



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING**

Wednesday, March 13, 2019
Mansfield Downtown Partnership office
23 Royce Circle

MINUTES

Present: Chair Jessie Richard, Betsy Paterson, and Ilze Taylor

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Chair Jessie Richard called the meeting to order at 5:15 PM.

2. Public Comment

There was no public comment.

3. Approve minutes from February 20, 2019.

Betsy Paterson moved to approve the minutes. Jessie Richard seconded the motion. The minutes were approved unanimously.

4. Review site plan

Kathleen Paterson explained the revisions she made to the site plan based on the feedback received at the previous meeting. She suggested changing the dining tables on Dog Lane to long tables and arranging them farmhouse-style to encourage visitors to interact more. The committee supported this idea.

Ms. Richard volunteered to provide flowers for the tables.

Ilze Taylor suggested adding table cards encouraging conversation.

Ms. Taylor volunteered to look into rental prices for tables.

5. Discuss business outreach

Ms. Richard suggested going to each downtown business individually to encourage their participation.

Ms. Taylor suggested asking the downtown restaurants to do a special for the day of the Festival. She also suggested having a sign in front of each participating business and having a handout at the Partnership's booth.

Ms. Richard supported the idea of a sign at each business and suggested that the Partnership provide one standard sign for each business with a blank space to write in their own specials.

Ms. K. Paterson reported that she had inquired about adding an insert to the trash bills, a suggestion from the previous meeting. She said that there is not an upcoming opportunity to do so that works with the Festival schedule.

Cynthia van Zelm suggested doing a mass email to all Mansfield businesses. **Ms. K. Paterson will ask the Planning office for a list of all businesses.**

6. Review draft activity booth information

Ms. K. Paterson asked for feedback on the draft activity booth information. She explained that, based on the committee's comments at the previous meeting, she thought it might be good to explain the changes to the site plan and clean-up procedures to potential booths before they sign up. She said the information would be sent to them again in the final participation packet in September but noted that having the information earlier might help groups plan.

The committee discussed the timing of the event and the benefit of including it in the initial information to potential participants. By consensus, the group agreed to set the time of the Festival to be 2:00 PM to 8:00 PM.

Ms. K. Paterson will update the activity booth information, post it to the website, and begin outreach to potential participants.

7. Discuss next meeting date

Ms. K. Paterson said that the next scheduled meeting coincides with the Mansfield Schools Community Dinner and noted that the Partnership's new Event Coordinator will start the following week. She suggested cancelling the March 27 meeting. The group agreed.

8. Adjourn

Ms. Paterson made a motion to adjourn. Ms. Richard seconded the motion. The meeting adjourned at 6:23 PM.

Minutes prepared by Kathleen M. Paterson