

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

Other Participants: Katy Parker, Mark Pancratz, Jay Shuster, Sarah Magnusson, Peter Huiras

Announcements: Booth Reg will be sending out an email very soon to all crafters. Let Katy know if there is anything to add.

Agenda Approval: Add Boothworld and Cultural Appropriation to New Business

\*\*\*Motion: Approve the agenda (Diane/Ken) 7-0-0

Minutes Approval: no changes

\*\*\*Motion: Approve the minutes of the Feb. 10<sup>th</sup> meeting (Lucy/James) 5-0-2

Guest Concerns: none

Board Liaison Report: Sue reported that an announcement on the official plans for 2021 may come at the April meeting. The Virtual Fair was supported in full by the Board and Budget Committee. The site is open every day from 10-4 except Sat. Mar. 13<sup>th</sup>. Work parties are beginning with sign-ups on the .net site. There will be an Operations Open House on Sunday Mar. 21<sup>st</sup>. February was flood-free but trees have fallen.

Coordinators Reports: Katy reported that Booth Reg is having some meetings but has no office or official phone, although email inquiries will be answered as efficiently as possible.

Old Business: Supporting Crafters: Summarizing past discussions: some feedback suggested improvements to the Artisan Directory which may happen, such as the option to add more photos. Most crafter support efforts are concentrated on improving sales opportunities during the Virtual Fair. One idea for regular operations has been to increase the amount of crafters who interact directly with Booth reg rather than working through their Booth Reps, possibly dividing some booths up. The aim is to decrease the amount of work Booth Reps do, and increase equality for crafters. More temporary booth structures may be encouraged to decrease the investment in structures required. After two years without an event there may be some changes that are unforeseen in the booth populations and on the site. Camping space needs to be part of discussions about crafter support during the event.

New Business: Virtual Fair: Efforts are being made to increase knowledge about the 2D parts of the virtual event and increase access to it. Katy's document "instruction book" on supporting people in navigating it will be refined and distributed. The 3-D Fair will be easier to participate in but many older equipment systems still won't find it easy. A partnership with Next Step might be set up to support people who want to upgrade. The interactive map will be most helpful in finding crafters. The budget was increased to allow a lot more improvements and additions. Some members aren't very interested in using the internet for an event but it will be what can happen, and is a vital fundraising effort for the organization. It was noticed worldwide in 2020 and will continue to be a way for people to engage with OCF without traveling to it, which will help control future growth.

Some crafters are willing to donate crafts to fundraising auctions or raffles. Some will hold sales in their own locations and would like some attention during the livestreams (this can be done by the hosts.) Some will livestream it in their campsites at home. Videos can be posted by crafters on the Peach Pages and possibly other locations. Some crafters might be willing to pay for marketing help or extra advertising or help in setting up websites.

There were objections to allowing non-OCF crafters to put up booths, which displaced juried crafters when they arrived later to set up booths. There will be much more in the way of help and guidance to construct and decorate booths and the map should be a bit more accurate.

There will probably be a raffle and possibly a Virtual Spring Fling (in May.) There will be games and special offers and possibly a Virtual Peach Pit and lots of social media promotion as well as special new merch. There are lots of OCF Facebook groups to post in, a place many found sales last year. Diane forwarded Katy's document to the VF Steering Group and will help make edits in it to get it ready to distribute. There will be tasks for volunteers.

A sales portal may not be the best way to do sales, as it takes days to upload items. Expanding the Artisan Directory might be easier.

Boothworld and Cultural Appropriation: Food booths are interested in discussing CA and how it is expressed in food sales. Craft Committee is interested in joining the discussion in a joint meeting.

Bylaws Article II: This is among the sections of the bylaws that the Bylaws Committee is examining. The Craft Committee feels that all of the content of Article II is important to retain, but the sentence construction is awkward, so a little revision might be okay. Adding in food providers needs to be worded somehow, maybe "crafts and food artisans." The ByLaws Committee meets March 16<sup>th</sup>.

Next meeting: April 14, 2021. Agenda items: Date for joint meeting; discussion about non-participating members.