



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING
Tuesday, June 14, 2022 at 5:00 PM**

MINUTES

Attendance: Christine Ballestrini, Sarah Dufresne, Andrea Stever-Lennon, Virginia Walton

Staff: Denise Kegler

1. Call to order

Denise Kegler called the meeting to order at 5:09 PM.

2. Public comment

There were no public comments.

3. Approve Minutes from May 10, 2022

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

4. Staff update

Ms. Kegler provided an overview of the current fundraising total and committed funds. At this time, we have received commitments for \$13,300 and we are waiting for the results from several sponsorship applications. Ms. Kegler shared that Cynthia van Zelm has been following up with previous event sponsors and she asked if any Committee members would assist in this outreach effort. All members volunteered to assist with the potential sponsor follow-up and Ms. Kegler will share a list of contacts with the Committee by email.

Ms. Kegler updated the Committee on the booth applications that have been received: 12 activity booths and 7 craft booths. Promotion of the available booths will continue online and Ms. Kegler will send a second round of outreach to potential activity booths and food booths.

There were no updates on the confirmed entertainment.

5. Update on Volunteer Outreach

Ms. Dufresne updated the Committee that one new volunteer has been confirmed for the area captains. Ms. Kegler shared a request from the Senior Communications Manager, Kathleen Paterson, asking that Committee members please submit all future flyers for review by the Partnership before sharing them publically.

6. Update on Reusable Food Service Items

Ms. Walton provided an update on the status of the reusable food service project. She has met with the Solid Waste Advisory Committee, which has approved the purchase of 500 bowls and 500 plates. From SWAC, Ms. Walton has also confirmed a volunteer to coordinate dish washing on the day of the event. A location that can be used to wash the dishes is still to be determined and Ms. Walton asked for assistance from the Committee. Ms. Dufresne volunteered to contact the Food Service Director, Stephanie Richard, to request permission to use facilities in EO Smith High School.

7. Discuss decorations from 2021 and draft decoration plan

Ms. Kegler described the decorations that were used in 2021 including pumpkins and mums at the main stage and decorative backdrops at the performance spots, but she noted that the backdrops were not successful due to wind. The Committee agreed that pumpkins and mums should continue on the stage and Ms. Kegler will contact Kyle Muncy to seek a donation from UConn horticulture.

Ms. Dufresne suggested adding a scarecrow contest in the style of the trim-a-tree contest. She proposed that the scarecrows be set up on Friday before the event and left on display for several weeks, to allow time for online voting. The Committee was very supportive of this idea and discussed a few logistical details including what internal structure should be supplied to contestants (if any), where they will be displayed, and the purchase or reusable pumpkins. Because Mansfield Parks & Rec has previously held a scarecrow contest, Ms. Kegler will follow up to discuss their plans for fall 2022 and to ask for their recommendations on the scarecrow structure.

Ms. Stever-Lennon suggested seeking a donation of corn stalks to decorate the light poles throughout the downtown. The Committee was supportive and Ms. Dufresne shared that she regularly purchases corn stalks from a local farm.

Ms. Stever-Lennon suggested decorating the HQ booth with corn stalks and artificial leaf garlands. She offered to seek supplies at a craft store but the Partnership has a bin of decorative supplies that can be repurposed for the HQ booth.

Ms. Dufresne suggested fall-themed window displays in downtown business storefronts, either as a contest or as seasonal displays. Ms. Kegler provided a brief background on the Partnership's current project to seek collaboration on window displays and previous efforts to coordinate with business owners.

8. Adjourn

Ms. Ballestrini made a motion to adjourn and Ms. Dufresne seconded the motion. The meeting was adjourned at 5:42 PM.

Minutes prepared by Denise Kegler