



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE  
MEETING  
Wednesday, August 25, 2021 at 5:00 PM**

**MINUTES**

**Attendance:** Chair Emily Wicks, Sarah Dufresne, Kyle Muncy, Ginny Walton  
**Staff:** Denise Kegler

**1. Call to order**

The meeting was called to order at 5:08 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, with Ginny Walton abstaining from the vote.

**4. Update on Fundraising**

Denise Kegler provided an overview of the current financial status of the event. While no additional committed funds were received since the previous Committee meeting, there are sufficient funds for the operations of the event. Mr. Muncy followed up with one of his contacts and their committed donation has been mailed.

**5. Update on Entertainment Plans**

Ms. Kegler shared that talks are continuing with entertainment for the Betsy Paterson Stage but no further acts have been confirmed.

For street entertainment, Ms. Kegler intends to contact UConn a cappella groups, now that the semester has begun. Ms. Wicks provided an update on two new puppetry students who perform aerial work and would be an excellent addition to the event. She will reach out to these students to discuss a performance at the event.

**6. Update on Booths**

Ms. Kegler provided an update on the event booths. At this time, there are thirty Activity Booths, three Food Booths & trucks, and six Sponsor Booths. There were fewer Activity Booth applications received than the same time in previous years but Ms. Kegler is confident that more will be received in the next few days (despite the lapsed deadline). She plans to follow up with potential Food Booths to try to increase food options for the event.

**7. Discuss Health & Safety Updates**

Ms. Kegler shared her concern with the recent upswing in COVID cases and asked the Committee for their recommendations for the event, specifically in regard to public signage.

Ms. Dufresne reiterated that the event should follow State guidelines but should not impose stricter requirements for attendees. The Committee strongly agreed with this and Ms. Kegler assured them that the Partnership and the Town do not plan to set safety restrictions beyond the State requirements.

Mr. Muncy suggested that the signage should ask attendees to follow safety guidance out of courtesy for others, with phrases such as “please respect others’ space.” The Committee agreed and Ms. Wicks added that our goal should be for participants and guests to be respectful to each other and their choices.

In regards to booths, the Committee agreed that we should encourage booths to make safe choices, such as suggesting that they bring hand sanitizer and inviting them to wear masks, but it should be voluntary. Ms. Walton also made a point that hand sanitizer may not be necessary because the virus primarily spreads through the air.

#### **8. Discuss Low-Waste Pledge & Recognition**

Ms. Kegler and Ms. Walton presented an idea to increase booths’ participation in the low-waste efforts through a “low-waste pledge.” The Committee reviewed a draft and supported the general idea behind the pledge but thought its method may not be encouraging to new participants.

Mr. Muncy suggested that the low-waste efforts could become a marketing narrative with stories featuring specific activities designed to reduce waste and booths that utilize low-waste activities. Ms. Wicks further suggested that we share specific ideas that have worked for previous booths, to help inspire small changes at every booth this year. A contest with sustainable prizes would also help reinforce the message, such as produce from the Farmers Market or flowers from a local vendor.

Overall, the Committee agreed that this year was a good time to reevaluate the environmental impact of the event and seek help from the booths to further reduce the waste that is produced. However, the framework of the “low-waste pledge” should be changed to be more encouraging and supportive of all efforts to make the event environmentally sustainable.

#### **9. Discuss Day-Of Schedule**

The Committee members each shared their availability for the day of the event.

#### **10. Confirm Final Site Plan**

The Committee reviewed and approved of the final site plan with no changes.

#### **11. Adjourn**

Mr. Muncy made a motion to adjourn and Ms. Dufresne seconded the motion. The meeting was adjourned at 6:07 PM.

*Minutes prepared by Denise Kegler*