

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Wednesday, November 18, 2015**

**860.429.2740**

**5:00 pm**

**Minutes**

**Present:** Toni Moran, Anne D'Alleva, Riley Hasson, Betsy Paterson, Kristin Schwab, and Cara Workman

**Guest:** Jim Watt, Steph Orts, and Caity Duquette

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

**1. Call to order**

Chair Toni Moran called the meeting to order at 5:05 pm.

**2. Public comment**

There was no public comment.

**3. Approval of Minutes from October 28, 2015**

Kristin Schwab moved to approve the Minutes as presented.

Cara Workman seconded the motion.

The Minutes were approved unanimously with abstentions by Betsy Paterson and Anne D'Alleva.

**4. ATION Presentation**

Steph Orts and Caity Duquette from ATION introduced themselves and provided a review of the process for developing the promotional video for Downtown Storrs. Ms. Orts explained the evolution of the concept from the spring 2015 semester to the present and the decision to save filming for the fall semester. Ms. Orts noted that the weather was better, the construction was completed, and the Town Square was completed, which all aided in better filming opportunities. Ms. Orts also reported on the progress on her classmates' work on a strategy document that will be completed as part of the course final. She explained that the strategy document will include suggestions on how the Partnership may best use the video.

Ms. Duquette explained that the current version of the video includes changes based on feedback from Cynthia van Zelm, Kathleen Paterson, and the ATION professors. She then presented the video.

Ms. Schwab said she thought that there were some very strong visual elements in the video, including the shots of the dinosaur at the Ballard Institute and Museum of Puppetry, the Moss Sanctuary, the couple dining outside, and the scooter on the Town Square.

Ms. K. Paterson agreed that the scooter shot was nice but wondered if it should be included because the draft policies under review by the Town Council would prohibit the use and parking of scooters on the Town Square.

Ms. Paterson commented that she thought the final shot of the Town Square should show more activity and excitement.

Dr. D'Alleva suggested using images from the Celebrate Mansfield Festival at the end instead of the shot of the empty Town Square. She also suggested cutting the second shot of puppets at the Ballard and noted that would present an opportunity to include shots of other amenities.

Riley Hasson suggested including a shot from the opposite side of the Town Square (looking towards One Dog Lane).

Ms. Workman suggested making the voiceover more dynamic.

Dr. D'Alleva suggested asking UConn acting students to do the narration.

Ms. Duquette responded that she has been in contact with two students, a male and a female, who might be interested in doing the narration.

Ms. K. Paterson commented that she and Ms. van Zelm had had an opportunity to see an earlier version of the video and that the students had incorporated much of their feedback into the latest version.

Ms. Orts and Ms. Duquette shared previews of draft video snippets that could be used on social media to prevent specific events or themes.

The Committee thanked Ms. Orts and Ms. Duquette for their good work on the videos.

#### **5. Update on Town Square use and policies**

Ms. Moran reported that the Town Council will hold a public hearing on the dog ordinance and the alcohol ordinance on Monday, November 23. She added that the Council's ad hoc ordinance review committee is still reviewing the other draft policies.

#### **6. Update on Winter Welcome**

Ms. K. Paterson reviewed the confirmed plans for the 3<sup>rd</sup> Annual Winter Welcome, which will take place Saturday, December 5. Planned activities include ice sculptures by UConn Dining Services, a wreath-decorating activity with The Flower Pot, a visit from Santa Claus, and a community sing-along led by the E. O. Smith Chamber Singers.

#### **7. Other**

Ms. Paterson moved to appoint Jim Watt to the Committee.

Dr. D'Alleva seconded the motion.

The motion was approved unanimously.

#### **8. Adjourn**

The meeting adjourned at 6:33 PM

*Minutes prepared by Kathleen M. Paterson*