



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING
Wednesday, February 19, 2020 at 5:00 PM
Downtown Partnership Office
23 Royce Circle, Mansfield CT 06268
SPECIAL MEETING**

MINUTES

Present: Chair Jessie Shea and Betsy Paterson

Staff: Cynthia van Zelm and Denise Kegler

1. Call to order

Chair Jessie Shea called the meeting to order at 5:10 PM

2. Public comment

There was no public comment.

3. Approve Minutes from January 22, 2020 (attached)

Betsy Paterson made a motion to approve the minutes. Ms. Shea seconded the motion. The minutes were approved unanimously.

4. Update on main stage entertainment by Kathleen Paterson

Denise Kegler notified the Committee that Kathleen Paterson is currently negotiating with a headlining band for the Festival. **The full update on main stage entertainment by Ms. K. Paterson was deferred until the March 11 meeting, after she has completed negotiations.**

5. Review event budget (attached)

Ms. Kegler reviewed the budget line items with the Committee, noting increases in two categories: Children's and Music.

The Committee discussed several specific additions and changes to the Children's category. **The Committee decided to individually consider the impact of these changes and additions before finalizing the budget at the March 11 meeting.**

The increase to the music category was anticipated by the Committee, considering the change to last year's event schedule and the addition of stage and decorative lighting. Ms. Shea noted that the increase was justified by the quality of the lighting and the significant impact it had on the event.

Several other line items were discussed in detail, including the decorative pumpkins and mums. The Committee decided to seek donations for these items. **Cynthia van Zelm will investigate a corporate donor for pumpkins, Ms. B. Paterson will pursue individual donors from the Downtown Partnership Board, and Ms. Shea will pursue the**

wholesale cost of mums.

After discussing the specific line items, the Committee reviewed the total for expenditures and considered the increase over 2019. Ms. Kegler reviewed the anticipated income, noting that for a balanced budget the event will need to meet or surpass the 2020 fundraising goal.

6. Discuss children's entertainment ideas (handout)

During the budget review, Ms. Kegler presented the Committee with information about a new activity for children and families, the interactive Circus Zone. She provide photos of the activity in progress and a price quote from the company. The Committee considered the pros and cons and discussed the age range to which it would most appeal.

Ms. B. Paterson asked if customer reviews of the company were available to better assess the quality of the activity before committing. **Ms. Kegler will contact former customers of the Circus Zone to request reviews of the activity and the company; she will present her findings at the meeting on March 11.**

7. Discuss Festival site plan draft (attached)

The Committee reviewed the first draft of the Festival site plan and discussed the updated layout with designated areas for a Craft Corner and Kids' Zone. The current design will allow for 67 activity booths, 9 craft booths, and 6 food booths. Ms. B. Paterson asked what could be done if more than 67 activity booths applied and **the Committee agreed that additional spaces would be made to accommodate all activity booths that apply.**

Ms. Shea suggested adjusting the layout to include booths on both sidewalks at the end of Dog Lane. **Ms. van Zelm will follow-up with the property owners, to discuss the current tenants and the use of the sidewalk during the Festival.**

8. Review Craft Booth invite and application first draft (attached)

Before reviewing the first draft of the Craft Booth invite and application, Ms. Kegler presented a request from the Storrs Farmers' Market to be better included in the Festival because the times of both events now directly overlap. The Committee brainstormed several ways in which the Market could be included in the Festival and discussed the possible conflict if crafts were sold at both the Festival and the Farmers' Market. **The Committee decided that it was not a conflict of interests; craft vendors can participate in both locations. Further, both the Craft Booths and increased participation from the Farmers' Market will be pursued for the Festival this year.**

The Committee then reviewed the drafted materials for Craft Booths and a few edits were noted. **After making necessary adjustments, Ms. Kegler will work with Ms. K. Paterson to share the invite and application digitally.**

The Committee discussed the possibility of including craft demonstrations from some vendors, as was included in the invite and application. Ms. Shea suggested contacting a



craft vendor in Stafford who teaches felting and Ms. B. Paterson suggested contacting a crafter who demonstrates yarn spinning.

9. Discuss additional Committee members

The Committee agreed to continue brainstorming and bring any new ideas for members to the next meeting. **Ms. van Zelm will follow up with a business owner in Downtown Storrs to gauge their interest in joining the Committee or if one of their staff may wish to join.**

10. Adjourn

The meeting was adjourned at 6:20 PM.

Minutes prepared by Denise Kegler

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