

Alice Munro Festival Meeting December 18, 2017
North Huron Museum @ 3pm

Present – Rick Sickinger (chair), Connie Goodall, Karen Stewart, Verna Steffler, Colleen Schenk, Yolanda Ritsema-Teeninga (recording), Ellen Whalen

Programming:

Guest Authors:

- 4 have been confirmed, waiting on others

*Wait to see what the big spring releases are before inviting any more

One Community/One Book:

- Rick had breakfast with Mary Wolfe and Mary Brown to work on this project and both are happy to help on the program, blog, post on social media, spread the word
- Basic idea - pick 3 books from authors coming and community would vote and have an event around this

Program Schedule:

- Bayfield on Saturday
- Wingham on Sunday

*Travel will be an issue - authors are spread around

Short Story Contest:

- January 1st is the launch date
- Website has been updated
- Delete Arts and Letters info
- Submittable is updated and ready to go
- Sharlene push January 1 that contest is open
- No changes in dollar amounts for winners
- Updated rules on website and submittable - did we clarify what published and unpublished means - needs to be defined ACTION Rick and Ellen to take care of it
- Partnership with Arts and Letters Club - they were surprised with our letter, they wanted a letter, something more official ACTION Rick will send the letter to close it off

Marketing and Promotions:

- Website - updated this morning; Connie is working on it little by little; graphic design for poster/season image "pink cat ears", needs to be very attached to feminist movement
- Promo Plan - ACTION Rick will email Sharlene re: FB Group
- Mailchimp list - who has it?? ACTION - Karen will find it
- Change the rule - if you've won before you can't win again; if you've won as youth, you can win as an adult

Financial:

Sponsorship plan:

- Budget - focused on Saturday/Sunday; possibly go to F.E. Madill on the Friday
- Go over image
- Most can be used again
- Capital Power - online completed
- List of new companies to go after
- Karen and Verna to work together
- Rick, Karen and Verna to sit down for an afternoon and work on packages - go out early January and will start follow ups in mid-January
- Remove festival goals - replace with self promo and the big authors we've brought in
- Testimonials from previous years and guest authors
- Sponsor benefits are good
- Need to add number re: attendance
- What about receipts??? What are the logistics??
- Sponsorship - can sponsor a particular program of the festival, e.g. awards lunch, or all of it
- Get places to sponsor rooms
- Social Media stats - who many followers and reach

Other Business:

Author Accommodations

- Trying to figure out how many rooms/night
- Consider using AirBnB in the area
- Huge expense - need to cut down
- Little Inn, Ashwood, in Bayfield

Next meeting - Thursday, January 18th at 3pm - North Huron Museum