

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Wednesday, May 28, 2014**

**860.429.2740**

**4:15 pm**

**Minutes**

**Present:** Toni Moran, Dee Goodrich, Janet Jones, Shawn Kornegay, Connie Neal, Betsy Paterson, Shamim Patwa, and Cara Workman

**Staff:** 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 March 26, 2014**

Betsy Paterson moved to approve the Minutes.

Shawn Kornegay seconded the motion.

The Committee approved the Minutes as approved.

**4. Update from Art Fair subcommittee**

Janet Jones reported that the inaugural Square Fair planned for May was cancelled due to the weather. She said everything is in place for a successful first event in June and noted that with the opening of the Town Square, the subcommittee has decided to open up the event to additional artists.

**5. Update from Festival subcommittee**

Ms. Paterson reported that plans for the Celebrate Mansfield Festival are moving ahead. She noted that additional volunteers are needed for the subcommittee, in particular to organize the Celebrate Mansfield Parade.

Kathleen Paterson reported that the headlining act signed their contract and said she would begin promoting the group soon.

**6. Discussion of celebration for Town Square**

Ms. K. Paterson asked the Committee for their thoughts on what type of event they would like to have to celebrate the completion of the Town Square. She provided a general outline on the expected time frame and noted that the Partnership would prefer to have the event before the Festival.

Ms. Jones suggested tying in such an event to one of the Square Fairs, possibly the August event.

Ms. Paterson noted the need to recognize large donors.

Ms. Moran suggested having a ceremony followed by a celebration.

Dee Goodrich suggested having a small, private reception for large donors followed by a public ceremony recognizing all contributors and a brief performance on the stage.

Ms. Kornegay suggested reaching out to the Ballard Institute & Museum of Puppetry as a location for the reception.

Ms. Jones expressed concerns about the budget for this event.

Shamim Patwa expressed an interest in involving E. O. Smith High School groups in any celebration. She also asked about combining this event with one to recognize Partnership members.

Ms. Goodrich cautioned against diluting the purpose of the event, which would be to recognize people who have made significant contributions to the Town Square.

Following some discussion, Ms. Moran summarized the Committee's suggestions thusly:

1. Begin with a small, private reception for the large donors
2. Hold a public ceremony and dedication on the Town Square recognizing all contributors
3. Follow the ceremony with a brief performance (e.g. thirty minutes)
4. Then have the Square Fair – or, if the date of the Square Fair does not work, then have additional performances on the stage.

Ms. Goodrich volunteered to organize the reception portion of the event.

### **7. Discussion of October dog-themed event**

Cara Workman explained that the UConn Pre-Vet Club holds a dog walk in the fall (previously thought to have been in the spring). She recommended that the Committee go forward with their own dog walk event as the audience would be different as would the location.

The Committee continued a discussion from the March meeting regarding whether the event should be free or whether an admission charge should be used as a fundraiser for the Town's Animal Shelter.

Ms. Jones expressed concern about the Partnership raising funds for things other than Partnership events.

Ms. Neal thought that participating dog-owners would prefer the idea of supporting the animal shelter.

Ms. K. Paterson commented that the Animal Shelter is part of the Town's Animal Control Department and that at Winter Welcome and Winter Fun Day, the Partnership has raised funds for the Town's Human Services' Holiday Fund and hosted a food drive for the Town's Food Pantry, respectively. She said that, if the event was a fundraiser for the Animal Shelter, then she would ask the Friends of Mansfield Animal Shelter to assist with organizing and facilitating the event. Ms. K. Paterson suggested that the

event could be a free event and noted the original idea of charging was to cover costs for “extras” such as dog treats and coffee.

Ms. Jones and Ms. Workman disagreed with the idea of a free event.

**Ms. Workman and Ms. K. Paterson will work on an event proposal for the Committee’s review at the next meeting.**

## **8. Other**

Ms. K. Paterson explained that there are two open positions on the Committee and there is a UConn student who is interested in serving on the Committee. She asked the Committee for feedback to provide the Board on Committee assignments.

By consensus, the Committee agreed that they would welcome a student member to serve on the Committee.

## **9. Adjourn**

Ms. Patwa moved to adjourn.

Ms. Kornegay seconded the motion.

The meeting adjourned at 6:00 pm.

*Minutes prepared by Kathleen M. Paterson*