

MARKETING & PROMOTIONS MEETING

May 28, 2009

Landmark Cafe

ATTENDING: Anne Miller, Sara Beckman, Lynn Sottile, Rev. Mancini, Dan Albani and Pete Harris

STAFF: Tana Parseliti and Sabina Wilson

1. Main Street Mixer Evaluation – Ms. Parseliti shared the evaluation and the final budget with the committee members. All agreed that the event went well and would like to see it happen yearly. Discussion took place on how to expand the event while keeping it at the Army and Navy Club.

2. Downtown Stroll, Thursday, June 11 – Ms. Parseliti shared with the committee the plans for the Thursday night stroll. We will have a map and DMSSD staff along with volunteers will be delivering the Heritage Week Flyers with all the information for the events. Ms. Parseliti will be reminding the businesses to please be open that evening and take advantage of the extra people that will be downtown. There will be fiddle players on the street, along with the petting zoo and pony rides, horse drawn carriage rides and three different music venues. The Downtown Manchester Special Services District will have a table giving away the various guides and Shady Glen ice cream while it lasts.

3. Share Kick-Off – Saturday, June 13th – Ms. Parseliti reported that the Share Kick-Off would be part of the Heritage Day Celebrations. The day for the downtown district will include:

- Creation of a Community Canvas in Center Park by event attendees with the help of the Greater Hartford Arts Council.
- Plein Aire Painting by members of the Manchester Art Association at various places on Main Street with an emphasis on antique stores. Antique stores should place items on the sidewalk by their store.
- A History Hunt incorporating all of the SHARE sites, including the Downtown, created by the Manchester Historical Society
- 35th Anniversary New England Fiddle Contest 10:00 AM to 6: PM in Center Park.

4. Other – Ms. Parseliti got an email from Bennett Academy asking for project ideas for the kids to get involved with the downtown. She asked the committee for ideas for the Bennett sixth graders and everyone thought helping with the pansy project and possibly helping with the mixer would be good. All the committee members thought it was a good idea to get involved with the Bennett Academy.

NEXT MARKETING & PROMO MEETING:

THURSDAY, JUNE 25, 2009

8:30 AM

LANDMARK CAFE