



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING
Wednesday, April 24 at 5:00 PM
Partnership Office**

Minutes

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

Staff: Cynthia van Zelm, Kathleen Paterson, Denise Kegler

1. Call to Order

Chair Jessie Richard called the meeting to order at 5:07 PM.

2. Public Comment

There was no public comment.

3. Approve Minutes from April 10, 2019

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

6. Update on Activity Booths

Kathleen Paterson shared her preliminary outreach to UConn Athletics with the intent to have them return as an activity booth at the Festival. She reviewed their prior participation at the Festival for the Committee and explained that a change to the rules governing student athletes has now restricted UConn Athletics' options for participation. They have asked permission for their booth to include the sale of tickets to UConn sporting events. Because sales at activity booths are not currently permitted, Ms. Paterson presented the question from UConn Athletics to the Committee for discussion.

Roger Manning asked if a decision had been made by the Committee regarding the Mansfield Historical Society and their request to sell books at the Festival.

The Committee discussed the possibility of sales at activity booths that are run by non-profit organizations. The list of activity booths from the 2018 Festival was reviewed, showing that there were a total of 37 booths run by non-profit organizations.

Ms. K. Paterson suggested the use of survey tools at this year's event to provide information on the question of sales before a change is instituted. She specified that two surveys could be implemented: one for the visiting public and one for the current activity booth participants. After brief discussion, the Committee agreed to pursue the use of survey tools. **Denise Kegler agreed to draft survey questions for the next Committee meeting.**

Mr. Manning asked if a rule could be created to limit sales to only products related to the Town of Mansfield.

Ms. K. Paterson explained that all organizations have the option to sell items as a food booth, specifically citing previous sales of pre-packaged food and beverage items and bake sales.

Cynthia van Zelm suggested that the Mansfield Downtown Partnership offer sales opportunities at the Winter Welcome for organizations seeking to sell products related to the Town of Mansfield. **She will look into this possibility for the Mansfield Historical Society and limited other organizations.**

Decision: In a unanimous vote, the Committee decided that the Festival should continue to not permit sales by activity booths at the 2019 Festival. Two surveys will be created to capture the opinions of the visiting public and activity booth participants on the topic of future sales at the Festival.

Jessie Richard suggested that the Committee institute a mandatory meeting for all activity booth representatives prior to the Festival. **The Committee discussed the idea and agreed to pursue it.**

Ms. K. Paterson left the meeting at 5:45 PM.

4. Update sponsor outreach list with new potential sponsors

Ms. Kegler explained that the current sponsor outreach list is based on the list of 2018 sponsors and previous outreach. She asked the Committee for suggestions of businesses to add.

Mr. Manning asked if information pertaining to Festival sponsorship could be displayed at the Mansfield Community Center. **Ms. van Zelm agreed to ask Curt Vincente about this question.**

The Committee reviewed the sponsor outreach list and discussed businesses that may be interested in being a new or returning sponsor for the Festival. **Members of the Committee agreed to pursue sponsorship with several specific businesses.**

5. Review volunteer schedule

Ms. Kegler reviewed the draft volunteer schedule that was created after the last Committee meeting. The precise timing of each volunteer assignment was adjusted from the 2018 schedule based on the new timetable for the Festival.

The Committee discussed the changes to the timing for activity booth break-down, as well as extended hours during the headliner performance for food booths, the Department of Public Works, and recycling volunteers.

7. Discuss mural ideas:

- a. No-waste compostable materials:** Ms. Kegler proposed a Crop Art mural that utilizes natural materials including seeds, lentils, leaves, and petals. She suggested that members of the Committee review the Crop Art contest from the Minnesota State Fair, which has been running since the 1960s.

Ms. Kegler further suggested that to create a fully-compostable mural, burlap fabric and Elmer's glue could be used as construction materials. **She agreed to further research these materials to ensure that they are non-toxic and biodegradable.**

Ms. Richard suggested a mural design that highlights the word Mansfield. She offered to host the mural at The Flower Pot during the Festival and further suggested the use of

flower stems, leaves, and petals that would normally be waste products from the business.

- b. **Artist / Art Student Collaboration:** Based on Ms. Richard's design suggestion, the Committee will not pursue an art student or artist to lead the mural project.

8. New activities, attractions, and other suggestions

Ginny Walton proposed that in future years, the Festival move toward re-useable, washable take-out containers. She explained that UConn is currently testing these containers and they are in use at the University of California. She suggested that this concept be piloted in 2020 and not at this year's event. The Committee discussed the idea without a decision being made.

Ms. Walton shared details on the current food service supplies and stated that she will be purchasing bamboo utensils and sugar cane plates for the Festival.

Mr. Manning suggested that a sign be added to each Food Booth explaining the division of items for compost, recycling, and trash.

9. Adjourn

Mr. Manning moved to adjourn the meeting. Ms. Richard seconded the motion. The meeting adjourned at 6:47 PM.

Minutes prepared by Denise Kegler