



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE  
MEETING  
Wednesday, April 10 at 5:00 PM  
Partnership Office**

**Minutes**

**Present:** Chair Jessie Richard, Shelley Manning, Betsy Paterson

**Staff:** Cynthia van Zelm, Kathleen Paterson, Denise Kegler

**1. Call to Order**

Chair Jessie Richard called the meeting to order at 5:01 PM.

**2. Public Comment**

There was no public comment.

**3. Introduction of new Partnership staff**

Denise Kegler was introduced as the new Event Coordinator for the Downtown Partnership.

**4. Approve Minutes from March 13, 2019**

Betsy Paterson moved to approve the minutes. Shelley Manning seconded the motion. The minutes were approved unanimously.

**5. Discuss rain alternatives**

Kathleen Paterson explained the two best options for a rain alternative plan: moving the Festival indoors into E. O. Smith High School or choosing Sunday as a "rain date" to which the entire Festival would move. In 2018, the indoor location was approved based on the size of the Festival. The 2019 Festival would need to remain the same size (or smaller) to be approved for the indoor space. If a "rain date" were used for the event, all Festival activities including activity booths, vendors, entertainment, and volunteers would need to be planned for both the original date and the alternative.

The Committee discussed the two rain alternative options.

Ms. Richard added that the Festival may be able to be split if the poor weather cleared in the afternoon; the activity booths could move indoors during the rain and the headliner concert could move outdoors to the Betsy Paterson Square in the clear weather.

Ms. K. Paterson explained that there may be some technical challenges for the concert set-up if there was rain during the afternoon. She suggested that the entire Festival move indoors if a rain alternative is needed.

**Decision:** All agreed to keep the indoor rain alternative of E. O. Smith High School.

**6. Discuss volunteers**

**a. Needs**

Ms. K. Paterson shared that the primary volunteer needs will be with Festival set-up and activity booth clean-up because there will be no parade in 2019.

**b. Schedule**

Ms. K. Paterson explained that the new Festival schedule will require different times for volunteer arrival. The activity booths will be set up at 12:00 PM and the festival will begin at 2:00 PM. She suggested that the Area Captains should arrive at 10:00 AM to begin booth prep work. She asked for comments on the length of the volunteer day for Area Captains.

Betsy Paterson suggested that the Festival Committee be the only volunteers to stay for the evening hours to assist with the headliner concert.

There was group discussion of the arrival time for the Area Captains with 10:00 AM being the agreed time.

Ms. Richard suggested that Phil Richard and the Committee members could direct booth clean-up to shorten the length of the Area Captain's volunteer time.

Ms. K. Paterson suggested that the Department of Public Works could also assist with booth clean-up, at least in the intersections.

Ms. Richard suggested performances by E. O. Smith music ensembles at 6:00 PM before the headliner begins.

Ms. K. Paterson suggested the E. O. Smith Drum Line.

**c. Area Captains**

Ms. K. Paterson stated that if all Area Captains agree to return, then the Festival will have enough lead volunteers for the daytime portion. She suggested that the Committee think of other individuals who may be able to assist with the evening portion.

Ms. K. Paterson reviewed the set-up of tables on Dog Lane with long tables, table cloths, flowers, and bistro lights.

Ms. Manning offered to donate the use of her personal bistro lighting.

Ms. K. Paterson reported that she has discussed the possibility of bistro lighting with Bryan Wosczyzna of Local Stage Productions, who may be able to include this project with his work for the festival.

Ms. K. Paterson shared that Kidsville Kuckoo Review will be performing at the 2019 Festival. She needs to speak with Pete Haddad who may need to roam this year. She will also speak with the Mansfield Academy of Dance and KLC Dojos. She hopes to get the E. O. Smith and UConn bands involved if possible.

Ms. Richard suggested the UConn a cappella groups as roaming musical acts.

**Ms. K. Paterson liked the suggestion and agreed to pursue it.** She went on to report a desire for more performing arts groups including puppetry from the Ballard Institute & Museum of Puppetry, juggling, twirling, the UConn improv troupe, and the UConn slam poetry group.

Ms. Kegler suggested color guards from the marching bands at E. O. Smith High School or UConn.

Ms. K. Paterson replied that the color guards usually work with the marching bands in the parade but they may be able to give a short performance. She then suggested the Japanese Taiko Drum club from UConn. The committee was very excited by this idea. **Ms. K. Paterson will pursue the group's potential involvement with the Festival.**

Ms. Kegler suggested a participatory art project or mural. She gave an example of a collaborative papier maché sculpture that was completed at an event held at Mystic Seaport Museum.

Ms. K. Paterson suggested that this type of project may be led by the Ballard Institute & Museum of Puppetry, who could potentially display the project after the festival. She stated that any large art project should have a clear plan for display and storage after the festival. She further suggested that this type of art project may thematically connect with an upcoming Maurice Sendek exhibition hosted by UConn. The committee was very excited about this exhibition and the potential for future projects. **Cynthia van Zelm will confirm the exhibition dates for the Committee.**

#### **7. Review draft sponsor outreach list**

Ms. K. Paterson posted the annual list of potential sponsors for the festival. The Downtown Partnership will need to send sponsor letters during the timeframe of late April or early May. She suggested that downtown businesses be removed from the sponsor list because these businesses participate in the Festival in other ways. Moe's Southwest Grill and Mooyah Burgers, Fries, & Shakes will remain on the sponsor list.

The committee agreed to remove the downtown businesses from the master sponsor list.

Ms. K. Paterson asked the committee to brainstorm additional ways to enhance downtown business participation in the event and additional businesses that can be added to the master sponsor list.

#### **8. New activities, attractions, and other suggestions**

No new activities, attractions, and other suggestions.

#### **9. Adjourn**

Ms. Richard moved to adjourn the meeting. Ms. B. Paterson seconded the motion. The meeting adjourned at 6:09 PM.

*Minutes prepared by Denise Kegler*