

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Monthly Arts Square Fair Subcommittee  
Friday, May 23, 2014  
8:30 a.m.  
Special Meeting  
Minutes**

**Present:** Chair Janet Jones, Kim Bova, Katie Delany, Connie Neal, Barry Schreier, Emily Wicks  
**Staff:** Cynthia van Zelm, Kathleen Paterson

**1. Call to order**

Janet Jones called the meeting to order at 8:35 a.m.

**2. Public comment**

There was no public comment.

**3. Approve minutes**

Barry Schreier moved that the minutes of the April 25, 2014 meeting be approved.  
Connie Neal seconded the motion.

**4. Volunteers for first event**

It was determined that four to five volunteers will be required for the tasks outlined in Kathleen Paterson's May 14 memo concerning set up. Volunteers should be on-site at 4:00 p.m. to assign spaces and assist vendors. Their commitment will be required until the end of the Square Fair to assist vendors with take-down. Three volunteers should be on-site during the event. Because of the long time frame, discussion followed about sharing the hours: some volunteers for set up, some for take down. Volunteers committed for May 23 are Janet Jones and George Jones. Ms. Neal and Emily Wicks will also be available. Kim Bova and Mr. Schreier will be available, although they also have responsibilities for the Fringe Film going on at the UCONN/BIMP Theater. Cynthia van Zelm and Ms. Paterson will also be available working with the Fire Police to close Dog Lane.

**5. Partnership Table**

The committee decided to set up a Partnership Table. At the table, there will information about the Square Fair and applications if new artists/makers would like to apply. There will also be information about the Partnership, as well as chairs for the volunteers. The Partnership tablecloth will cover the table. Ms. Paterson thought she could get a table, but if not, Ms. Jones will bring one. Volunteers will bring fold up chairs to sit in.

**6. Set-up for event in relation to Town Square**

Ms. Paterson reported that the Town Manager had made a commitment to complete the first phase of the Town Square by the end of the day May 23. If that occurs, then the booths will be set up along Dog Lane on the Square.

Ms. Paterson reported the WHUS will broadcast for four hours from the Town Square during the Square Fair. Ms. Jones thanked her for setting this up. Because of budget considerations, there is not funding to hire musicians, so WHUS's presence will bring music to the venue.

Ms. Paterson reported that she had received two requests from vendors: one a massage therapist and one that sells commercially made items. The committee determined these are not candidates for the Square Fair.

Ms. Paterson also reported that the Mansfield Firefighters Association requested to set up a table with fire safety information as handouts as well as home numbering kits for sale. Ms. Paterson noted that the Fire Police are volunteering their time to assist with traffic control. It was agreed that the Mansfield Firefighters Association could have a booth.

The group agreed that the more activity and "pizzazz" we can bring to the Square Fair, the better.

Ms. Paterson and several other members of the committee had studied the morning weather forecasts for the day. After much deliberation, it was decided to cancel the May 23 Square Fair, as thunderstorms were forecast for the afternoon and evening. Ms. Paterson will notify everyone connected with the Fair.

Refunds to vendors due cancellation was discussed. It was decided that vendors would be given an opportunity to appear at a later Fair. If the vendors had signed on for all five events, no refund will be given.

#### **7. Additional distribution of flyers/posters**

The Committee complimented Ms. Paterson on the posters and flyers. The feedback has been positive. There are some posters and flyers left, but they will not be distributed until later in the season.

The committee also discussed placing A-frame posters in front of the Town Square prior to the event and also the day of the event. There was also discussion about placing A-frame posters at Town Hall and Library entrance at Route 195 & 89.

Banners and additional posters will be considered as budget permits.

Ms. Jones offered to ask Rod Rock to advertise the Square Fair on the LED sign in front of Jorgensen.

#### **8. Additional artists and makers**

After some discussion, the group decided to encourage applications from additional artists and makers. There will not be an additional mailing from the office. However, if candidates should

inquire, we will welcome their applications. The subcommittee will review new applications on a rolling basis.

**9. Discussion about June 27 event**

Four to five volunteers will be needed for set-up and take-down. Ms. Schwab and Ms. Paterson will meet to plan set-up on the Town Square, and Ms. Jones asked to meet with them.

**10. Meeting Adjourned:** 9:35 a.m.

**Next meeting: Friday, 8:30 a.m., June 27, 2014....next Square Fair date.**

*Minutes prepared by Janet Jones*