

April 1, 2026

## **Fair Committee Annual Report**

Our main focus this year was in going through the many suggestions that were brought up in our open ended survey of the exhibitors which was distributed at the July Fair 2025, and seeing how we can respond to them. We noted that this survey, while broadly returned by Fair participants, in the future, we would also like to survey interested Guild members who were not present. We got a lot of helpful information from the survey, and feel that it made the exhibitors aware that we are working on, and listening to them. We plan to do another survey this year, which we will be working on.

Many of the suggestions we received were administrative, or signage related, and we will definitely do them.

The multi-person suggestion of opening the Fair for free on Sunday, was unanimously voted down by the committee. We noted that we want to upgrade the quality and interest of the Fair to attract a wider market, not downgrade it to compete with other craftshows in the area. (For example, we would rather look to Piedmont Craftsmen, than Big Crafty for direction/ideas).

The one suggestion that was most widely suggested by exhibitors in our survey was changing the schedule of the July Fair to 3 days, while keeping October at the current 4 days. The committee discussed this at length, and unanimously voted to propose this change to the board, which we have done.

We also discussed the committee's role in choosing the images used in our publicity. Millie Davis suggested, and we discussed and agreed, that we want to incorporate more photos showing artists working on their craft, to emphasize the original, hands-on, personal aspects of our work, which we feel is a draw for those tired of mass produced objects, who are our potential customers. We are also hoping to gradually increase the number of educational booths and demonstrators. While we fully support the idea, because of the financial considerations of that, we are unable to move forward, and don't know how to achieve that goal, because the Fair Committee is not responsible for financial considerations (As per Tom Bailey).

We would like to note that we feel it is important that the committees work together to achieve goals, and that decisions made that affect the Fair should always incorporate the Fair Committee signing off on it, before being presented to the board.

Lastly, we now have 2 fantastic new members on our committee. One is the task specific member, Hiedi Bleacher, who will be responsible for the fund raising raffle.

And new member, Amanda Hayes has joined us, and brings an ideal mix of talents and skills (technology) that we were struggling with. We appreciate those additions so much

The current Fair Committee members are:

Wren Hendrickson (Chair)

Ann Batton (Secretary)

Katherine Caldwell (Board Rep)  
Kathleen Doyle  
Noël Yovovich  
Amanda Hayes  
Ruthie Cohen (Fair Coordinator)  
Heidi Bleecher (Raffle Subcommittee)