

MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Meeting  
Wednesday, January 27, 2016  
5:00 PM

**Minutes**

**Present:** Chair Toni Moran, Anne D’Allewa, Riley Hasson, Bob Jordan, Betsy Paterson, Kristin Schwab, Jim Watt, and Cara Workman

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

**1. Call to order**

Chair Toni Moran called the meeting to order at 5:04 pm.

**2. Public comment**

There was no public comment.

**3. Approval of Minutes from December 16, 2015**

Bob Jordan moved to approve the Minutes as presented. Cara Workman seconded the motion. The Minutes were approved unanimously with abstentions by Kristin Schwab and Betsy Paterson.

**4. Brief review of Committee history**

Cynthia van Zelm provided a brief history of the Committee and its efforts. She noted that the goal for the majority of the Committee’s existence was to grow and sustain public support for the idea of Storrs Center. Since the first phase opened, the Committee has focused more on events and other means of drawing people to the downtown.

**5. Review of Committee charge and current work**

Ms. Moran explained that the Board is embarking on a strategic planning process that will include a review of its committee structure. She said that process and the memo from Mr. Jordan prompted the discussion of this Committee’s work. Ms. Moran asked the Committee members for feedback on the Committee’s work.

The Committee discussed the Celebrate Mansfield Festival, which is organized by a subcommittee of the Advertising and Promotion Committee; target audiences; and how events are measured for success. While some Committee members argued that target audiences should be identified for specific events, others cautioned against becoming too target-focused as most of the events are intended to be open to the whole community.

The Committee identified a need to better measure the effectiveness of its efforts, including communications efforts such as the website and social media.

## **6. Look ahead to the next six months**

The Committee will continue its review and discussion of its charge with the goal of providing feedback to the Board as part of the strategic planning process.

Ms. Moran asked Committee members to review the Charge and the memo from Mr. Jordan prior to the next meeting.

**Ms. van Zelm said that she and Ms. K. Paterson will create a summary of the discussion and suggestions for the Committee.**

## **7. Update on Town Square use and draft policies**

Ms. Moran reported that the Town Council passed the dog waste, alcohol, and Town Square ordinances. She noted that the Town Square ordinance includes a ban on smoking on the Town Square. Ms. Moran added that the Council's ad hoc ordinance review committee is continuing its review of the policies and procedures for the use of the Town Square.

## **8. Adjourn**

The meeting adjourned at 6:40 pm.

*Minutes prepared by Kathleen M. Paterson*