



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING**

Monday, January 14, 2019
Mansfield Downtown Partnership office
23 Royce Circle

MINUTES

Present: Chair Betsy Paterson, Jessie Richard, Roger Manning, and Ginny Walton

Staff: Kathleen Paterson, Noelle O'Toole, and Cynthia van Zelm

1. Call to order

Chair Betsy Paterson called the meeting to order at 5:03 PM.

2. Introduce New Committee Chair and Partnership Staff

Chair Betsy Paterson introduced to the Committee Jessie Richard as the new chair for the Celebrate Mansfield Festival Committee. Ms. Paterson stated that she may still serve on the Committee and will work the day of the Festival. Ms. Paterson also introduced Noelle O'Toole, who is the new Event Planner for the Mansfield Downtown Partnership.

3. Public Comment

There was no public comment.

4. Approve Minutes from August 20, 2018, September 4, 2018 and September 10, 2018

Ms. Paterson moved to approve the minutes as presented. Roger Manning seconded the motion. The minutes were approved unanimously.

5. Review the purpose of the Celebrate Mansfield Festival

Ms. Richard believes that the purpose of the event is to bring the community together. Mr. Manning and Ms. Richard both believe that the event should be promoted regionally but only to the surrounding community such as Ashford, Columbia, and Tolland. Kathleen Paterson stated that she could reach outside the region further through social media. Ms. K. Paterson suggested changing the phrase "Create a festival for Mansfield residents and University of Connecticut students" to "Create a festival for the region." The Committee approved the new change to the Celebrate Mansfield Festival's purpose. The new purpose of the festival is, "Create a festival for the region that celebrates the best of Mansfield including art, music, entertainment, food, games, and activities while promoting businesses."

6. Update on Festival date

Cynthia van Zelm stated that the date was changed to Saturday with the goal of increasing attendees. Ms. K. Paterson explained that Sunday is the day before work and school and by changing the date to

Saturday the goal is to get people to stay at the event longer. Mr. Manning asked whether there were any conflicting events due to the change in the date. Ms. K. Paterson stated that she looked into conflicting events including holidays. **Ms. O'Toole will look into other conflicting events that UConn and the schools may have.** The Committee supported the change to a Saturday.

7. Review Music and Parade

Ms. K. Paterson suggested holding a concert later in the day at the Festival. Ms. Paterson suggested two time frames, one for the Festival and one for the concert. Ms. K. Paterson said the event would be marketed as one big event even though it would have two time frames. The Committee approved these changes. **The Committee discussed the type of music to include and decided to discuss at a future meeting.**

Ms. Paterson suggested getting businesses more involved by encouraging restaurant owners to prepare a to-go menu for the night of the Festival. Ginny Walton suggested encouraging businesses owners to decorate their store fronts to bring in business. The Committee approved the encouragement of restaurant owners to prepare a to-go menu for the night of the festival.

Ms. K. Paterson proposed eliminating the parade and instead having larger groups do a demonstration on the main stage. Ms. Richard suggested having the Boy Scouts and the Girl Scouts on the stage in the beginning of the Festival. Ms. K. Paterson suggested having the E.O. Smith High School band and the UConn band play at the beginning of the Festival as a way to open the Festival. Ms. Paterson suggested presenting an idea for the opener of the Festival at the next meeting. The Committee approved the elimination of the parade.

8. Discussion of additional Committee members

The Committee will get back to Ms. van Zelm if they have any suggestions for new Committee members.

Ms. Richard and Mr. Manning asked to move the meeting dates to Wednesdays or Thursdays. **Ms. O'Toole is to look into Wednesday meeting dates.**

9. Adjourn

Mr. Manning made a motion to adjourn and Ms. Richard seconded the motion. The meeting adjourned at 6:16 PM.

Minutes prepared by Noelle O'Toole.