



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING**

Wednesday, March 25, 2020 at 5:00 PM

Downtown Partnership Office
23 Royce Circle, Mansfield CT 06268

Meeting was held by phone at: 860.487.9888, ext. 0199460

MINUTES

Present: Chair Jessie Shea and Sarah Dufresne

Staff: Cynthia van Zelm and Denise Kegler

1. Call to order

Chair Jessie Shea called the meeting to order at 5:11 PM.

2. Public comment

There was no public comment.

3. Approve Minutes from March 11, 2020

Sarah Dufresne made a motion to approve the minutes and Ms. Shea seconded the motion. The minutes were approved with one vote and one abstention.

4. Discuss the need for backup plans, postponement, or other changes due to the current emergency

The Committee discussed the current state of the COVID-19 crisis and the ways that the Festival could be impacted. The Committee agreed not to make any decisions at this time, as information is still rapidly changing. Cynthia van Zelm and Denise Kegler updated the Committee as to the Downtown Partnership's plans to discuss all 2020 events at a future Board meeting. Any decisions made by the Board regarding the Festival will be reported to the Committee at our next meeting.

Ms. Dufresne suggested that this item remain on every meeting agenda until the crisis has been resolved and final decisions have been made regarding necessary changes to the event.

5. Review budget and prioritize expenditures; brainstorm possible expenditures to cut

The Committee reviewed every line item in the current budget and discussed how to reduce costs. Significant cuts were made to every section of the budget, leaving only the most necessary items. **The Committee agreed that this "Plan B" budget will be used for further planning but cut items can be added back into the event if fundraising totals meet the original goals.**

6. Discuss fundraising and sponsor outreach; update on fundraising webinars

Ms. Kegler and Ms. van Zelm reported on a fundraising webinar that they attended. However, much of the advice offered was intended for non-profits that provide human services and does not directly pertain to event-specific fundraising. Ms. Kegler suggested that the Committee contact previous sponsors and long-time donors to thank them for their support. **All agreed that further sponsor outreach should be postponed until the current crisis has been resolved.**

7. Update on Activity Captains

Ms. Kegler reported on her communications with the volunteer Area Captains. She intends to re-draft a working schedule that will better meet the needs of the Area Captains. She will continue to update the Committee as she confirms more volunteers as Area Captains and for the HQ Booth.

8. Adjourn

Ms. Dufresne made a motion to adjourn the meeting and Ms. Shea seconded the motion. The meeting was adjourned at 6:01 PM.

Minutes prepared by Denise Kegler.