



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE  
MEETING  
Wednesday, May 26, 2021 at 5:00 PM**

**Minutes**

**Attendance:** Chair Emily Wicks, Sarah Dufresne, Amanda Hanzlik, Kyle Muncy, Virginia Walton  
**Staff:** Denise Kegler

**1. Call to order**

The meeting was called to order at 5:11 PM.

**2. Public comment**

There was no public comment.

**3. Approve Minutes from April 28, 2021**

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

**4. Update on Fundraising**

Denise Kegler provided an update on the current fundraising totals and requested assistance from the Committee with follow-up calls to potential sponsors. Ms. Dufresne suggested that the potential sponsor list be made into a shareable file so that the Committee can choose businesses to contact virtually. Ms. Kegler will share the file with the Committee via Google Docs.

Ms. Kegler then presented an update on the virtual small donor program; there are two options for payment, through the Town website and through an online platform. The Committee then discussed the pros and cons for each system.

Ms. Walton explained her previous challenges with using the Town website and her concern with the fee for a small donor. Ms. Wicks asked if the system could subtract the fee from the donation, similar to how Event Brite handles their fees, but Ms. Kegler does not think that is possible.

The Committee decided to move forward with an online platform for small donations. Ms. Dufresne suggested the CauseBox platform because its fee is a smaller percentage of the total raised compared to other online platforms. **Ms. Kegler will meet with Kathleen Paterson to coordinate the online platform and move forward with the virtual small donor program.**

**5. Update on Entertainment Plans**

**a. Headlining Band**

Negotiations have begun with a potential headlining band but details have not been confirmed.

**b. Children's Activities**

Ms. Kegler has begun outreach to previous children's performers and activity booths. Ms. Dufresne will contact the gym teachers of the Mansfield Public Schools to discuss interactive children's activities.

**c. Dog Demo**



Thus far, outreach attempts have been unsuccessful with Central K9 but Ms. Dufresne will call the organization to discuss a possible demonstration. Ms. Kegler will also research alternative dog clubs or organizations from her previous event work.

#### **6. Review Site Plan Draft**

Ms. Kegler presented the current draft of the Festival site plan with two optional locations for dog demonstrations and one area for sidewalk chalk art. Ms. Dufresne supported the first location for the dog demonstrations because it would add visual interest from Rt. 195 / Storrs Road. The Committee agreed with using the first location and Ms. Kegler will update the site plan.

#### **7. Adjourn**

Mr. Muncy made a motion to adjourn and Ms. Walton seconded the motion. The meeting was adjourned at 5:43 PM.

*Minutes prepared by Denise Kegler.*