



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING**

Wednesday, July 14, 2021 at 5:00 PM

Mansfield Downtown Partnership Office

23 Royce Circle Storrs, CT 06268

MINUTES

Attendance: Chair Emily Wicks, Sarah Dufresne, Kyle Muncy

Staff: Denise Kegler, Kathleen Paterson

1. Call to order

The meeting was called to order at 5:18 PM.

2. Public Comment

There was no public comment.

3. Approve Minutes from June 9, 2021

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

4. Update on Fundraising

Denise Kegler provided an overview of the current funds raised and committed for the event. The fundraising efforts are going well; all planned expenditures will be covered when the committed funds are received.

Kathleen Paterson provided a brief update on the status of the virtual small donor campaign including a problem with the suggested platform, Causebox. Ms. Dufresne explained that the correct name is Causevox and provided some background on how she has used the platform in the past (and Ms. Kegler apologized for the error with the name).

Emily Wicks asked about the timeline for the campaign and Ms. Paterson suggested the full month of August. Ms. Wicks provided some background on the friendly competition between departments during the UConn Gives fundraising drive and suggested that similar competition could be used to help drive donations. After discussion, the Committee agreed that one month would be a good timeline for the campaign and that friendly competition could be encouraged as part of the campaign. Ms. Paterson will email the Committee with any updates on the virtual small donor campaign before the next meeting.

5. Update on Entertainment Plans

Ms. Paterson provided an overview of the musical acts that have been approached for performances at the Betsy Paterson Stage. Several have been tentatively scheduled for

afternoon performances but have not been confirmed. The headlining band has been confirmed for an evening concert and the contract is being finalized.

a. Street Entertainment

Ms. Kegler presented an idea to add street-music performance spots for the a cappella choirs at the end of Dog Lane and the Wilbur Cross Way courtyard. Ms. Paterson added that decorations would be helpful for the Dog Lane street-music spot. Ms. Dufresne suggested that pop-up frames could be borrowed from Mansfield Youth Services.

For further street entertainment, Ms. Kegler suggested booking puppetry performances by UConn students. The Committee discussed the practicality of street performances by puppeteers and decided the logistics would need to be planned with great detail. Ms. Wicks and Ms. Kegler will discuss the logistics by email before approaching students.

Ms. Dufresne suggested adding a photo booth with props and a hashtag related to the Festival. She explained the low-cost of this activity and the Committee was excited by the idea.

b. Children's Activities

Ms. Kegler and Ms. Paterson shared a comment that the Partnership office received from a concerned resident about the Festival. The resident suggested that the event include fewer children's activities, to reduce the gathering of children unable to receive the vaccine. The Committee discussed the comment but decided not to make any changes to the event plans at this time.

Ms. Dufresne provided an update on her outreach to the Mansfield Public School gym teachers. She is confident that her contacts will react favorably to the interactive play area and she plans to continue the outreach efforts. Ms. Dufresne also suggested that the Committee contact the local 4-H Club to discuss an animal presentation at the Festival.

Ms. Paterson left the meeting at 6:05 PM.

6. Discuss Opening Ceremony and "Thank You" Ideas

The Committee discussed ideas for an "opening ceremony" for the Festival. Ms. Dufresne suggested that UConn basketball players would be a draw for the local audience. Mr. Muncy confirmed that for events of this kind players can now be booked as individuals, not representing the University. Ms. Kegler also presented an idea to have an original poem written and performed by a local poet. The Committee supported both ideas and Ms. Kegler will brainstorm how the two ideas can be combined or included in one ceremony.

7. Review Updated Site Plan

The Committee approved the current site plan with no changes or adjustments.



8. Review Set-up/Break-down Schedule Draft

Mr. Muncy suggested that we contact Cara Workman to discuss volunteer groups and organizations at UConn. Further discussion was postponed until a future meeting.

9. Adjourn

The meeting was adjourned at 6:15 PM.

Minutes prepared by Denise Kegler