

Craftsbury Antiques & Uniques Meeting
Town Hall February 24, 2023 at 3:30 p.m.

Present in Person: Lise, Michelle, Thomasina, Jeannine

Present via Zoom: Roger

1. Call Meeting to Order

Lise called the meeting to order at 3:30 p.m.

2. Adjustments/changes to the agenda

Approval of last meeting minutes will be deferred to the next meeting due to lack of quorum.

3. Approve last meeting minutes

Moved to the next meeting on March 10th.

4. Brief Working Group updates

- Vendor Application & Map - Application and map are done.
 - 17 of 120 sites are taken, 1 week after initial applications were sent out.
 - 35 - 40 sites are spoken for when considering food & farmers market vendors
- Site Work - Bruce is still working on getting tents for lower price
- Activities & Farmers Market - Kris is away for a bit, will resume this work in March
- Music & Volunteers - Don is still connecting with possible performers & volunteers
- Food vendors - Lise provided updates. Iced coffee and doughnuts being added.
- Fundraising (sponsorships) - Roger created a list of potential sponsors which Michelle has organized by town. This list will be shared around so people can add more. Lise asked others to help think of additional potential sponsors & email Michelle with their information. Michelle and Roger will work on improving the list a bit before beginning to solicit sponsors. Where possible, contacts will drop off sponsorship applications as personal ask is most effective. For others, Michelle will send a paper letter & follow up with phone call 2 weeks later.
- Fundraising (grants) - Grant requests need to go through Michelle. Roger has created a spreadsheet of possible funders, need to take advantage of townspeople's connections to funders.
 - Kris has already submitted a \$1,000 request to the VEC Community Fund.
 - Susie will talk to people connected to the Craftsbury fund in the VT Community Foundation.
 - Bruce has talked with Community National and Community Bank about sponsorships.

- Roger is waiting to get a call back from the VT Agency of Commerce & Development.
- Bruce will handle possible allocations from Craftsbury ARPA funds.
- Lise & Michelle met with the Selectboard about some larger grants they are pursuing that would benefit the town as a whole but also the A & U event. A possible AARP grant is in this category.
- Bruce is following up with the VT Department of Tourism & Marketing; they have a grant division but event sponsorship is a different category of funding.
- Roger will call Ben & Jerry's contact - they have given to A & U before, need to ask for something specific i.e. musicians. Decision making is local & rolling, grants are \$2,000 or less.
- VT Arts Council Arts Project grants - have to apply this year for next year. Federal funds not to be used for fundraisers but may be used for a concert if underserved residents get to enjoy. Consider applying for 2024 for bringing 4Cs residents to a concert on the Common. Lise will attend an upcoming online grantseekers workshop to learn about getting this grant.
- Michelle is recategorizing some past vendors as sponsors in setting pricing for 2023 event, offering space in consideration of their support and participation.
- Sponsors must not be using their sponsorship to raise money for conflicting purposes, i.e. selling tickets for a raffle
- New England Foundation for the Arts will not fund fundraisers (which A & U is) but may offer a possibility for the town to bring in an entertainer through their New England States Touring grants.
- Will talk more about "Friends of A & U" sponsors in the future.
- Communication & Advertising -
 - The website is now live, a Facebook page started, and both are linked on the town website.
 - Emails to potential vendors have been sent, along with a map.
 - An ad has been sent in to the Kingdom Guide
 - Next steps for Communication & Advertising:
 - Set up a calendar for people to post about A & U on Front Porch Forum
 - Prepare ad for Barton Chronicle activity guide
 - Email new antique vendors
 - Develop artisan list to send vendor application to
 - Approve sponsorship form
 - Develop Press Release to add to websites
 - Front Porch Forum weekly posts
- Budget - Michelle shared the initial budget for the event, which is still a work in progress. She has a basic advertising expense budget figured out.

5. Vendor Application Decisions

Lise & Michelle reviewed the criteria they've come up with for making decisions on vendor applications. The vendor categories are:

- Antique & vintage items
- Artisan crafts & food products
- Plants and Flowers
- Farmers Market products
- Food concessions

Preference will be given to

- Previous A & U vendors
- Vendors of local products
- Unique & Unusual offerings
- Relevance to Craftsbury community

Lise and Michelle will review applications as they come in and will bring questions to the committee. When vendors are approved, Michelle will add their information to the A & U website & Facebook page. At the next meeting, Lise & Michelle will go over the vendor applications that have been approved.

6. Schedule next meeting

The next meeting will be on March 10th at 3:30 p.m.

7. Adjourn

Lise adjourned the meeting at 4:45 p.m. with special thanks to Michelle who is doing so much work for the committee as a volunteer, in addition to her official role as Town Clerk.

Submitted by
Leslie Taylor