



RECEIVED
TOWN CLERKS OFFICE

2019 JUN -6 A 9:43

MANSFIELD
MASSACHUSETTS

Town of Mansfield
6 Park Row, Mansfield, Massachusetts 02048

Town Manager
Kevin J. Dumas

Downtown Advisory Committee

Meeting Minutes 5.28.2019

Present: Kevin Dumas; Town Manager, Nancy Wall; Industrial Development Committee, George Pantos; Downtown Business Owner, Martha O'Connell; Keep Mansfield Beautiful, Katharine Wroth; Cultural Council Rep,

Guests: Dianne Falk; Cardinal Marketing, Lee Azinheira; DPW, Gail Gillman, Vince Bonsaint, Kevin McNatt, Debra Britt, Beth Danesco,

Call to order

Mr. Dumas calls the meeting of the Downtown Advisory Committee to order at 6:31pm on May 28, 2019.

Fall Festival Branding Discussion with Dianne Falk from Cardinal Marketing

Mr. Dumas introduces Ms. Falk to the Committee and explains what they're looking to accomplish this year with the Fall Art Festival. Mr. Dumas gives the floor to Ms. Wroth. Ms. Wroth explains why they chose the site of Fulton's Pond and provides history on how this came to be. She goes over a map of the area and how multiple sites will be used. Ms. Falk asks how many vendors they'd be looking for. Ms. Gillman says they're building a flyer to go out to people from the art community. She says she's outreaching to Mansfield residents first. Ms. Wroth says it's hard to get a concrete number.

Ms. Gillman explains "Yarn Bombing". She says local business sponsor a tree, ranging from \$5 to \$25, to decorate the trees. She says they don't use any chemicals or adhesives. She says during the day they would have a contest surrounding the trees and their designs.

Ms. Danesco explains 'Abolition Day' in Mansfield. She says they rediscovered that Mansfield had one of the largest anti-slavery societies in the State of Massachusetts. She details the events agenda. Mr. Dumas says they should come up with a timeline for their event. He says then they can display these items on the map. Ms. Falk offers to meet with both parties to gain more information. Ms. Wroth says that 'Abolition Day' has a different purpose but they can help each other to draw people to both events.

Mr. Bonsaint goes over some details that he says will continue through the year. He says there are hobbies that people have in the area that could be used as an attraction. He explains there is a "Heli Group" that fly remote control helicopters. He says he also went to "Hobby Quarters" and that facility has access to radio controlled boats that could be used in a regatta. He says they also have RC off-road vehicles that could be raced on the street. He says that they are planning to meet with the Town Manager. He says the local Boy Scouts could also build a permanent Pinewood Derby Track. He provides the contacts to Mr. Dumas.

Mr. Dumas references Nancy Wall's suggestion of contacting L.L. Bean for demonstrating Kayaks on Fulton's Pond. Mr. Dumas says they could always buy a couple canoes/kayaks and have Boy Scouts run the attraction.

Ms. Danesco suggests they could have a water fire the night before. She mentions calling it "Fire on Fulton's". Mr. Dumas says you could light the whole trail. Ms. Falk says she will think upon things that float.

Ms. Wroth says they also have the idea of having costumed reenactors. Ms. Danesco says they have actors for Abolition Day and they may be able to have some crossover. She says they are also planning on having a History Hunt. Ms. Britt says this was a great way to get business involved. They'll have to get a stamp from that business in order to continue their hunt.

Ms. Falk asks how they'll keep younger children busy. Ms. Gillman says they're planning on having a tent in the Fulton's area that will offer face painting and other cultural crafts. Ms. Danesco says their museums mainstay is a doll making class. Ms. Britt says they also have someone who teaches Traditional African Dance.

Ms. Danesco says they've tried to also include the Native American presence in their event. She says they think it's really important to inclusivity.

Name decided on: **Fall Festival at Fulton's**

Ms. Falk explains the importance of marketing for an event like this. She says they want to keep the cost down the media partnership is important. She says there will be a signature color that will be used for the event. She says the name is great and people will remember it. She says she's planning on doing research on Mansfield's History.

Ms. Wall suggests integrating Geese into the event. Ms. Falk says they could have a large, colored, floating goose in the Pond.

Mr. Bonsaint says there might be someone who's interested in making a motorized goose that they could radio control around the pond. He says they do have motorized decoys that could be used as well. He says you could hold this as a building competition. Mr. Azinheira says they would just need to do size limitations.

