week (Done: Total donated was \$246.68).**

#### **7. Update from Art Fair subcommittee**

Ms. Jones reported that the Art Fair subcommittee had met once. She reminded the committee that they had received the subcommittee's draft minutes by email.

#### **8. Update from Festival subcommittee**

Ms. Paterson reported that the Festival subcommittee had met earlier in December to review the new location for the event, which will be around the Town Square. She said the date has been set as Sunday, September 21, 2014, and the event will be called "The Festival."

The committee expressed dissatisfaction with the new name and requested that the subcommittee reconsider the event name.

**9. Recommendation of new committee member**

The Committee recommends to the Board of Directors that Alexinia Baldwin be added to the Advertising and Promotion Committee.

**9. Adjourn**

Mr. Schreier moved to adjourn.

Ms. Paterson seconded the motion.

The meeting adjourned at 5:17 pm.

*Minutes prepared by Kathleen M. Paterson*