



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING
Wednesday, August 11, 2021 at 5:00 PM**

MINUTES

Attendance: Chair Emily Wicks, Sarah Dufresne, Kyle Muncy, Ginny Walton

Staff: Denise Kegler, Kathleen Paterson

1. Call to order

The meeting was called to order at 5:09 PM.

2. Public Comment

There was no public comment.

3. Approve Minutes from August 11, 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

a. Committed Funds

Denise Kegler provided an overview with the fundraising total of \$13,550, including all committed funds. Once commitments are received, this fundraising total will cover all planned expenditures for the event.

b. Small Donor Campaign

Kathleen Paterson shared information on a fundraising opportunity with a local insurance provider that was presented to the Downtown Partnership. This opportunity will include a social media component and the Partnership staff decided that the small donor campaign should be postponed until 2022, so as not to compete. The Committee was excited by this opportunity and are happy to move forward with this local business partner. After some discussion, the Committee agreed that this fundraising program should run through the month of September.

5. Update on Entertainment Plans

a. Betsy Paterson Stage

Ms. Paterson provided an update on the current entertainment booking for the Betsy Paterson Stage: the *Funky Dawgz Brass Band* has been booked for the headlining concert at 6:30 PM and discussions are continuing with performance groups for earlier time slots. The Ballard Institute & Museum of Puppetry will again host the Puppet Pageant, but logistics are currently being updated to meet UConn's health and safety requirements.

b. Street Entertainment

Ms. Kegler updated the Committee on street entertainment ideas but none have been confirmed. The current plan is to reach out to UConn a cappella groups in the next few weeks, closer to the start of the semester. Emily Wicks suggested that the Conn-Men

would be very interested in performing and can be contacted through a student worker at the Ballard institute. Ms. Kegler and Ms. Wicks also intend to discuss details for the street performances by puppetry students. Ms. Wicks suggested that Nightfall in Hartford could be booked for the Festival, if large parade-style puppets are what is preferred.

Mr. Muncy shared that he and the Committee trusts the Partnership staff to make decisions independently, without Committee input.

c. Children's Activities

Ms. Kegler confirmed that Johnnie Walker will be attending the Festival with an interactive booth for children. Ms. Dufresne plans to reach out to the Mansfield public school gym teachers in the coming weeks, closer to the beginning of the school year.

6. Update on Booths

Ms. Kegler updated the Committee on the activity booth totals, including those who have not yet submitted their application. On Ms. Paterson's suggestion, the deadline for activity booths and food booths had been extended to August 20, and the final totals should be available at the next Committee meeting.

Mr. Muncy left the meeting at 5:40 PM

a. Review Craft Booth Applications and Make Selections

The Committee reviewed and discussed the applications from 9 craft vendors. During the discussion, Ms. Dufresne suggested that their decisions this year will help enforce the type of vendors that will be accepted in the future, when there are more applicants to choose between. Ms. Wicks agreed and suggested that the application should include more specifications as to what the Festival is seeking, including a description of what designates a "hand-made" item.

With this in mind, the Committee specifically reviewed each application for the following qualifications: Is the vendor from Mansfield or does the product represent the Mansfield community? Is the craft product original or unique? Is the craft product hand-crafted without the use of mass-produced crafting products (such as lettering)? **The Committee accepted seven of the craft booth applications; Ms. Kegler will notify all applicants by Friday, August 13.**

7. Discuss Opening Ceremony Concept

Ms. Paterson provided an update on her discussions with UConn athletics. While not finalized, there is the possibility that they will host a booth representing UConn athletics. The Committee agreed that this would be a better way to incorporate them into the event, rather than including an athlete in the opening ceremony.

For the ceremony, Ms. Dufresne suggested the Committee should each brainstorm local celebrities, as homework before the next meeting.

8. Confirm Final Site Plan

The Committee tabled this item until the next meeting.

9. Discuss Low-Waste Pledge & Recognition

The Committee tabled this item until the next meeting.

10. Adjourn

Ms. Dufresne made a motion to adjourn and Ms. Walton seconded the motion. The meeting was adjourned at 6:15 PM.

Minutes prepared by Denise Kegler.