



## CELEBRATE MANSFIELD FESTIVAL COMMITTEE MEETING

Wednesday, August 12, 2020 at 5:00 PM

This meeting was physically closed to the public but the public may view the meeting on livestream at [https://townhallstreams.com/stream.php?location\\_id=69&id=31219](https://townhallstreams.com/stream.php?location_id=69&id=31219)

### MINUTES

**Attending:** Chair Emily Wicks, Kyle Muncy, Virginia Walton

**Staff:** Cynthia van Zelm and Denise Kegler

#### 1. Call to order

Chair Emily Wicks called the meeting to order at 5:00 PM.

#### 2. Public comment

There was no public comment.

#### 3. Approve Minutes from May 27, 2020

Denise Kegler explained to the Committee that she made technical errors in the filing of the public notices for the June and July Committee meetings, which is why the minutes from May 27 are on the agenda. Kyle Muncy made a motion to approve the minutes and Ms. Wicks seconded the motion. The minutes were approved unanimously.

#### 4. Discuss Passport / Scavenger Hunt Activity

The Committee discussed the logistics for the planned Festival activities including a new scavenger hunt, a return of Spend and Win, street entertainment in Downtown Storrs, and a collaborative poem combining individual lines from resident submissions.

#### 5. Review 2020 Activity Booth invite letter and Potential Activity Booth list

The Committee discussed the logistics for the Scavenger Hunt activity and reviewed the outreach material, including the invite letter. Ms. Wicks suggested adding a registration deadline and limited number of locations to the outreach letter. Cynthia van Zelm suggested adding benefits for participating locations including social media promotion and gift card purchases. Ms. van Zelm further suggested that the outreach letters be sent to a wider audience through the Mansfield Downtown Partnership email list. **The Committee agreed and Ms. Kegler will update the invite letter and coordinate with Kathleen Paterson to have the outreach sent to a wider audience.**

#### 6. Discuss Potential Street Performances and Digital Alternatives

The Committee discussed ways to promote UConn and Community virtual programs through the CMF month-long activities. **Ms. Wicks volunteered to reach out to UConn museums and art organizations to discuss the cross-promotion of virtual programming.**

Ms. Kegler shared her concerns regarding street entertainment or busking and the health and safety guidelines for outdoor events. The Committee discussed the logistical challenges and needs to safely present street entertainment within the guidelines for outdoor events. Ms. van Zelm suggested asking the state if street entertainment will require the full guidelines or if they have other suggestions for informal, street entertainment. **Ms. van Zelm will seek guidance on street**



**entertainment from our contact at the CT Department of Economic and Community Development.**

**7. Adjourn**

Ms. Wicks made a motion to adjourn and Virginia Walton seconded the motion. The meeting was adjourned at 5:55 PM

*Minutes prepared by Denise Kegler*