

**Antiques & Uniques 2024 Committee Meeting Town Hall**  
**February 16, 2024 at 3:30pm**

**Present:** Lise Erickson, Bruce Urie, Jeannine Young, Michelle Warren & Don Houghton

1. Call meeting to order

Lise called meeting to order at 3:35pm

2. Adjustments/changes to the agenda

No changes to the agenda

3. Review/Approve minutes

Michelle asked to amend the minutes to include those members present. Jeannine made a motion to approve as amended, seconded by Lise. All aye.

4. Working group updates

• **Site Work-** Bruce

Bruce said he has spoken to tent company, willing to keep up tent thru Sunday night in case we have a fundraiser. He has ordered 5 port a potties. Luke from New England Wireless has put A & U on his calendar as well as the ATM company from last year. The Sheriff's quote is \$200 more from last year. He is still looking into Northern Traffic from Greensboro. Jeannine thinks there might be one in Newport too.

• **Vendor Updates-** Michelle

The Committee approved 4 new vendors- Mamma Karma's, Kingdom Kreperie, 3SX 3D Printing and Tinks Treasures. Right now we have 29 vendors, with 2 vendors having 2 sites.

We looked over the new welcome vendor sample image, we decided on the dark green one.

For the postcard, Michelle will add QR code and Shuttle Bus available and put a yellow button for the URL. She found a less expensive post card source for just \$86, Bruce suggested looking into Vista Print too.

For the Kingdom Guide business card ad, will put the QR code instead of the right pix... will also use less words.. will have draft ready for the next meeting.

Lise and Michelle will work on the press release and send out to potential vendors.

• **Food Vendors-** Lise

Woodbelly Pizza is signed up along with Kingdom Kreperie. Michelle thinks CVillage is still on board. Lise will check with Front Seat Coffee. Bruce said he had spoken to a potential food vendor, Red Hot BBQ, asked them to check out the website.

• **Communication & Advertising-** Michelle

The new Jotform has worked great for vendor communication. Michelle has pared down the print and radio ads to half on the budget, just one week of ads instead of two. We will put more money into Facebook ads.

• **Budget-** Michelle

Michelle handed the committee a revised budget. With the addition of the VT Council Ad of \$1800, and reduced advertising, we are hoping to have enough to pay for larger expenditures such as nicer umbrellas and garbage/recycle bins

- **Grants/Sponsors/Fundraisers-** Michelle & Lise  
Michelle said the VT Tourism sponsorship isn't online yet. Michelle can try to do the VEC grant. We can check with Susie if she can help with the Community Grant, Lisa is also looking in several options of the community grant plus another one online.

So far, we have 4 sponsors on board: Stout Tent (platinum), Fred's Energy (Gold), Peter Watson Agency (Silver) and AWARE (bronze). Great start! We reviewed the list from sponsors last year and members will reach out to them (see attached)

- **Activities-** Lise  
postponed for future meeting
- **Farmer's Market-** Lise  
We will ask Kris to come to the next A & U meeting regarding Farmers' Market. We discussed having the Farmers' Market maybe book directly instead, can hold out the strip (non electric area) for them. We will still allow Farmers' Market to split a site.
- **Music/Entertainment-** Don  
Don has spoken to the past year's music vendors, interested in this year as well.
- **Volunteers-** Michelle & Don  
Michelle suggested adding Jeannine to this. Don handles the signs to put on, posters/post cards Jeannine and Geoffrey Bok and then Michelle organizes the volunteers form Friday and Saturday with the online program like last year.

5. Timeline & Next Steps

Michelle will get the postcard edited, ad for Kingdom Guide.

6. Schedule next meeting

Next meeting March 1<sup>st</sup>.

7. Adjourn

Meeting adjourned at 5:3pm.

Respectfully submitted,

Michelle Warren