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

MINUTES

Attendance: Chair Emily Wicks, Sarah Dufresne, Andrea Stever-Lennon, Colby Trembley, Virginia Walton
Staff: Denise Kegler

1. Call to order
The meeting was called to order at 5:03 PM.

2. Public comment
There were no public comments.

3. Approve Minutes from June 14, 2022
Before approving the minutes, the Committee introduced themselves to new Committee member, Colby Trembley.

Andrea Stever-Lennon made a motion to approve the minutes and Sarah Dufresne seconded the motion. The minutes were approved unanimously.

Ms. Dufresne then made a motion to add an update on low-waste materials as a new item on the agenda. Ms. Stever-Lennon seconded the motion and motion was approved unanimously.

5. Update on Volunteer & Area Captain Outreach – Sara & Andrea
Ms. Stever-Lennon has confirmed two volunteers and will send additional outreach to her contacts in the Mansfield school system later in the summer. Ms. Dufresne has confirmed two new Area Captains and is in talks with a third. After the Committee discussed their roles at the event, there are now seven or eight soon-to-be confirmed Area Captains. Ms. Kegler will report these details on the status of the volunteer outreach to the Partnership’s Executive Director and Ms. Dufresne will provide a list of names for the report.

Additionally, Ms. Dufresne is planning to send outreach to the UConn student organizations in the last weeks of August, after students have returned to campus.

9. Low-Waste Materials
Ms. Dufresne updated the Committee on her outreach regarding a location to wash the re-useable dishes. Stephanie of Mansfield Food Services was very supportive of the idea! While EOS is not best suited to needs of this project, she recommended that dishes could be brought to Mansfield Middle School on Saturday or Sunday and the Food Services staff could wash them on Monday. This plan was met with enthusiastic support from the Committee! And, to quote Ms. Walton, Sarah rocks!

Ms. Wicks suggested that Mansfield Food Services should be highlighted as a sponsor, since they are providing so much assistance with this project. Ms. Kegler will check how to include them on event signage.
Ms. Walton asked for assistance with updating the low-waste training video and Ms. Dufresne volunteered to ask her contact at the Middle School. The next step for this project is for Ms. Walton and Ms. Dufresne to shop for products at the restaurant depot.

4. **Staff update**
Denise Kegler provided the following staff update.

In regards to the sponsor appeal & fundraising plan, $17,300 have been committed. With the current commitments, the event should be able to meet its planned budget.

There are currently 23 registered Activity Booths and 1 Food Booth. Additionally, 10 Craft Booth applications have been received.

The headlining band is in contract negotiations. Ms. Kegler will follow-up with Johnnie Walker to confirm his participation. Ms. Wicks has confirmed one UConn student to return with a parading puppet and she will follow up with two additional students to discuss aerial work. Joshua’s Trust has expressed interest in an electric vehicle rally but their contact is not available to discuss the details until August. Ms. Walton suggested the Sustainability Committee as a good partner for this rally, as they have produced a similar program earlier this year.

The annual event review and site walk-through has been scheduled with the Town of Mansfield Emergency Services team. Recent events prompted the Partnership to schedule the meeting earlier than is customary. Mr. Trembley suggested that Emergency Services should also host Activity Booths and Ms. Kegler confirmed that they plan to do so. Ms. Wicks suggested reaching out to UConn police as well, specifically the K9 unit.

6. **Review Scarecrow Contest materials**
Ms. Kegler explained that the drafted materials were updated from the Partnership’s trim-a-tree contest with additional details inspired by scarecrow contests in other communities. The Committee suggested added text to clearly explain that the scarecrows will be kept up through Halloween. Additionally, it should say that scarecrows will be removed if decaying or unsafe. Ms. Kegler will update the scarecrow materials with the Committee’s suggestions and discuss marketing with Kathleen Paterson.

7. **Discuss August meeting date**
Ms. Kegler updated the Committee that she will not available for the next meeting and asked if they would like to move forward or reschedule. The Committee decided to continue with the planned meeting on August 9.

8. **Adjourn**
Ms. Walton made a motion to adjourn and Ms. Stever-Lennon seconded the motion. The meeting was adjourned at 5:45 PM.

*Minutes prepared by Denise Kegler.*