

Town of Mansfield

6 Park Row, Mansfield, Massachusetts 02048



Downtown Committee

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2023 MAY 30 P 3:39

Meeting Minutes 3.7.2023

MANSFIELD
MASSACHUSETTS

Present: Mr. Kevin Dumas, Town Manager, Chair, Ms. Eileen Cusack, Mr. George Pantos, Mr. Neil Rhein, Mr. Chris Jackson, Mr. Jack Cooney, and Martha O'Connell

Guests: Mr. Josh Reinke, DPW Director and Mr. Chris McDermott, Economic Development Director

Minutes: Sharon Varricchione

1. **Call to Order:** The Downtown Committee was called to order at 6:35PM by Mr. Kevin Dumas, Town Manager, Chair
2. **Acceptance of Minutes from February 7, 2023:**
Motion: To adopt the meeting minutes of February 7, 2023.
Passes 7:0 (Pantos/Neil)
3. **Traffic Box Locations and Traffic Light Control Box Wrapping Policy Review:**

Mr. Kevin Dumas, Town Manager and the Committee discussed the Traffic Wrapping Box Policy. He asked Ms. Varricchione to discuss the application and she pointed out that the artists may not know which traffic light control box would be used their artwork was selected. She also mentioned that they would not know where the funding would come from either.

The Committee also discussed if the artists should be Mansfield centric (residents or who work here), recommendations from Mr. Fournier from the Morini Art Gallery or artists found another way. The need for a process to solicit artists arose from this discussion.

The Committee then began to discuss funding for the project and Mr. Dumas stated that the Town could cover the cost of the first two. He mentioned that they could promote a link that would lead to a spot on our website to help promote the project and lead artists to the application.

The Committee discussed whether or not there should be a theme and perhaps the theme for the first two should be the 250th which will be coming up in the next couple of years and the first two traffic light boxes are downtown, on the South Common and Thomas Street.

Mr. Dumas discussed the application and suggested they advertise that they are looking for artists and to mention the Town is sponsoring the wrapping of two Traffic Control Boxes.

Regarding the cost, measurements from DPW would be needed first in order to get quotes by the vendor Cool Air. Per Ms. Cusack's discussion with the vendor, larger boxes are \$900 and smaller ones \$650.

Regarding funding, Mr. Dumas said we have three options: Option 1: get three wrapping vendor quotes and the Town pays, Option 2: we have an open process where the artist would pay and the Committee decides who's best Option 3: recruit sponsors to pay the cost.

Mr. Jackson stated that the Committee needs to have a description for the project and the Committee agreed. Mr. Reinke said the artists should list a reason to apply or to state what their reasoning is. Mr. Varricchione pointed out that the policy states that interested parties will be asked to complete an application to accompany their letter of request which is where they can state their reasoning for

applying.

The Committee spoke about the artists funding the wrapping themselves and in return they could get exposure perhaps by having a QR code on the wrap which when scanned would lead to the project and about the artist/work. Some Committee members felt as though artists would not want to pay the money to have their artwork displayed.

The Downtown Committee then discussed that it should be they that make the decision to which artists should be recommended to the Select Board.

Mr. Dumas suggested that a deadline be added to the application and that Ms. Varricchione and he would work on the application and provide an updated version to the Committee for review.

4. **Next Meeting Date:** April 4th at 6:30pm, future dates below

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|----------------------|---------------------|-----------|-----------|
| • 9/6/22 | • 1/3/23 | • 5/2/23 | • 9/5/23 |
| • 10/4/22 | • 2/7/23 | • 6/6/23 | • 10/3/23 |
| • 11/8/22 | • 3/7/23 | • 7/11/23 | • 11/7/23 |
| • canceled | • 4/4/23 | • 8/1/23 | • 12/5/23 |
| • 12/6/22 | | | |
| • canceled | | | |

5. **Any items not known 48 hours prior:**

Seasonal event:

Mr. Cooney and the Committee spoke about the summer seasonal event idea to get people downtown by Fulton's Pond. They discussed the potential to have the paddle boats, water fire, light music and to discuss possible dates with Ms. Gurnon from Park and Rec. They determined that a Thursday night might be good to get the best attendance and they don't want to interfere with the Family Fun night that is usually held the second Tuesday in July. Mr. Rhein suggested maybe adding ice cream, a volley ball net and the oversized games that the park and rec department have. The Committee discussed trying to keep costs down and how the event would need Public Safety and DPW workers just like a mini Fall Festival.

Mr. Cooney mentioned that at the Budget Subcommittee meeting a resident bought up the idea of having the residents pay to go to the Fall Festival to help with the costs and maybe that's something they could consider this year.

Mr. Dumas stated that \$25,000 is already in the budget and that Mr. McDermott raised \$75,000 in sponsorships last year. Regarding the possibility of receiving small, individual Fall Festival donations, those would hard to keep track and would require Town resources to handle this. Mr. McDermott stated it would be more cost effective to get the larger sponsorships.

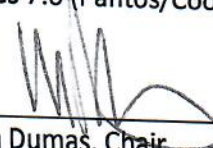
Harry Chase Place:

Mr. Dumas told the Committee that Mr. Ahern is working on a bid document and that should go out by April 4th and the hope is to start the project this summer.

6. **Adjournment:**

Motion: To adjourn the meeting at 7:35 PM.

Passes 7:00 (Pantos/Cooney)



Kevin Dumas, Chair



Date