



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING
Tuesday, February 8, 2022 at 5:00 PM**

Minutes

Attendance: Chair Emily Wicks, Christine Ballestrini, Sarah Dufresne, Ginny Walton

Staff: Denise Kegler

1. Call to order

Chair Emily Wicks called the meeting to order at 5:06 PM.

2. Introduce new Committee member

Christine Ballestrini introduced herself as a new member of the Committee, followed by introductions of all present Committee members and staff.

3. Public comment

There was no public comment.

4. Approve Minutes from January 11, 2022

Ginny Walton made a motion to approve the minutes and Sarah Dufresne seconded the motion. The minutes were approved with two affirmative votes and two abstentions.

5. Confirm edits to Celebrate Mansfield Festival Mission

The Committee briefly reviewed the edited mission and continued the discussion from the previous meeting. Ms. Dufresne made a motion to approve the new mission for the Celebrate Mansfield Festival as written:

Host a festival that celebrates the best of Mansfield including art, music, entertainment, food, games, and activities; promotes local businesses, organizations, Downtown Storrs, and the University of Connecticut; and honors the Town of Mansfield's commitment to sustainability.

Ms. Ballestrini seconded the motion and the new mission was approved unanimously.

6. Discuss Festival rain alternatives

The Committee discussed the two primary options for inclement weather: an alternative indoor location and a rain date. In previous years, E. O. Smith High School was reserved as an indoor alternative but the Committee discussed the possible limitations to the use of that space this year. Ms. Dufresne suggested that the Mansfield Community Center may be another option for an indoor alternative. The Committee also discussed using Sunday as a more convenient rain date option, compared to the following Saturday. The Committee agreed that a Sunday rain date is the best option and Ms. Kegler will pursue this option with the Partnership Staff and Board of Directors, as needed.

7. Review Festival budget

Ms. Kegler provided a brief overview of the Festival budget, explaining line items as needed. The Committee discussed the line item for T-Shirts and brainstormed ways to reduce this cost. Both Ms. Ballestrini and Ms. Dufresne offered to share the contact information for cost-effective vendors with which they have worked.

In regards to the Recycling line item, Ms. Walton would like to move forward with a new program to provide re-useable food service containers to the Food Booths. The Committee agreed to include this new program for re-useable food service containers as an item on next month's agenda. To assist with the Festival's sustainability efforts, the Committee also discussed switching to completely digital communication with participants, reducing the need for printed hard copies.

Finally, the Committee discussed several marketing line items and debated the benefits of purchasing print ads compared to online marketing options. Ms. Kegler will share the Committee's concerns with Kathleen Paterson, the Senior Communications Manager, who will develop the marketing plan for the Festival.

8. Review 2021 children's activities and brainstorm ideas

The Committee briefly discussed the programming on Wilbur Cross Way. Ms. Ballestrini suggested adding a rock-climbing wall to the event and Ms. Kegler will seek a quote from the vendors from previous events. This item will continue onto future Agendas to allow for additional feedback and brainstorming from the Committee.

9. Adjourn

Ms. Ballestrini made a motion to adjourn and Ms. Dufresne seconded the motion. The meeting was adjourned at 6:04 PM.

Minutes prepared by Denise Kegler