

**TOWN OF CRAFTSBURY**  
**ANTIQUES & UNIQUES 2023**

**Committee Meeting**

FRIDAY, FEBRUARY 10, 2023 | 3:30 PM | TOWN HALL

**Members Present**

Lise Ericksen, Chair; Roger Ahrens (on-line); Kris Coville; Don Houghton; Thomasina Jacobs; Bruce Urie; Michelle Warren; Jeanine Young

Committee Chair Lise Ericksen called the meeting to order at 3:25 pm.

- Adjustments/Changes to the Agenda

Several rearrangements of agenda topics made. Bruce Urie motioned to approve the agenda changes; Kris Coville seconded. No further discussion. All aye. **Motion passed.**

- Approve February 3, 2023, Meeting Minutes

Bruce motioned to approve the minutes from the last committee meeting; Don Houghton seconded. No further discussion. All aye. **Motion passed.**

- Working Group Updates

**Task List and Calendar Updates** – Michelle Warren

Michelle updated the group on various tasks and calendar items – including pending due dates for advertising (discussed later).

**Vendor Application & Map** – Committee Chair Ericksen, Thomasina Jacobs, Kris Coville

Used a slide show and handouts as part of discussion on vendor application and festival layout/map, path sizes and traffic flow. Vendor application, which includes a tent/lot cancellation policy, already approved. A total of 42 spaces bordering the festival space. People will be able to bring pop-up tents. Location of electricity in relation to the food court (important to know whether food trucks require electricity). Sizes of vendor tents, space allocations. ATM availability and location: in front of Academy, if obtained, as must be secured. Information regarding ATM, hot spots for Wi-Fi to be distributed along with information regarding process and logistics for booth sign up.

Jeanine Young motioned to approve development of a draft map showing seating by Wednesday for presentation to the group; cannot vote by email but can object to something or make comments to the sender for presentation/approval of a final map at the next Committee meeting; Lise seconded. No further discussion. All aye. **Motion passed.**

- Discuss & Approve Tent Contract

**Working Group Updates / Site Work** – Bruce Urie

Bruce described the best option: Green Mountain Tent Rentals – GMR Tent Rentals – in Hardwick priced at \$7100; with potential sponsorship, could drop to \$6800/\$6700. Requires

contract with downpayment due upon signing. Delay in securing could mean losing it to as supplies get consumed. Thomasina motioned that the Committee proceed with ordering the tent from the GMR Tent Rentals, approve the \$1900 down payment; Kris seconded. No further discussion. All aye. **Motion passed.**

ATM, Electricity, Wi-Fi – work continues on securing an ATM; determining possible hot spots for internet. Possibly donated.

- Working Group Updates

**Posters and Postcard** – Kris Coville

Updates provided: no changes to artwork. Showed graphics to be used for the postcard front and back; posters. Discussed printing prices, paper/card stock, order quantities. Committee to resume discussion on this topic.

**Activities** – Kris Coville

Nothing new; still researching possibilities – hands-on demonstrations, displays. Add as a to-do: pin down those that will cost for potential grant/sponsorship/budget considerations.

**Farmers Market** – Kris Coville

Meeting Sunday and will have more to report afterward.

**Music** – Don Houghton

Various acts identified; specifics for contracting required – and how many desired. Discussed potential timing and types of music / acts: from 10 - 11 am (music); 11:30 am - 12: 30 pm (music or act); 1:30 – 3 pm (music/act). Obtain three spots for music – determine the cost and report to the Committee.

Roger Ahrens added information about VT Arts Council and grant options; too late for this year; so, group may not be able to depend upon Arts Council funding. Anticipating discussion with Program Director Michelle Bailey; good news is that it will support performances. If Committee applies this winter, it will be for Summer 2024 Arts & Uniques Festival. Michelle and Lise are keeping track of all grants, sponsorships, funding options so good idea to send that information to them for tracking purposes.

**Volunteers (Community Organizations and Individuals)** – Don Houghton

Need to get further along in work.

**Food Vendors** – Lise Ericksen & Thomasina Jacobs

Send any contact information to Lise.

**Fundraising (Grants & Sponsorships)** – Roger Ahrens

Seeking input on sponsorship form and levels: bronze/silver/gold/platinum. Group discussed two options, one which included a discounted sponsorship rate for the bronze level that would be applicable only to Craftsbury businesses, individuals and/or any and all nonprofits.

Roger will send updated sponsorship form to group; Michelle will review with consultant and bring highlights of discussion to next meeting.

**Communication & Advertising** – Lise Ericksen, Jeanine Young, Michelle Warren

Advertising not starting yet; want to get more info on options: some free, some cost. List of advertising options provided; includes VT Tourism site, VT Vacation.com, Front Porch Forum.

Plan is to consolidate all on one list that includes print/broadcast media (newspapers, TV), paid advertisements/advertorials. Also have social media site—Facebook – and website (to be launched). Costs will be a factor.

- Discuss & Approve Advertising for Kingdom Guide

**Working Group Updates / Budget** – Lise Ericksen & Michelle Warren

Group discussed ad costs/sizes for the Northeast Kingdom Guide.

Deadline for ad submission: March 15 – publication distributed May 1 (50K copies) at rest areas, state tourism kiosks. Grants, sponsorships. Use of updated postcard/poster graphics for ads. A 1/8-page (business card size) 4-color ad costs \$125; due by March 15. Bruce motioned to approve advertising in the Northeast Kingdom Guide; Don seconded. Further discussion. All aye. **Motion passed.**

Festival Costs – expenses related to trash, port-a-potty, picnic tables, signage, etc. being determined and will continue as part of efforts to fine-tune the budget. Lise thanked Michelle for her work with putting together and organizing the budget.

- Schedule Next Meeting

Next meeting scheduled for 3:30 – 5 pm on Friday, February 24, 2023, at Town Hall.

- Adjourn

Meeting adjourned at 5:15 pm.

Submitted,

Victoria Hudson