

MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE

Square Fair Subcommittee

Wednesday, July 30, 2014

Partnership Office

23 Royce Circle

(860) 429-2740

3:00 PM

SPECIAL MEETING

MINUTES

Present: Chair, Janet Jones, Kim Bova, Connie Neal, Kristin Schwab, Emily Wicks

Staff: Cynthia van Zelm, Kathleen Paterson

1. Call to Order

Janet Jones called the meeting to order at 3 p.m.

2. Public Comment

There was no public comment.

3. Discussion of Logistics for August 22nd Square Fair

Kim Bova reported she had talked to a number of the vendors. Some of the vendors assumed there are plugs and they could bring their own lamps. Vendors seemed not as concerned as the Committee. She also reported the vendors reported good sales.

Kathleen Paterson talked with the Kyle from the lighting company that supplied the lights for the July Square Fair. Some points:

- The bistro lights looked great but did not provide much light.
- The spotlights on the "trees" did not work well. They were too intense and with the tops to the tents, the lights could not shine inside.
- Ms. Paterson is waiting for new quote from company for modified approach.

Ms. Jones also spoke with Kyle.

- One pole was not electrified so spots could not illuminate one side.
- Kyle recommended PAR 32 cans that would be plugged into an electrical cord running behind the vendor booths and would shine up into the booth.

Connie Neal reported talking with customers at her store about the Fair. She said the comments were very positive. Some suggestions: live music, activities for kids, a food options.

4. Researched Options for August Fair

Ms. Neal has talked with the manager of Willard's in Storrs. The options suggested by them were plug-ins. The manager did say he would be willing to give a discount if the lights were ordered from them.

Ms. Jones noted that a brimmed hat with lights works in the dark, as well as a work light on the forehead.

Ms. Paterson had done considerable research and presented several lighting options along with photos. The Committee recommended serious exploration of battery-operated lighting as it is much preferable to electrical plug-in lighting. It will be less expensive as there will be no need to hire electricians to lay electrical cord at beginning of event and then uninstall it at the end of the event.

5. Action Plan

The group recommended the following action plan:

- a) Further exploration of the LED Table Lamp Lantern, battery operated. The Committee anticipates that the lamps could be used at future Square Fairs, next year and beyond.
- b) Ms. Neal will contact Willard's and see if they can be purchased through them. Two different types of lamps will be ordered. If not, Ms. Paterson was encouraged to shop further on line.
- c) When the lamps are received, several of the committee members and staff will try out the lamps in a canopied tent on the Town Square at 9 at night. This will take place within the next 10 days (by August 8, Friday, or August 11, Monday).
- d) Ms. Paterson will get quote from Local Stage Productions (lighting company) to see what they are recommending and to see if we can afford them.

An issue of concern: Storage of lamps owned by MDP: A possible spot to be explored will be on the ground floor in the garage inside cabinet purchased by MDP.

6. Adjourn

The meeting adjourned at 3:50 p.m.

Minutes prepared by Janet Jones