



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING
Wednesday, August 14 at 5:00 PM
Partnership Office**

Minutes

Present: Chair Jessie Richard, Roger Manning, Shelley Manning, Betsy Paterson
Staff: Cynthia van Zelm, 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 June 12, 2019 and July 17, 2019

Betsy Paterson moved to approve the minutes from June 12 and Ms. Richard seconded. The minutes from June 12 were unanimously approved. Then, Ms. Paterson moved to approve the minutes from July 17 and Ms. Richard seconded. The minutes from July 17 were unanimously approved.

4. Update on Festival budget and sponsorship

Cynthia van Zelm gave a comprehensive overview of the current state of the Festival budget beginning with the expected level of sponsorship for the event. Following the overview, the Committee discusses specific line items that could be adjusted to reduce expenses.

Ms. Paterson suggested cutting back on the inflatable attractions. Ms. Kegler reported what the cost for attractions had been in 2017 compared to the current quote that includes three attractions. The Committee was in agreement with this suggestion and **Ms. Kegler will contact the vendor to reduce the number of attractions ordered for the Festival.**

The Committee further discussed the effective use of the marketing budget in regards to print or digital media and possible line items that could be adjusted.

5. Update on activity booths; discuss participation rules

Denise Kegler reported that there are currently 53 activity booths signed-up for the event. She queried the Committee as to the specific rules for hosting a booth, specifically regarding an application that was received from a business that operates in Mansfield but whose office is not within the town. **The Committee agreed that businesses of this type should be allowed to participate if they apply.**

6. Update on food booths

Ms. Kegler reported on the current number of food booth participants and communications with other potential food vendors. Roger Manning reported on several potential food vendors and the likelihood of each participating at the event. After discussion, it was decided that **Mr. Manning, Ms. van Zelm, and Ms. Kegler will follow-up with specific food vendors who have participated in**

previous events.

With a reduced number of participating food vendors at this year's event, the Committee discussed other possible options including several regional food trucks. **Ms. Kegler will follow-up with the Eastern Highland Health District and Mansfield Planning and Zoning Committee to discuss regulations and restrictions for food trucks in the Town of Mansfield. She will then begin contacting several food trucks discussed by the Committee.**

Ms. van Zelm stated that the Committee should contact restaurants in Downtown Storrs who are not hosting a food booth to suggest that they participate in the event by offering a one-day special or deal. The Committee agreed and **Ms. Kegler will contact these businesses with information on the Festival and the suggestion of one-day specials or deals.**

Ms. Kegler brought to the Committee's attention the need to either rent or borrow tables for the planned dining space in Dog Lane. Ms. Richard and Mr. Manning suggested clubs in which they have contacts who may allow the tables to be borrowed for the event. **During the meeting Ms. Richard contacted the club and received approval for 20 tables to be borrowed for the Festival.** The Committee discussed the logistics of picking-up these tables and returning them after the event but details were not finalized. Mr. Manning offered the use of his truck and trailer. Ms. van Zelm suggested that the trailer could be safely stored overnight in the garage.

10. Discuss September Committee meeting dates

Ms. Kegler presented the remaining schedule of meeting dates prior to the Festival. The Committee discussed these dates and decided to add an additional meeting in the week before the event. **There will be a Committee meeting on Wednesday, September 18 at 5:00 PM.**

7. Plan pre-event activity booth meeting

Mr. Manning suggest that the pre-event meeting for activity booths be held on Wednesday, September 18, following the Committee meeting. The Committee agreed on that date and then discussed the timing for the meeting. **It was decided to hold the pre-event meeting for all activity booths on Wednesday, September 18 at 6:00 PM.**

Shelley Manning suggested keeping the meeting to a set timeframe and announcing that time to participants in advance. Ms. van Zelm suggested using the Library Express as a meeting location. **Ms. Kegler will contact activity booth participants with the meeting notice and also seek approval to use the Library Express space for this meeting.**

The Committee discussed details of the road closure for the event and decided that Wilbur Cross Way could be re-opened before the official end of the event at Betsy Paterson Square.

8. Review participant packet (handout)

Ms. Kegler will re-draft the participant packet with updated information before the Committee reviews.

9. Discuss festival t-shirts color and design

The Committee discussed previous colors used for the t-shirts and decided that Ms. Kegler should simply choose colors that seem appropriate.

Ms. Kegler suggested that if there were further budgetary concerns, the t-shirts could be printed on

one-side only. The Committee discussed the pros and cons of this as an option. **Ms. Kegler will investigate the price difference between printing on one side compared to printing on both sides of the shirt, choose colors, and order the event t-shirts.**

11. New activities, attractions, and other suggestions

There were no new activities, attractions and other suggestions.

12. Adjourn

The meeting adjourned at 6:15 PM.

Minutes prepared by Denise Kegler