



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING**

Tuesday, January 10, 2023 at 5:00 PM

MINUTES

Attendance: Chair Emily Wicks, Christine Ballestrini, Andrea Stever-Lennon (joined at 5:08 PM; left at 5:58 PM)

Absent: Louis Goffinet, Colby Trembley

Staff: Cynthia van Zelm, Denise Kegler, Joshua Stern

1. Call to order

Chair Emily Wicks called the meeting to order at 5:04 PM.

2. Public comment

There were no public comments.

3. Approve Minutes from August 23, 2022 and September 13, 2022

Andrea Stever-Lennon made a motion to approve the minutes of August 23, 2022 and September 13, 2022. Christine Ballestrini seconded the motion. The motion was approved unanimously.

4. Review the Mission of the Celebrate Mansfield Festival, updated 1/13/2021

Denise Kegler said, and Ms. Wicks agreed, that the current mission statement does an effective job of encompassing all aspects of the Festival. The Committee will revisit the mission statement with the other members at future meetings.

5. Review Festival Date and Time

Ms. Kegler said the Partnership staff tentatively scheduled the Festival for Saturday, September 30 from 2 - 8 p.m. This date is one week later than the 2022 Festival, which Ms. Kegler hopes will help with engaging UConn students as they will have had an additional week on campus. The idea of moving the final concert earlier in the Festival has been discussed as well, and Partnership Senior Communications Manager Kathleen Paterson will connect back with the Committee about the feasibility of this idea.

The Committee and Ms. Kegler discussed the Festival schedule. Ms. Wicks noted that this past year, many people left the final concert early due to the temperature dropping, and more people had stayed for the headlining band the previous year. In response to suggestions from Cynthia van Zelm and Ms. Ballestrini about having a comedian or other entertainer to keep the crowd engaged between acts, Ms. Kegler said the idea of an MC for the main stage had been discussed in previous years. Ms. Stever-Lennon noted that high school- and college-aged guests are likely to stay later than families with children.

Ms. Kegler said that if it can be arranged, the plan is to continue to use E.O. Smith as the indoor backup location in case of rain.

6. Brainstorm Ideas for Activities and Entertainment

a. Google Jamboard for the brainstorming session

Committee and staff members used Google Jamboard to discuss their favorite parts of the 2022 Festival, what activities were most popular among different age groups, and what was missing from



the Festival. They then brainstormed what to add to the 2023 Festival to help attract children and families, young adults 18 - 24, adults 25 - 64, and seniors. Lastly, they brainstormed big ideas to mark the 2023 Festival as the 20th anniversary of the event.

Ms. Kegler encouraged the members to continue adding any further ideas that come to them over the next month to the Jamboard. She noted that fundraising is a key issue to keep in mind, especially for any big ideas the Committee hopes to implement for the 20th anniversary. The Committee and staff discussed some options for fundraising.

The Committee recognized Ms. Kegler as she will be leaving her role as Partnership Event Coordinator later this week.

The next Committee meeting is scheduled for February 14. As this is Valentine's Day and one Committee member has a conflict that day, the staff will look into the possibility of an alternative meeting date, possibly February 7 or 21.

7. Adjourn

The meeting was adjourned by consensus at 6:09 PM.

Minutes prepared by Joshua Stern