CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING
Tuesday, April 12, 2022 at 5:00 PM

Minutes

Attendance: Chair Emily Wicks, Christine Ballestrini, Andrea Stever-Lennon
Staff: Denise Kegler

1. Call to order
Chair Emily Wicks called the meeting to order at 5:00 PM.

2. Public comment
There were no public comments.

3. Approve Minutes from March 8, 2022
Christine Ballestrini made a motion to approve the minutes and Andrea Stever-Lennon seconded the motion. The minutes were approved unanimously.

4. Final review of activity booth & food booth applications
The Committee had no edits or additions for the applications.

5. Update on Sponsor Outreach
Denise Kegler provided a brief overview of the status of the outreach to potential sponsors. At the time of the meeting, the brochures had been ordered and a list of potential sponsors drafted. The Committee then provided several suggestions of local businesses that should be approached as potential sponsors including several medical offices, restaurants, grocery stores, businesses in the Eastbrook Mall, real estate agents, and local tree services. Ms. Kegler will add these new suggestions to the outreach list and highlight any suggested businesses that were previous sponsors for the event.

The Committee then discussed an idea for a beer garden, including the legal requirements and logistical challenges. Following a recent news article, there was also an idea to highlight downtown businesses that are celebrating their 10th anniversary in 2022.

6. Update on re-useable service items
Ms. Kegler provided an update that had been emailed from Virginia Walton. Unfortunately, the sample plastic dishes were determined to not be an option for re-useable dishware at the event. She will continue to investigate dishware options and pricing, specifically focusing on products made from other materials besides plastic.

The Committee also discussed an idea to rent dishware for the pilot of this program. Ms. Kegler will follow up with Ms. Walton regarding this idea and the potential for renting supplies.

7. Update on Volunteer Outreach
Ms. Stever-Lennon provided a status update on her work with Sarah Dufresne. They intend to meet soon to discuss the volunteer outreach plans. Ms. Stever-Lennon has also connected with the Mansfield Elementary PTO, who have agreed to share volunteer outreach materials.
One priority for volunteer outreach is the confirmation of Area Captains for this year’s event. Ms. Kegler will email Ms. Stever-Lennon and Ms. Dufresne to discuss the options for Area Captains and the current status of the outreach.

8. **Brainstorm ideas and activities & discuss new activity ideas from Christine Ballestrini**
   a. **Yoga sessions**: Proposed as one or more free morning yoga sessions, to bring guests to the downtown before the Festival begins. Ms. Ballestrini has had a preliminary email conversation with a local yoga instructor about leading the sessions.
      i. Possible locations: Betsy Paterson Square; grass in front of Town Hall
      ii. Follow-up: Ms. Ballestrini will email her contact with ideas from the Committee.
   b. **5K**: Similar to the yoga session, this is proposed as a morning activity to bring guests to the downtown before the Festival begins. Additionally, this may highlight UConn and further incorporate the university into the Festival.
      i. Possible location: UConn 5K route; ends in downtown
      ii. Follow-up: Ms. Kegler will follow up with members of the Partnership Board of Directors with a connection to the University.
   c. **Corn Hole Tournament**: Proposed as a tournament to be held during specific hours of the Festival, to draw a different audience set and offer a unique activity.
      i. Possible locations: back half of Wilbur Cross Way, beyond the Kids’ Zone; E. O. Smith tennis courts
      ii. Follow-up: Ms. Kegler will contact several proposed partners for this activity.
   d. **Antique car show**: Proposed as a display of unique vehicles (antique or modern).
      i. Possible locations: E. O. Smith parking lot; Downtown Garage roof; activity booth lanes
      ii. Follow-up: Ms. Kegler will contact local car dealerships to discuss partnering on this activity.
   e. **Climbing Wall**: Proposed as an interactive climbing activity booked through an entertainment vendor. This was an activity offered at the 2018 & 2019 Festivals.
      i. Location: Wilbur Cross Way
      ii. Challenge: In 2019, this activity cost $1500. To book for this year, the budget would need significant adjustments.
      iii. Follow-up: A budget line for this activity will be built into the budget for the 2023 Festival.
   f. **Parade**: Proposed as a return of the pre-Festival parade. This activity was last offered in 2018.
      i. Challenge: Ms. Kegler provided an overview of why the parade was discontinued including a decline in parade attendance, lack of a parade captain or point-person, and the logistical challenges due to the new, later event timeline.
      ii. Follow-up: None at this time.

9. **Adjourn**
   Ms. Stever-Lennon made a motion to adjourn and Ms. Ballestrini seconded the motion. The meeting was adjourned at 6:12 PM.

*Minutes prepared by Denise Kegler.*