



**CELEBRATE MANSFIELD FESTIVAL COMMITTEE
MEETING**

Wednesday, October 7, 2020 5:00 PM

SPECIAL MEETING

Committee members and staff will be calling in to the meeting. This meeting is physically closed to the public but the public may view the meeting on livestream at https://townhallstreams.com/stream.php?location_id=69&id=32402

Public Comment will be accepted by e-mail at mdp@mansfieldct.org or by USPS mail and must be received prior to the meeting

1. Call to Order
2. Public Comment
3. Review Event Planning Pre-Covid

Discussion Points: Pre-Covid Planning

A. New Ideas:

- i. Craft Booths
- ii. Kids' Corner (Pop-Up Circus)
- iii. Additional Street Performers

B. Returning Ideas:

- i. Later timeframe:
 - i. Activity Booths @ 2:00 – 6:00 / Food @ 2:00 – 8:00
 - ii. Headlining Concert @ 6:30 – 8:00 PM / Opening Acts @ 2:00 – 6:00
- ii. Tables & Bistro Lights in Dog Lane

C. New Schedule:

- i. Later Set-Up Times for Booths
- ii. Shorter Area Captain & Committee schedules

4. Review Final Event, Planning, and Participation

Discussion Points: Virtual Programming

D. Formats

- i. Virtual only options: Puppet Pageant, community calendar, "My Mansfield"
- ii. Virtual with in-person components: Scavenger Hunt, Spend & Win!
- iii. In-person: Pop-Up Performance, planned Pop-Up Shops

E. Participation

- i. Low numbers: 2 scavenger hunt participants; 4 spend & win (multiple entrees per participant)
- ii. Strong numbers: Puppet Pageant, Pop-Up Performance

F. Celebrate Mansfield Festival's Purpose (as discussed by Committee on 1/22):

Host a festival for the surrounding communities, Mansfield residents, and University of Connecticut students that celebrates the best of Mansfield including art, music, entertainment, food, games, and activities while promoting businesses and the new Downtown Storrs.

MANSFIELD
DOWNTOWN
PARTNERSHIP
Business and Community

- i. Did we meet the purpose with the planned activities?
- ii. Did our program goals align with the CMF purpose?

5. Adjourn

Next Meeting: