

## **A & U Meeting 1-13-23 at 3:30 Craftsbury Town Hall**

**Present:** Susan Houston, Kristy Lamare, Don Houghton, Jeannine Young, Bruce Urie, Lise Erickson, Michelle Warren and Kris Coville

**Present Via Zoom:** Jacob Fritz

Michelle said that she had set up a vendor email list from past vendors and sent out an e-blast. Unfortunately only about 20 people out of almost 100 vendor booths, have replied back that they would be returning. Many locals haven't gotten back yet. About half of the people that have responded, don't want the rate to increase.

By looking over the financials, with at least \$4,000 for tents, \$1,500 for advertising, plus portapotties, garbage, etc. about \$7,000 without even getting a coordinator. Would be about 70 vendors to just break even, without even paying any to the organizations. There was talk about having food vendors instead of organizing the food ourselves. Lise said food vendors at the Barn dance was a draw, they were asked to donate. They discussed charging food vendors more. Later though, consensus was that this was a trial year for the food vendors, many will be from Craftsbury, maybe we should just charge the non-tent fees to see how it goes. In the past, food netted averaging around \$1,000-\$1,500 on top of vendor fees. Michelle noted that the vendors will need to be okayed first, to make sure we don't have duplicates selling the same kind of food. After discussions, the group decided only to get 5 max main food vendors, with some sides for lemonade ice cream, etc.

With almost \$7,000 of expenses, and low interest so far for vendors, Michelle suggested maybe the A & U consider running A & E without a coordinator for the first year. Without food, much of the work would be eliminated as the coordinator. Thus, more money would be given to the organizations that volunteered.

Bruce suggested having sub committees for fundraising and also for advertising, after we have the regular A & U committee set up, There was a suggestion to use FPF asking for vendors, for approx.. \$250 ad price.

Jacob suggested maybe focusing on the unique portion, try to get more crafters to the event. Chelsea is having an antique fair on the same date July 8<sup>th</sup>. Maybe talk with AWARE and Highland Lodge for ideas on craft vendors.

Michelle recommended having April Royan help with the advertising. The committee talked for a few minutes about a few positions such as advertising and posters/postcards being at a higher pay scale rate due to the expertise required. Kris said she would look into the poster for ideas. We will need to do social media and postcards as well.

Michelle updated the registration form, in a word document with a table so people could input their info instead of writing it out. Areas of red need to be reviewed and edited for the next meeting.

Michelle can handle the financial part, eblasts, emails, etc., will need help with content. Jacob mentioned he may be interested in the coordinator in the future. He also mentioned smaller tents in case the Northern Tent Company was too expensive. He has experience setting up tent and could get a team together to put them up. There was also talk about purchasing tents, maybe with grants. Bruce

said a few years ago, the big tents were about \$14,000 each. The rentals including the tent fee and fire extinguishers, set up and tear down.

There was discussion on Farmer's Market charges at A & U. A few ideas were mentioned, a percentage, sharing a booth, or taking over the left corner near the church, maybe between 3-4 spots and only charge for 3 spots, because a possible wet area and can't park in back of it. Some of vendors can purchase their vendor fee separately too. Suggestions across the road, made it a risk outside of the Common, cars trying to park to it, made it a hazard for the fire department. Bruce emphasized keeping the traffic inside of the Common for safety. No decisions made yet. Their were comments that it would be a bigger crowd than usual for the Farmer's market group. Maybe the donated hours could help pay off the cost of 3 spots as well.

Bruce mentioned one of the vendors suggested starting at 9 am instead of 10, help sell more things in the morning. In the afternoon, sales are slow. Michelle asked about parking around the Common, Bruce said first come first service. Other vendors can park over on Old Auld Lang Syne Road, with a parking permit. Bruce mentioned WildCat busing donated their services, and the driver usually got a meal, plus a fire department meal in June. Jeannine said sometimes Joe had done the driving.

Since we need garbage cans, Lise mentioned there is a grant to get garbage containers, no charge. Bruce said the A & U container is now locked, so people won't keep borrowing things and not return them.

This core group will also try and get more town organizations invited to participate in the bigger Antiques & Uniques Committee, for after 2 weeks. Here are some names:

Jean Dutton (Antiques expert)

April Royan (advertising expert, Craftsbury Baseball/Craftsbury Booster Club)

WonderArts/RuralArts, Sarah Mutrux, kid games like before?

Public Library rep, ask Susan

UCC church rep, Michelle

Genny, ask Emily

ECPC Rep, ask Jenny Stoner Or Kristin Urie

Catholic Church rep, Jeannine Young

Sterling College, rep, ask Christina Goodwin

Craftsbury Historical Society, Don Houghton

Craftsbury Outdoor Center rep, green team, Susan Dunklee

4C's rep (they often distributed many of the posters), ask Jane Marlin

N2N Rep, Kris Coville

Farmer's Market, Kris Coville

School Rep, Kasey Allen?

CMHRG rep, Michelle Warren

Saplings, rep Melissa Jacobs?

Conservation Commission, for Conservation fund?, ask Steve Moffatt or

Energy Committee, Kevin Gregoire(has also helped set up before)

J. Simpson Library Kristin Urie

Others???

So for the next meeting, Michelle asked for everyone to look over their packet of information. We will need to decide on at the next meeting:

- Whether or not to hold Antiques & Uniques
- If we do hold A & U, will need to decide:
  - If we will hire a coordinator for 2022
  - Hours of A & U, 10-4 or 9-4? Or 9-3??
  - Vendor Rate
  - Vendor Application
  - Review tasks, estimate volunteer hours now that food isn't part of the equation.

Meeting adjourned at 5:10 pm. Next meeting Friday, January 20, 2023 at 3:30 pm at Town Hall.

Respectfully submitted

Jeannine Young and Michelle Warren