

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Meeting
Monthly Art Tour Subcommittee
Friday, December 20, 2013
8:30 a.m.
Minutes**

Present: Chair Janet Jones, Tom Birkenholz, Kim Bova, Barry Schreier, and Emily Wicks

Staff: Kathleen Paterson

1. Call to order

Janet Jones called the meeting to order at 8:30 a.m. Ms. Jones welcomed Emily Wicks who will serve on the committee as the representative for Puppetry.

Ms. Jones noted **she will ask Marcia Firsick to assign a representative from UConn Bookstore to the committee [Done].**

2. Public comment

There was no public comment.

3. Approve minutes

Tom Birkenholz moved that the minutes of the November 21, 2013 meeting be approved. Barry Schreier seconded the motion. The minutes were approved.

4. Approval of Meeting dates

The committee agreed by consensus on the meeting dates as presented. Ms. Jones noted that, in her absence, Kristin Schwab will chair the January 17 meeting. Mr. Schreier agreed to serve as secretary for that meeting.

5. Finalize name of event

The group discussed that if the name were too grand and expansive, it could cause confusion in the early life of the fair. The committee determined it can always expand and alter the fair as the event grows. The committee wants the name to define that it is a place where artists can show and sell. After some discussion, the group decided to name the event the Art Square Fair, with a possible tag line running under it.

- A. It was also determined that the first Art Square Fair will be held in May, not April as originally suggested due to staff and time restraints.
- B. The fourth Friday of the month is the day of the fair.
- C. Details of the day and time may be included in the logo

6. Logo for event

Mr. Schreier noted the importance of quickly getting a striking, colorful image that will become the logo. He knows an art student he will approach. Ms. Jones also suggested he partner with Tina Huey who has inventive ideas concerning logos. **He will talk with Ms. Huey and approach the student to see if she might be able to come up with an image before the next meeting.**

7. Status of application process

Kathleen Paterson, Mr. Birkenholz, and Ms. Jones met on December 4 to discuss the application process. Mr. Birkenholz agreed to develop a first draft for consideration. The draft was then forwarded to Ms. Jones and Ms. Paterson who also reviewed and commented. A draft copy was at the meeting.

Based on the advice for simplification of the application process recommended at this meeting, **Mr. Birkenholz will review the draft application, share it with Ms. Wicks and Ms. Bova, and return it to Ms. Paterson for final review prior to the January meeting.** The application should be ready for final approval at the January meeting.

- a. The application should note that space is limited.
- b. A non-refundable \$10 application fee will be charged.
- c. The fee for space for each monthly fair will be \$25.
- d. Ms. Paterson noted it must be cash or check, as MDP does not accept credit cards.
- e. Artists will have the opportunity to sign up for individual fairs. (Is this a good idea? It may be much simpler if they sign up for all).

8. Art Square Fair Diagram

Ms. Paterson reported that there will be room for approximately 15 vendors along Dog Lane and 8 to 10 vendors along Royce Circle. This is assuming a booth of 10 feet by 10 feet. The group determined that the event will be cancelled in case of rain.

9. Solicitation of Artists

Ms. Paterson said that she has a list of several hundred artists in the area. The committee will also approach Windham Arts and ask them as the regional arts agency to distribute the application. The application will also be distributed to members of the Windham Regional Arts Council. The application will be available on-line as well hard copy.

There was discussion if artists should be added to the committee. At this time, it was decided not to do so.

10. Discuss budget

Printing and postage are the primary expenses. Ms. Paterson did not think police or fire personnel will need to be paid. The consensus was that one major sponsor is needed. This is not perceived to be an expensive event.

The committee discussed the need to approach potential sponsors soon. Ms. Paterson asked that Ms. Jones speak with Cynthia van Zelm prior to soliciting any businesses to avoid conflicting with other asks. **Ms. Jones will talk with Ms. van Zelm about possible sponsors.**

11. Brainstorm other events to recommend to Advertising and Promotion Committee

At the last meeting, the committee brainstormed events for other events. Since that meeting, Toni Moran, Chair of Advertising and Promotion, Ms. Jones, Ms. van Zelm, and Ms. Paterson met to determine the appropriate committee for these recommendations. Since the Art Fair Committee is a sub-committee of the Advertising and Promotion Committee, it was determined that the potential event list and monthly brainstorming for new events will be an agenda item of Advertising and Promotion.

12. Next meeting: January 17, 2014. Friday. 8:30 a.m. in Conference Room B of the Town Hall.

13. Agenda items for next meeting:

- a) Review of Draft Application (committee members will receive draft prior to meeting.)
- b) Draft of logo & marketing piece
- c) Budget
- d) Identification and solicitation of major sponsor
- e) Solicitation of artists
- f) Registration process

14. Adjourned:

Meeting adjourned at 9:35 a.m.

Minutes prepared by Janet Jones