



CELEBRATE MANSFIELD FESTIVAL COMMITTEE MEETING

Wednesday, August 26, 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=31689

Attendance: Chair Emily Wick, Sarah Dufresne, and Kyle Muncy

Staff: Cynthia van Zelm and Denise Kegler

MINUTES

1. Call to order

Chair Emily Wick called the meeting to order at 5:03 PM.

2. Public comment

There was no public comment.

3. Approve Minutes from August 12, 2020

Kyle Muncy made a motion to approve the minutes and Sarah Dufresne seconded the motion. The minutes were approved unanimously with one abstention.

4. Discuss Scavenger Hunt Activity

Denise Kegler updated the Committee on the Scavenger Hunt outreach, participating businesses and organizations, and timeline for registration. She provided two sample clues for the Committee to review, which were unanimously approved. **Ms. Kegler will continue to draft Scavenger Hunt clues of this style for all participating locations and a second outreach request will be sent by Cynthia van Zelm.**

The Committee discussed the logistics for prizes for the scavenger hunt winners. As a prize package, Mr. Muncy suggested including gift cards of small amounts from multiple locations instead of one larger gift card. The Committee enthusiastically supported this idea. They will also pursue small "swag" give-away items from participating locations to include in the packages. After some discussion, the Committee decided on a total of 10 prize packages for the Scavenger Hunt winners.

5. Discuss Community projects

Chair Wicks updated the Committee on the outreach to UConn and community organizations to cross-promote digital programming on the Celebrate Mansfield Festival website. Several positive responses have already been received and will be included on the website. The Committee discussed additional UConn organizations that might be included in this cross-promotion and decided to send further outreach emails to several organizations. Ms. Wicks will continue to manage this outreach initiative.

6. Discuss Collaborative Poetry project

Ms. Kegler provided the Committee with an overview of the My Mansfield memory program by a collection of town departments. She suggested that the Collaborative Poetry project be delayed until later in the year so that it does not compete with the My Mansfield program. A later timeframe may also allow more collaboration on this project with UConn and E. O. Smith poetry groups. Ms.

Wicks suggested contacting a board member from The Ballard who manages a publishing company and may be interested in assisting with this project. **The Committee has tabled further discussion of the Collaborative Poetry project until later in the year.**

7. Discuss Street Performances

Ms. Kegler updated the Committee on guidance from the state for street entertainment, outreach to Mansfield performers and performing organizations, and some positive responses. The Committee discussed the logistics of “pop-up” street performances and agreed that performances should be very limited due to the logistical challenges. Ms. Kegler will coordinate performance logistics on an individual basis with any artists that wish to perform in the Downtown and, depending on the number of performances, stream a virtual showcase of these performers at the end of the month.

8. Discuss potential for Craft Booths

The Committee briefly discussed the potential for hosting temporary booths from small businesses or crafters in the Downtown. Ms. Kegler proposed limiting these booths to 1 or 2 per day during the later weekends of September. The Committee was very excited by this concept and agreed that invitations should be sent as soon as possible. A few businesses were discussed for outreach, and **the Committee will continue to brainstorm businesses or crafters by email. Ms. Kegler will draft booth registration materials and send invitations to the businesses and crafters discussed.**

9. Adjourn

Mr. Muncy made a motion to adjourn the meeting and Ms. Dufresne seconded the motion. The meeting was adjourned at 6:07 PM.

Minutes prepared by Denise Kegler