

Artisan Meeting 1/26/11

Attendees:

Artisans/Woodworkers - Carol Moisan, Heidi Strickland, Susan Paju, Doug Feeney, Tom Kellner, John Burke, Bob Curley, Laurie Flye, Sandra Lee Tobin, Lydia Grey, Joe Smith, Bruce Cannon, Michael Humphries, Leni Gaudet

NQW Staff- Lisa Divoll , Kirby Lecy - Sarah Mildren [volunteer note taker]

We did welcomes and introductions, and went over packets that were received by everyone.

- We need everyone to update their profile information, listings and pictures
- New commission policies were discussed. Anyone with things in the store need to see Lisa for the new commission break down and OK of pricing.
- Restocking Inventory in the store
 - New forms need to be filled out
- New Tiered membership structure
 - 2011 membership dues must be in by feb 28th
 - Any problems with past membership, please talk to Kirby so she can rectify.

Featured Artisan of the Month

- Program to help promote artisans and increase traffic into the store.
- Requires a Saturday commitment from the artisan of one Saturday.
 - Would anyone like to be the February pilot person?
 - Someone who has maybe things that could go with a valentine's day theme

OPEN DISCUSSION AND BRAINSTORMING

First Question What is North Quabbin Woods to you??

- An organization of local retail artists and fine crafts who work in environmentally sustainable ways.
- A network of possible referrals
- A group capable of organizing as a larger body for purchasing, goods, materials, etc.
- A place of great potential
- Very high quality products
- Possibility to become a DESTINATION and bring regeneration to the area [like Shelburne art co-op]

Second question What have you liked/not liked about North Quabbin Woods in the past?

- Store is wonderful
- Website is hard to navigate
 - Especially to get to artisans
 - Hard to find by product and artisan name [both are in separate places]
- Loves the store, people are very nice and friendly
- Website is very hard to navigate
- Transition period was rough
- 30% commission is a good change
- Use to the potential of the large group to accomplish things
 - Mtgs among the group more frequently
 - Be informed about possible grants, health insurance, and help with business management
 - The franklin chamber of commerce offered health insurance to members previously..
- Set up at the Copley Plaza Market [scott did this]
 - The presence in boston was great, and many artisans had their best sales there
- Liked getting together with the group regularly
 - Helped with referrals and making the group active
- Imagine a tractor trailer with NORTH QUABBIN WOODS on the side of it! 😊
- Liked the past involvement that NQW had with the Garlic and Arts Festival
- Appreciates the records and book keeping , checks are always on time – YAY LISA
- Haven't like the lack of communication between management and the artisans
- Referrals are great
- Don't like that some of the products [snowflakes] aren't out year round
- More space for the store is needed
- Should be doing more walks/events , studio tours
- Would like to have help getting insurance
- Likes the idea of the booth at Copley Plaza
- Having group specific meetings [with beer and pizza] like we use to
 - Might be beneficial to have smaller groups meet more regularly to work on specific things
 - Have the entire group meet for network a few times a year!
- Likes that NQW is in close proximity to her house
- Name of NQW doesn't describe it properly doesn't highlight what is happening
 - Name change, or add on to it?
- When you look at the store it always look closed, needs better lighting! Looks so very closed all the time!
- Look at how to meld the ecotourism and art together
- Enjoy talking with Kirby and Lisa in the store
- Need more information about everything, didn't have any idea of all the different parts of NQW

Question Three/Four What services do you want from NQW? What thoughts and ideas do you have for projects and PR?

- Power point to run in the NQW store of all the different artisans
- Working with AOTV/NQ Treasure Program/David Ames
- Work with local news outlets
- Outdoor live demos, festivals
- Use the town hall for an Artisan kickoff festival in feb/march
- Pair with clubs like the AMC of Berkshires to have promo material like pamphlet of all the artisans to hand out
- Cooperative studio for photography
- Stay open later on Thursday nights
- E-mail blasts to artisans with potential grants and info such as energy improvement, etc.
- Bullitan Board on the website for artisans to request materials and barter between one another.
- Better pictures, audio and video on the web site for artisans
- Send out info packets to link to other organizations
- Ecotourism, linking up with trails, waterways and posting updates on web site.
- Workshop on building a website that is easily manageable for artisans
- Advertise that we are not a normal gift shop showcase recycling