



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING
Wednesday, May 22 at 5:00 PM
Partnership Office**

Minutes

Present: Chair Jessie Richard, Betsy Paterson

Staff: Cynthia van Zelm, Denise Kegler

1. Call to Order

Chair Jessie Richard called the meeting to order at 5:09 PM.

2. Public Comment

There was no public comment.

3. Approve Minutes from April 24, 2019

Minutes were approved by consensus.

4. Review proposed budget

The Committee discussed several budget line items in advertising, entertainment, and set-up.

Denise Kegler explained the price history of a specific line item, the climbing wall. In 2017, \$1275 was paid for a climbing wall alone. In 2018, the price increase to \$2345 and included a climbing wall, bounce house, and mini golf.

After discussion, the Committee decided to continue with the larger investment, if all three items were enjoyed by guests in 2018. **Ms. Kegler will follow-up with Cara Workman regarding the popularity of these items in 2018. She will then request a quote from the rental company.**

The Committee briefly discussed Agenda item #8: the number of mums needed, considering the reduction to one stage at the Festival. **It was agreed that only 10 would be needed.** There was additional discussion of the hope to acquire these flowers through donation.

5. Update on potential sponsor outreach

Cynthia van Zelm presented the current list of potential sponsors and updated the committee on recent progress. The Committee discussed individual outreach to specific businesses as potential sponsors.

Jessie Richard stated that children's organizations should continue to be included in the activities, The Committee agreed that the Boy Scouts, Girl Scouts, dance organizations, and martial arts dojos should be included in the festivities.

6. Review Food Booth invite

Ms. Kegler presented the Food Booth invite draft and discussed the contact information listed. **She will update the invite after confirming the information with Roger and Shelley Manning.**

The Committee discussed the phrasing of the Eastern Highlands Health District information. Ms. Richard suggested emphasizing the word “before”. **Betsy Paterson will confirm the EHHD fee for a Temporary Food Service License.**

7. Review visitor survey / participant survey

Ms. Kegler presented the draft of two surveys. The questions were chosen to explore visitor and participant reactions to the new Festival time and to the possible addition of merchandise sales. She presented several options for data collection including the use of volunteers and random visitor selection. She suggested providing the survey to all participants in the welcome packet. Ms. Richard suggested additional reminders via email from a Committee member, instead of Partnership staff. Ms. van Zelm suggested sending the survey to participants with the thank you letters.

The Committee discussed several changes to the surveys. Ms. Paterson suggested including a space for comments. Ms. van Zelm suggested including the question regarding non-profit organizations on both the visitor and participant surveys. **Ms. Kegler will update the surveys with these additions.**

8. Discuss needs for hay bales and mums

The Committee returned to the discussion of hay bales, mums, and pumpkins. They agreed that all should be reduced to 10, with only one stage to decorate.

Ms. Paterson asked if hay bales were also used as road barricades. **Ms. Kegler will confirm with Kathleen Paterson if hay bales were utilized as barricades at last year’s Festival.**

9. New activities, attractions, and other suggestions

There were no new activities, attractions, or other suggestions.

10. Adjourn

The meeting adjourned at 6:10 PM.

Minutes prepared by Denise Kegler