CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING
Tuesday, August 9, 2022 at 5:00 PM

DRAFT MINUTES

Attendance: Chair Emily Wicks, Christine Ballestrini, Sarah Dufresne, Andrea Stever-Lennon, Colby Trembley, Ginny Walton
Staff: Kathleen Paterson

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 July 12, 2022
Christine Ballestrini made a motion to approve the minutes and Ginny Walton seconded the motion. The minutes were approved unanimously.

4. Staff update
Ms. Wicks reviewed the details of the staff update provided in the meeting packet. Financially, the event is in very good shape with $18,300 in committed funds. This is an increase over the fundraising totals from 2019 and 2021.

There are currently 35 registered Activity Booths, 5 Food Booths, and 4 – 7 Sponsor Booths. To encourage more participation, the Partnership has extended the registration deadline by two weeks for Activity Booths and Food Booths. The Craft Booth deadline was not extended and there were 11 applications, which the Committee will discuss later in this meeting.

We are still seeking a partner to run the corn hole tournament, as discussions have stalled in our first outreach. Ms. Wicks suggested assigning the program to one of the volunteer sports teams from UConn and the Committee was very supportive of this idea. Andrea Stever-Lennon suggested that there may be a corn hole club at UConn and Ms. Ballestrini provided a link to the intramural corn hole league. The Committee also discussed various options for prizes.

This year, the performance spot on the corner of Wilbur Cross Way and Royce Circle will include dance demos by Mansfield Academy of Dance. Ms. Wicks asked the Committee to brainstorm new name ideas for this location.

There are no updates on the EV Rally due to summer travel but Denise Kegler will resume conversation with the Joshua’s Trust team when she returns.

5. Entertainment Update
Kathleen Paterson provided an update on entertainment plans for the main stage. We are waiting for final paperwork from the headlining act; the contract includes details on how the performance will be announced to the public. Ms. Paterson noted that booking artists has been a bit more challenging since the pandemic closure but plans are moving forward for opening acts.
Additionally, she will be meeting later this week with Ms. Wicks to discuss plans for the annual Puppet Pageant.

The UConn Marching Band are not available to perform at this year’s Festival but they will be playing at the EO Smith football game on the Friday before the event. They have asked if this performance can be promoted as part of the Festival activities, despite it being the day before the event. Ms. Paterson explained that their performance will be included in general marketing for Downtown Storrs and she asked the Committee for their thoughts on the proposal to include it with the Festival as well. After discussion, the Committee agreed that only day-of activities should be marketed as part of the Festival. The consensus was that other activities should only be included in marketing if we move to a broader format, such as a Celebrate Mansfield Weekend, but there are no plans to expand at this time.

Ms. Paterson explained that Ms. Kegler will be reaching out to the UConn a cappella groups to confirm strolling or street music, as we have had in previous years. There are no other updates for family or street entertainment.

6. **Low-Waste Update**

Ms. Walton provided an update on the status of the plan for re-useable service items. She and Ms. Dufresne visited a restaurant supply store to purchase wooden bowl samples. The trip had several challenges but was successful. Unfortunately, the bowls were determined not to be safe for use in a commercial dishwasher and they are not currently in stock for order. Ms. Walton proposed that we adapt plans for this year and purchase re-useable utensils to test at the event. For 500 forks and 500 spoons, it will cost approximately $300. If this project is determined to not be successful at the Festival, then the utensils can be donated to a local school. The Committee agreed and Ms. Walton will notify the team when the items have been purchased.

Additionally, Ms. Walton discussed the food service requirements for re-useable items with the Eastern Highland Health District. She was provided details on how items will need to be cleaned and stored for use in food service. For this year’s event, UConn Dining Services will be providing their own ceramic plates and utensils for the cooking demo.

The Committee discussed several other low-waste ideas including inviting guests to bring their own re-useable items and seeking borrowed items from local schools. Following the discussion, it was determined that these ideas are not feasible this year and they will not be pursued.

7. **Review Craft Booth applications & make selections**

Ms. Wicks led the review and approval of the Craft Booth applications. For this year’s event, there are ten available spots for craft booths but additional spaces can be found if the Committee approves all applications. Ms. Stever-Lennon also pointed out that the first two applicants are related and they are willing to share a booth if space is limited. With the shared booth, there is enough space for all booths, if approved.

With brief discussion, the Committee approved the first eight applications.

The ninth application was incomplete, with no pictures submitted of their products. After discussion, the Committee decided that the applicant would be notified of the incomplete application and a deadline given for the submission of their photos. Any newly submitted photos will be shared with
the Committee by email and each member will reply to the Partnership staff with their thoughts on the approval of the booth.

The tenth and eleventh applications were also approved with brief discussion.

8. Adjourn
Ms. Stever-Lennon made a motion to adjourn and Ms. Ballestrini seconded the motion. The meeting was adjourned at 6:01 PM.

Minutes prepared by Denise Kegler