



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING
Wednesday, March 10, 2021 at 5:00 PM**

Minutes

Attendance: Chair Emily Wicks, Sarah Dufresne, Amanda Hanzlik, Kyle Muncy, Ginny Walton
Staff: Denise Kegler, Kathleen Paterson, Cynthia van Zelm

1. Call to order

Chair Emily Wicks called the meeting to order at 4:55 PM.

2. Public comment

There was no public comment.

3. Approve Minutes from February 10, 2021

Sarah Dufresne made a motion to approve the minutes and Ginny Walton seconded the motion. The minutes were approved unanimously.

4. Discuss Entertainment Ideas – Kathleen Paterson

Kathleen Paterson provided background on the Partnership's entertainment booking priorities and goals for the Celebrate Mansfield Festival. She explained that a variety of performance styles have been booked over the years, with the headliner chosen to create a regional draw for the event. The Committee then discussed some goals for this year's event including showcasing artists from Mansfield, UConn performance groups and clubs, and music ensembles from the Mansfield schools.

The Committee also discussed extending the timeline for booking entertainment, with major acts not booked until the early summer. There is hope that health & safety protocols for festivals will be provided by the state at that time. There was also discussion of possible difficulties in booking acts due to the new rain date but Ms. Paterson was confident that most local and regional acts could accommodate a rain date request.

Other topics discussed include the UConn football schedule for the Festival date and rain date, the planned theme for the Puppet Pageant presented by the Ballard Institute & Museum of Puppetry, the size of the stage and extension, and a children's play area run by Mansfield Public Schools gym teachers.

Ms. Paterson left the meeting at 5:25 PM.

5. Review Potential Sponsor List

The Committee reviewed the potential sponsor list and suggested several local businesses that should be added for outreach.



Ms. Wicks suggested a small donor outreach to the local community and the Committee was very excited by the idea. Ms. Dufresne suggested a social media program with online payments to support specific elements of the Festival, such as “sponsor an artist” or “sponsor a vendor.” Several hashtags were proposed for the initiative including #CelebrateOurTown or #BeAPartOfTheCelebration. It was also suggested that small donors be recognized at the event with a garden stake or other physical sign at Betsy Paterson Square. **Cynthia van Zelm will contact the Finance Department to discuss the idea of an online small donor campaign and any potential difficulties.**

Amanda Hanzlik and Ms. Walton left the meeting at 5:50 PM.

6. Adjourn

Kyle Muncy made a motion to adjourn the meeting and Ms. Dufresne seconded the motion. The meeting was adjourned at 5:58 PM.

Minutes prepared by Denise Kegler