

Toledo Craftsman's Guild General Meeting, September 8<sup>th</sup>, 2015

The meeting was called to order by President Sharon Anderson at 7:32 p.m.

There was a customer service skit presented by Bob C., Maria W., and Anny Y. A reminder was made concerning the inappropriate use of electronic devices and the importance of engaging our customers.

Sharon A presented tips on presenting ourselves better to the public. Pam L. suggested that working on our craft often generates interest from our customers. Donna S. suggested speaking to people about their pets. Booth straightening creates activity within your booth. Marlene M. says that convincing potential customers to try on one of her scarves often creates a sale. Bob reminds us to keep food and drink containers out of eyesight, and that neatness counts.

Maria, Keith, and Pam L. motioned and seconded the reading of the minutes.

Sue H. was absent for the treasury reports.

Jury: Anny reports that 2 new members were juried recently and that we have 5 more to consider tonight.

Thanks to everyone who sent in a survey about the craft categories...still a work in progress. Sept. 30<sup>th</sup> is the last date to jury in any new crafters for the year.

Debi M., membership chair, was absent.

Pam L., media chair, reports that 10 'likes' were added to our FB page, for a total of 374 followers. Crafty quotes have been added to our page. The show shout-outs have been started for the fall season. The files have been de-junked. A listing of area-wide shows has been posted. Members may wish to apply for these.

Maria asks if we may submit printed reviews of shows we have done elsewhere. Anny suggests that these be available on members only page, which now has 72 crafters participating.

All Guild apps. will now be available on the newsletter page of our FB site, which is up to date. We also now have twitter feeds directly from this site.

Pam L. and Pam R. report that the Journal needs more stories to fill the allotted space. We are also still accepting ads.

Dave, our advertising chair reports that fliers are available for the next three shows, with new pink sheets coming soon. The spring show lost \$500, with the April show losing \$2,000. The Homespun show is expected to lose money, as well. Crafts for Christmas lost \$1,600 last year. There are no radio contracts at this time. 101.5, the top rated station in the Toledo area has very high costs with very low airplay, while 93.5 will give us more airtime for our money. Ads in the Blade are lower cost, and sometimes free, if we allow them a table at our shows. Zip code surveys prove what we have always

known: people attend the shows that are close to their homes. The MacKenzie (spelling?) news service will be used for the next three shows. Sharon A. will work on a master list of ad web-sites.

2,000 postcards and 400 emails are currently sent out per show. The high cost of ads was, again, discussed. Some papers will be left out. There is a new Blade rep. handling our business. We will attempt to have a color strip ad in the second section of the paper, but we can be bumped if another business offers a higher bid.

Keith asks if ch. 11 news would do an on-site craft show broadcast. He also suggests presenting an array of craft work on their program the day before a show. Sharon A. says that this will depend on what else is happening in the Toledo area that same weekend.

In the future, the newsletter will be emailed to all members, with hard copies going out, as well to those who request them.

Show reports: Bob C. says that the Stranahan fall show has 110 spaces taken with 65 crafters signed up. Neither the cloak room nor the lobby will not be available for this show. There have been two cancelations, and there is a stand-by list. Homestyle Catering will be our vendor for this show.

The cookies and water bottles will still be given out as part of the 40<sup>th</sup> Anniversary celebration.

Dave reports that the Rec Center show has 68 members taking 87 spaces. There are potentially 135-145 spaces available. This translates to 60% of the show filled. We do now have a contract. This show took a \$1,500 hit last year. Due to the cost of the venue rental, we can expect a \$3,000-\$4,000 loss this year if we do not fill this show to capacity. Dave reminds all members to send an SASE along with their show apps. There will be a Wednesday setup, with the show Friday and Saturday this year. If the show does not fill, we will close off one section of the floor. Toys for Tots and Homestyle catering will be present. Members have suggested that we offer pictures with Santa. We have found in the past, that when we offered such a draw, customers came only for the attraction, and left without perusing the show at all. A suggestion was made that we need to attract a younger crowd to the show.

The Judy cloud and Shipshewana (spelling?) shows will be one week before ours this year.

Keith suggests that we could fill empty spots with a break area for husbands. Anny thinks that we need to pay more attention to the appearance/decorating of the venues.

A reminder was made to set out a few more chairs for the customers to rest. Another suggestion was made to create a large poster (like we used to do?) set up like a map, with each booth given an assigned number to hang in the entryway.

Sharon A. will be working on a plan to post our shows, and the Journal ads online. If you have a free or low cost NEW idea, please forward it to her.

Suggestions were made to send notices to senior Centers asking them to arrange bus tours to the shows.

Lourdes: 38 apps. have been sent in. The 2016 contract negotiations are in progress, with a deposit already sent.

Pam L. reminds all that our twitter handle is: TCGuild

Old Business: There will be work on a Power Point to present within the schools for potential members.

The categories list is still a work in progress.

The new credit/debit card swipers are in use now, with many crafters still awaiting delivery of theirs. You are, however, covered against fraud if you have ordered yours by Oct. 1<sup>st</sup>.

All of our venues do have wifi.

New Business: Keith asks why we do not do a summer show, as the fall shows are so close together, as well as to the Cloud/Shipshewana shows. Sharon answered how we have had to change many dates and venues for various reasons, and that the Guild did sponsor a summer show for a few years. It did not do well and was discontinued.

Many members asked about finding other venues to present shows. Maria and Dave have been investigating the square footage of several halls in and around Perrysburg---a very under represented /untapped area for our Guild.

Dave always surveys the crafters after his show. Keith asks if he would include a question of why a member may decide to do/not do a particular show.

Owens was suggested as a venue, but it has, in the past, been found to be too much of a walk for our customers from the parking areas.

The sq. footage of the Rec Center show area is 30,000 ft. Stranahan is 10,000, and Lourdes is 9,000.

Barb Schuler won the free space draw for the Rec Center show. Sue H. will refund her entry fee.

The board members are asked to stay after to jury.

Bob C. and Donna S. make motions to adjourn at 8:57 p.m.

Submitted by Pamela J. Rohrbacher B.A. TCG Secretary