Mr. Dumas verifies the timeframe is 11am-4pm. Ms. Britt says they usually start around 10am and end around 5pm. Mr. Dumas says Mr. Bonsaint had suggested color coded t-shirts and to name the areas. Ms. Falk says they've done this in the past and tied the colors into the logo.

Ms. Britt says for Abolition Day they wrap the trees with messages in different languages. She says they should be able to tie that in with using specific colors for specific areas.

Ms. Gillman says she works with a percussionist at the High School. She says they have a Jazz Chorus and Jazz Band that could also perform. She says there is also Chamber music and that these will be at different times. She says that different areas will have different music.

Ms. Wall asks if we're expanding to Fulton's Park. Mr. Dumas says as long as they have activities for that area then yes. Ms. Gillman goes over the map to show the trees that would be wrapped. Ms. Wall asks if these are public trees or private trees. Ms. Gillman says they're all public trees.

Ms. Wall suggests doing sidewalk art. She says if the path is open they could also have a sidewalk artist come. Mr. Azinheira says it will be asphalt about ten feet wide with low lights along the path. Mr. Azinheira says it's about 300 feet long. Mr. Bonsaint says you could use it as a track.

Ms. Gillman says she has spoken to some of the residents in the area. She says many were thrilled about the event. Ms. Wroth asks who takes responsibility for contacting residents. Mr. Dumas says they would do that as a group. Mr. Azinheira says to invite them to this sub-committee meeting.

Mr. Dumas says Mr. Pantos has a local band in mind who might know some more people. Ms. Wroth says if they do an event the night before the band could also play then.

Mr. Azinheira goes over the construction timeline for Rumford Ave.

Ms. Falk says the first year is always a little challenging. She says there last event they had three portable toilets. Ms. Britt says they partner with the church for bathrooms. Ms. Wall says many of the business will be very grateful if portable toilets are provided.

Mr. Dumas says they'd like to look into having a beer garden. Ms. Falk says she will look into this. Mr. Azinheira says if they can come up with a procedure for that they can have it at multiple events.

Mr. Pantos says that the bands will need power. Mr. Azinheira says there will be a portable generator available. Ms. Danesco says that they plugged directly into the gazebo.

Ms. Gillman asks Ms. Britt about food trucks. Ms. Britt said they had three food trucks. She says they try to provide different food that isn't available in Town. She said they had a Haitian, Jamaican, and Brazilian truck at Abolition Day. Ms. Wall asks if there will be food trucks at Fulton's Pond. Mr. Dumas says no they'll be focused at the South Common. Ms. Wall says they should have an ice cream truck. Mr. Pantos suggests they contact Flint Farm.

Mr. Bonsaint asks if anyone has contacted Xfinity about using their open Wi-Fi spots. Mr. George explains the Wi-Fi infrastructure. Ms. Gillman says they could at least advertise the availability of the Xfinity Wi-Fi. Mr. George will contact Mr. Dumas's connection to Xfinity.

Ms. Britt suggests they obtain the times that people will be doing their presentations. Ms. Gillman says the last event they had they had a few caricaturists come in to do portraits. Ms. Falk says they'll also have a few face painters. Mr. Dumas says there is an alpaca farm they could have present. He says they provide their own temporary fencing. He says they could also have miniature ponies that kids could ride. Mr. Dumas says if they do the fire the night before they should have the drummers as well.

Ms. Wall asks if there will be water available. Mr. Pantos says there will be some available for sale. Ms. Falk says when restaurants sold drinks or water that they asked them to sell them for only \$1 to have consistency across the event.

Ms. Danesco invites everyone to Founder's Day in Foxboro. She says they started very small but it's grown into a large event. She says it's usually the 15th of June.

Approval of Meeting Minutes

April 9, 2019 Site Visit Minutes

***Motion to accept the Minutes from April 9, 2019 made by George Pantos, 2nd by Nancy Wall.
Vote 11-0 PASSED**

May 14, 2019 Meeting Minutes

***Motion to accept the Minutes from April 9, 2019 made by George Pantos, 2nd by Nancy Wall.
Vote 11-0 PASSED**

Meeting Schedule

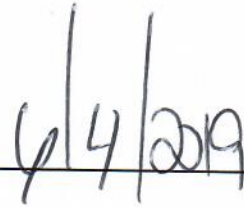
Next meeting focusing on the Fall Festival will be July 8th at 6:00pm.

Adjournment

***Motion to adjourn made by George Pantos, 2nd by Nancy Wall. Vote 11-0 PASSED**



Kevin Dumas, Chair



Date