

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Special Meeting  
Monthly Arts Square Fair Subcommittee  
Friday, February 21, 2014  
8:30 a.m.  
Minutes**

**Present:** Chair Janet Jones, Tom Birkenholz, Kim Bova, Katy DeLany, Connie Neal, and Barry Schreier

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

**1. Call to order**

Janet Jones called the meeting to order at 8:35 a.m. Ms. Jones noted that Tina Huey will no longer be serving on the subcommittee because of other responsibilities, particularly with the Windham Theater Guild and the lead for StoDoArts.

**2. Public comment**

There was no public comment.

**3. Approve minutes**

Connie Neal moved that the minutes of the January 17, 2014 meeting be approved.

Kim Bova seconded the motion. The minutes were approved.

**4. Status of application process.**

Ms. Jones reviewed the application process. She noted that the committee and staff have been working under considerable time pressure to get materials completed in a timely manner. She thanked Tom Birkenholz for taking the lead in drafting the application, and also thanked Ms. Bova, Emily Wicks, and John Bell for their review. Kathleen Paterson then took their suggestions, condensed them, and presented a format for consideration at the January meeting. The application was approved with some changes. The application was duplicated and sent out by the mid-February deadline. Ms. Jones thanked Mr. Birkenholz and everyone for their time and commitment to the process.

The committee reviewed the timing of the application process:

2/11/14: Applications sent.

3/28/14: Applications due to be returned to MDP

4/30/14: Letters of acceptance (or not) must be sent to all applicants.

5/23/14: First Art Square Fair

Volunteers who will review applications: Ms. Bova, Katie DeLany, and Ms. Jones agreed to meet and to review all applicants. The criteria for acceptance are defined under "How" in the application: "The Partnership's Art Fair subcommittee will review each application for originality, creativity, diversity in style and medium, and appearance."

## **6. Review of revised poster designs.**

Ms. Jones noted that after discussions on 2/20/14 with staff, she recommends that the logo, flyer, and posters all carry the same theme/design. It was likely that few posters will be printed. The committee agreed.

Ms. Paterson had worked with Stephanie Livolsi of Leyland Alliance to develop a logo. Ms. Jones said that she had talked with Barry Schreier on Wednesday about the artist from E.O. Smith who was designing a logo. Mr. Schreier had not yet received anything from her, but was still hopeful. Since Mr. Schreier was not at the meeting, the subcommittee determined that they should proceed with discussion of the logo that had been presented. Because of time restraints, the committee determined we needed a decision on a logo today.

## **7. Discussion of logo:**

After much discussion, there was consensus from the group that Ms. Paterson should proceed with the Square Fair logo and work further with Ms. Livolsi on color mix and some other minor changes. It would serve all three purposes: logo, flyer, and poster.

## **8. Site Plan for event:**

Kristin Schwab and Ms. Paterson met at the site and determined 12 booths will fit on the site. Vendors will have their backs to the square. Some tables may be possible in the Mooyah plaza. Possibly, we could put tables along Storrs Road. We will need some flexibility when we know the condition of the site in May.

**Note: 9:05 a.m.:** Mr. Birkenholz and Mr. Schreier joined the meeting, thinking that the meeting began at 9 a.m. Mr. Schreier brought with him the proposal from the E.O. Smith student. The Chair recommended that the issue of the logo design be reopened. The committee concurred.

Discussion of second logo: The draft of the second logo is a rectangle, with various images. After much discussion, the committee decided to adopt this image with changes. Several issues were highlighted:

- It is bright, colorful, and includes images of the town square, images of the buildings, and bold graphics.
- The fact that an E.O. Smith student designed the logo/flyer brings with it community involvement. It also sets a precedent for a design competition among E.O. Smith art students in future years.
- The top part can be used as a logo.
- Mr. Birkenholz noted that the rectangle shape will be less expensive to mail.

Ms. Bova and Mr. Schreier will confer with the artist and work with Ms. Paterson to make sure this image will provide for Ms. Paterson the logo she needs as well as the flyer which will be widely distributed.

Recognition will be given to the artist and background about her may be used in publicity. Mr. Schreier will get her permission to do so, as well as a bio.

**Deadline to finalize logo and flyer: End of February.**

**9. Update on Sponsors:**

Ms. Jones reported that she and Cynthia van Zelm had approached Emma Lindsay at Webster Bank to be the Premier Sponsor. Emma was enthusiastic and will endorse the proposal as it goes forward for consideration. She will try to give us an answer by the end of February.

**10. Create subcommittees:** This item will be discussed at next meeting.

**11. Meeting Adjourned:** 9:45 a.m.

**Next Meeting: Friday, March 21, 2014**

*Minutes prepared by Janet Jones*