

Attendance: Ken Kirby, Cathy Coulson-Keegan, Sue Theolass, James Nason, Diane McWhorter
Other Participants: Katy Parker, Peter Huiras, Mark Pancratz, AJ Jackson, Adam Budd
Scribe: Diane McWhorter

Introductions and Announcements: Notes from the Town Hall are posted in the Craft Committee minutes section of the .net site. AJ says there is something to look forward to in the Fair Family News. So many people are loving James's sign on site visits.

Agenda Approval: ***Motion: Approve the agenda (Sue/Diane) 5-0-0

Minutes Approval: ***Motion: Approve the minutes of the Jan. 13th meeting (Sue/Cathy) 5-0-0

Guest Concerns: none

Board Liaison Report: Sue reported that the Board asked staff to do further research on having events at the Winery, specifically one in the fall of 2021, called Harvest Fest for now. No formal announcement has yet been made about OCF 2021 in July, pending more information. There will be some times this summer to inspect and repair booths. Booth Reps will be contacted if extensive work is needed.

Fundraising Committee is re-forming and working on new ways to fund all that needs to be done. A new committee was formed to look at the fixed assets (buildings, etc.) of OCF in consultation with LUMP and Site Manager Shane, with no plans to sell any land. A Food Booth Town Hall will take place Feb. 28th.

Booth Registration Coordinator Report: Katy said lots of Registration volunteers miss working together and are ready for new tasks. An email will be going out soon if Craft Committee wants anything to be included.

Old Business: Skip Best Practices Review, Work Plan. Most of our tasks are not happening this year.

Town Hall Debrief: Great attendance, many from out of town. Lots of discussion about the 2021 options and concerns. Got some good feedback about what crafters need and want, such as that one-day sales opportunities don't really work for out-of-town crafters, and they don't want to be left out of events. There was a strong desire to gather in some way. Another will probably be scheduled in April.

Officer Elections: ***Motion: Nominate Diane for Secretary (Sue/Cathy) 5-0-0

***Motion: Nominate Sue for Interim Facilitator (Cathy/Diane) 6-0-0 (later in the meeting)

Active participants are needed in this committee. There is room for a new member; we should recruit with diversity in mind. It would also be good to have someone with different experiences other than those of the long-term booth reps. They wouldn't have to be a crafter if they had a craft background.

Virtual Fair: The VF Steering Group presented to the Board and will return in March with a budget proposal. They are looking at options for fundraising to cover some of the highly technical tasks that involved over-volunteering last year.

They plan to make it much easier to participate in the 3-D m8rix, and also to find ways to add crafter videos and set up other ways to assist crafters in making sales. Having all the video content running at the same time was too much for most people's systems.

The 2D Peach Pages are much easier to access and education can be done about those. There is a lot of potential for artisan pages in that, so it would be something useful for Craft Committee to promote and work on. An instruction manual from CC and Reg would be a great project. Supporting crafters to participate would be a good service.

Homework for next month: explore putting up a 2-D page and start listing questions and concerns. Some info about equipment needed to participate in the m8rix could be provided. Maybe some Next Step donated laptops could be secured. Reach out to booth families too for tech-savvy volunteers.

New Business: Supporting Crafters: Improving and enhancing the Artisan Directory is something people at the Town Hall asked for, perhaps increasing the number of photos allowed. Links can be followed to websites and the interactive map can be used to find booths and "stroll" the grounds. People who need help in setting up their listings can be helped by volunteers from Booth Reg or this committee.

There was some exploration of virtual marketplace options last year, but it takes a lot of effort and maintenance. Volunteers are always needed to research and work on these projects.

Could there be a better pathway for all crafters to permanent booths, rather than just through the jury? Not everyone will jury high enough to be successful. Registration diligently places crafters who are displaced by erosion or other conditions, but some people who presently share booths are not finding ways to improve their experience.

Splitting large booths into several individual ones is a possibility, perhaps surveying to find out which ones would be willing. Maybe a Wish List could be established. See what Path Planning says about booth solutions.

There may be a lot of people who don't come back after two years off. People could be encouraged to donate their booths to Fair rather than find people to share and eventually take over the Booth Rep position.

Two years off from the event offers an opportunity for big change in the culture. Cathy is interested in FFN articles featuring individual crafters to help others understand the craft booth experience.

Examining processes for diversity issues is ongoing. What if there wasn't jurying at all, just verification of hand-craftedness? Then a random sort could be used to fill spaces rather than a quality evaluation and competition. Re-jurying all crafters would also level the playing field some and shake things up.

The Booth Rep system is the most exclusive part of the crafter Fair structure...what changes can be made over time to eliminate it for craft booths? Food Booths will still need a manager/ Booth Rep, most likely.

Some of the problems with having a booth at OCF are connected with the big cost of building and maintenance. We can encourage less investment by allowing popups, or other ways to be more temporary. The rustic ambiance can still be maintained in decorations.

Educating people that we have a system of privilege and two classes of crafters might build support for change. There are plenty of people who have been discouraged and disheartened by the present system. There could be incentives to encourage people to let go of the privilege in the interests of equity.

Agenda for next month: Instruction Manual for VF, emphasis on Peach Pages.
Meeting March 10, 6:00-8:00pm Link on .net site.

