

Craft Committee Minutes

January 18, 2017

Attendance: Jim Sahr, Cathy Coulson-Keegan, Sue Theolass, Lucy Kingsley, Vince LaRochelle, James Nason, Ken Kirby, Diane McWhorter
Scribe: Diane McWhorter

Other Participants: Bill Wright, Corona, Adam Budd, Donna Murray, Amy Ehn, Tait Duus, Jeff Harrison

Announcements: Kareng Fund Art Bingo: February 26th, 2-5, Shadowfox/Perk Gallery; KOCF Radio Auction: March 4th, looking for donations from crafters.

Craft Applications are open with links on the OCF .org website. There are a few changes to the rules and the question, but essentially the Zapplication is the same as last year.

Approval of Minutes: Minutes of November 9, 2016.

***Motion: Approve the 11-9 minutes (Jim/Sue) All in favor 6-0-0

Agenda Approval: a few items were added: Under New Business add Vendor portion of website (discussion), Jury Process (discussion), Moving Dates of Jury, set dates of next CPWG meeting.

Board Liaison Report: Sue reported that the Guidelines changes were submitted to the Board and will be discussed at the February meeting (the January meeting was postponed due to the weather.) The Food Committee submitted a companion change to the CC one regarding food sales in craft booths, prohibiting craft sales in food booths during public hours. Some members of food booths are interested in our working group and would like to work with us to address issues common to all booths.

"Vendor" language: postpone

Review Panel: referred to the CPWG for discussion

Logo Items Display at Commemoratives booth: Sue has been talking with Ruby about the best way to handle this. Their new booth suffered a tree fall so they will rebuild again this year. Each logo item could be shown with a booth number or map location., or photos could be displayed. No sales of them will happen there, display only. This is a great new opportunity that will help show that OCF values the handmade. The process to get the items displayed should be simple, uniform if possible, and easy to participate in. There shouldn't be tasks assigned to volunteers but rather a simple concept that would not take a lot of time and effort. Sue will continue to work with Ruby to pin down the details. Logo crafters could easily be notified by CI when the letters of approval are sent out, with a small notice in the FFN as well. There could be a mention in the packet letter.

Vendor Portion of Website: Crystalyn notified Craft Comm that work is being done to enhance the crafter listings and links on the website, and asked for suggestions or concerns. Members discussed the listing of crafters by personal names instead of business names, which is unlikely to change as this is consistent with our bylaws' interpretation of our artisans. ("single crafter"). There may be better cross-referencing on the improved site, suggestions being a search function that would sort by category, business name, and as many options as possible. When the crafter database is more complete, the website will tie into

it. At each Info Booth, there is already a very accurate, cross-referenced book listing all of the crafters, booths, etc., but people don't know to access it instead of depending on the sometimes inaccurate Peach Pit listing. The Peach Pit listing is put together by volunteers and has a difficult time tracking last-minute changes, categories (we have too many) and being more useful. Generally it was felt that people accessing crafters from the website would not be doing so during the Fair, but at other times, so the two listings are not used in the same way. Ultimately each crafter could have a page that could be accessed from the website. The vision for management is that an IT person will be hired who can coordinate all of the online and electronic needs.

Changing Application Date: There has been discussion with Registration about moving the application date for crafters to an earlier one, in 2018. A benefit would be to give more lead time for new crafters to make their products and get their booth structure and displays figured out. The current date is April 1, and it could be moved to March 1, or March 15th. There is a little less labor for CI now that the Zapp program is used, so the "crunch time" issue has become less onerous, but there would still be benefits to Reg and CI to having more time to site new booths, communicate with crafters, and handle the many issues that come up in May and June. Perhaps moving the date two weeks earlier might also solve most of the problems.

Site conditions won't be known much earlier, and to figure out how many leaves of absence and non-returning crafters there are, it would be necessary to move the deadline for returning crafters as well. It would be simplest to get the word out if everything moved in a uniform way, so that people would be somewhat less confused. The complex workings of the system are interconnected, so there may be aspects of the change that are not known and wouldn't be until the change occurred. There would also need to be big efforts to notify crafters who might not find out in time to comply with the changes. If the one-year-only crafters could choose spaces at the end of May or beginning of June, that would assist them in putting on a good show with adequate stock. No one had any big objections to the concept.

Jury Process: Donna submitted a letter and spoke about her frustration with a low scoring juror (there were other complaints about this) and heard about the process from those who have participated in it. She found the Zapp process hard to access and thinks that many of the older or less tech-savvy crafters have this same problem. There weren't enough characters in the description section. She believes that the process for adding items should be much more supportive for returning crafters who want to expand their offerings to highlight their expertise. Her particular item is not "extraordinary" and some of its qualities (washability and durability) don't fit into the "thrilling" category. There ought to be a way to let it be known that the whole booth won't be based on the single product, but show the other items and length of successful selling of them or note that this is not a complete change for the crafter.

The Committee offered the same advice to her that has been given to others: Show the depth of your artistry in your application. Make a spectacular item that will compete with the other art, even if it is not a production item you will have many of. Write your description to let the jurors know how accomplished you are in your craft, making it concise and interesting. Sometimes longer descriptions don't help the crafter convey their point to serve them well. Jurors change every year and are familiar with the Fair, are told to look for items that fit the culture, and in general do accurate ranking when all is added together. Returning crafters only need 30 out of 60 points to be approved for their items, while new crafters do

not get that extra help. There is no way to prevent one Juror from skewing the results as happened last year, because they are doing their task the way they interpret it, but it is unlikely to occur two years in a row. At the Jury, photos are projected as well as shown to each juror on a laptop, so quality of images does matter. Working on all of these aspects should result in a more satisfying outcome for craftspeople.

Set Date for CPWG: The group will meet on Sunday, Feb. 5th, 11-1 at the office.

Next Craft Committee Meeting Feb. 8, 2017