

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE**

Meeting

Wednesday, March 25, 2015

860.429.2740

4:15 pm

Minutes

Present: Toni Moran, Riley Hasson, Shawn Kornegay, Betsy Paterson, Shamim Patwa, Kristin Schwab, and Cara Workman

Staff: Cynthia van Zelm

Guests: Samantha Mairson and Steph Orts with ATION, and Bart Roccoberton, Director of the UConn Puppetry Program

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 February 25, 2015

Betsy Paterson moved to approve the minutes from February 25, 2015. Shawn Kornegay seconded the motion. Cara Workman asked that the minutes be amended to indicate that the UConn Alumni Association had spoken to a business owner about the effect of the Storrs Center stroll; she did not speak to the business owner. The minutes were approved unanimously with the change.

4. Presentation from ATION team

Samantha Mairson and Steph Orts with ATION provided a presentation on the work they have done on two storyboard concepts for the video for Downtown Storrs. They passed out a copy of their presentation.

Ms. Mairson and Ms. Orts presented the previous work that was done by ATION and the timeline for completing the video.

Ms. Mairson and Ms. Orts presented animation of the Downtown Storrs leaf logo which shows the leaf unfolding.

They said they would like filming to be completed by April 12.

Ms. Mairson presented some videos that relate to Concept 1. She then presented Concept 1 which is entitled "What's in Storrs For You," and depicts a developing love story evolving over a visit to the downtown. It focuses on people coming together.

She said they have discussed the idea of including puppets in the videos and invited Bart Roccoberton to the meeting to receive his input.

Either video would be approximately 2 minutes.

Ms. Mairson said that Cynthia van Zelm had attended the previous class presentation the day before and suggested that maybe one of the people in the video should come to the downtown on a bus. Ms. Moran suggested bicycle as well. This would emphasize the use of the Nash-Zimmer Transportation Center.

The Committee liked the idea but preferred that the relationship evolve over time.

Ms. Orts introduced Concept 2, "Any Tuesday," which focuses on a family coming to the downtown and visiting many of the places in the downtown. She also showed videos that might be similar in terms of evoking an emotional reaction to downtown. They want to capture the excitement of the downtown.

She said that they could pull out 30 second clips on just food, or just the Ballard Puppetry Museum, etc.

Ms. Orts said the goal with this concept was to show the downtown as a daily destination and a place to come back to more than once.

Ms. Mairson said they hope to start production next week including the music. They have already started to work with the UConn Music Dept.

Ms. Mairson said they would potentially like to use Partnership contacts as actors for the video.

She said she would like feedback by Sunday on the Committee's view on the two concepts.

Riley Hasson said she prefers the "Any Tuesday" video as it show children.

Ms. Moran said they may want to do seasonal videos.

Ms. Moran said it is important to show college age people in the video.

Ms. Mairson said they will highlight the nearby trails in response to some feedback by the Committee.

Ms. van Zelm asked Mr. Roccoberton if it is realistic to use puppets, given the short time frame. He said building puppets takes time. He said it may be effective to have a puppet that reflects Mansfield. He said there could be puppets walking through the crowds. He did not think there would be enough time to have a full puppet cast if the video is to be done this semester but that they could manage puppets as supporting players in the short time frame.

Ms. Workman said the advantage of using puppets is that they are "neutral." Kristin Schwab said she likes the use of puppets because it reflects what is unique about UConn and Mansfield.

The Committee and the ATION team talked about using the current video concept as a starting point and then perhaps having other teams work on further videos in the summer or fall.

It would be great to have video of the Festival and Storrs Farmers Market. Could any of the info on the web cam that is following the building construction be used? Ms. van Zelm will follow-up.

Ms. Mairson said she would e-mail the presentation to Ms. van Zelm and Ms. Kathleen Paterson **(done)**.

Ms. Mairson, Ms. Orts, and Mr. Roccoberton left the meeting.

The Committee came to agreement on the following feedback for Ms. Mairson and Ms. Orts:

The Committee leaned toward the idea of the “Any Tuesday” concept with some suggestions. Could this be done in a series of things to do on any Tuesday in four 30-second vignettes within the 2 minutes? It could be a family (or, perhaps different families) doing different things in the downtown on different Tuesdays. The Committee also advocated for the idea at the beginning of the video, of having to make a decision of where to go– the point for the viewer would be that there are many options to do in the downtown, not just one. With respect to the spots, one spot could be someone celebrating a birthday; another spot on a graduation; another on going out to dinner; another on taking a hike; another spot on going to a puppet show, etc. These are just examples but again, we want to include the entire downtown.

Everyone liked using the puppets. Using the puppets as the actors does not seem realistic given time and labor but perhaps using them similar to the photo bomb on You Tube. The Committee felt different puppets should be used than SkiptomyLou.

There was some concern about getting actors from the general public or the Partnership as we would not want them to appear to be too stilted. Could the ATION team work with the School of Fine Arts to find people with acting experience or other candidates to appear in the video?

The Committee liked the logo animation and one Committee member suggested that after the logo opens, it might look cool to have it float down as a leaf would fall. Could the buildings in the leaf be animated as well in terms of the lights going off and on if the video ends at nighttime?

5. Discuss Mansfield Pup Crawl

The Committee agreed that they were interested in having another pup crawl in the fall but deferred further discussion until the next meeting.

6. Discussion of Town Square donor event

Ms. van Zelm said she was now looking at scheduling the donor event for May 15 at 6 pm. Attendance of major donors is being confirmed, and music and food are being finalized.

7. Update on draft Town Square policies

Ms. van Zelm said the draft Town Square related ordinances and policies had been reviewed by the Partnership Board and they have recommended them to the Town Council. Ms. van Zelm said the Town Attorney was reviewing them and the goal is for them to be placed on the Council agenda for April 13.

8. Update on Celebrate Mansfield Festival

Ms. van Zelm said that Ms. K. Paterson had sent out the Save the Date postcards. The sponsorship letters are ready to go out in April.

Ms. K. Paterson has requested input from Town departments on whether they want to have a booth.

9. Other

The Committee discussed the value of having an intern help with further filming and promotion tasks. Ms. Hasson thought this would be very attractive to a student. Ms. Moran asked that this item be placed on next month's agenda.

Ms. Moran also asked for an update on what other events have been requested by others to occur on the Town Square.

9. Adjourn

Shamim Patwa moved to adjourn. Ms. Kornegay seconded the motion. The motion was approved.

The meeting adjourned at 6:00 pm.