

Ohio Gourd Society post-show meeting minutes from October 29, 2022, held at Franklin Park Conservatory:

Meeting attendees were John and Karen Martin, Nancy Travis, Steve Murray, Teri Rideout, Teresa O'Donnell, Linda Rose, Judy and Nelson Litzenberg.

The meeting was called to order by President Nelson Litzenberg. The minutes from the Spring meeting were not immediately available. The treasurer's report was distributed, discussed, and a motion to accept was given by Karen Martin. The motion was seconded by Teri Rideout. The motion to accept was approved. The current checking account balance is \$13563.69, up from the April 18, 2022 balance of \$11883.25.

Meeting Agenda:

Vikkie Mustad- ***Kids and Family Day*** was proposed as a way to "attract a new and diverse audience and boost attendance to grow the Show". Held in the Arts and Crafts Building on Sunday from 10 am-4 pm, we provided special gourd crafts, games (gourd pong, scavenger hunt) with prizes, and activities (corn pit, corn hole, inflatable ball pit, and touch table with musical instruments made from gourds), specifically designed to engage children and their families.

Post-Show Assessment: About 20-25 Show attendees participated in the special crafts, games, activities. It is doubtful that some/any participants were specifically attracted to the Show because of these special activities, as most appeared to be unaware of the "special day's activities" and were regular Show attendees who were otherwise attracted to the activities. Overall, the special crafts, games and activities were enjoyed by participants: in particular, the scavenger hunt (where participants had to search the Show grounds for items and return with photos of each to receive a prize) was quite appealing to both families and individual adults.

Summary: Continue these special crafts, games and activities as value-added attractions for Show participants. Explore - and promote - other options to attract a new and diverse audience to grow the Show.

From Donna Hutmacher and the raffles: If I do raffles again, I will need help in rounding up donations with volunteers keeping items at their house and wrapping to bring to set up day or first day. My garage is getting busy, and I need to get some upkeep done.

-Workshop Attendee Data- Nelson reported that there were 23 excellent workshops offered and 101 people participated.

-Publicity- Suzanne Rothhaar was unable to attend but sent information via messenger. I suggest adding a class for sculpting, and a class with an Ohio theme. I think combining the single and multiple gourds show theme makes sense. Also, the native American bowl and not bowl could be combined. This would give room without messing up the numbers. I think the publicity went pretty well. People picked up brochures at the show to give out at their different events. We were featured on a garden radio show out of Columbus for three weeks before the show. I'd still like to see more done with the radio but had trouble getting a hold of radio stations. I believe more signs will need to be ordered for next year. The biggest expenses for 2023 publicity will be brochures, signs, and the newspaper ads in the Delaware and Mt. Gilead papers. I will be stepping back from Publicity Chair (I've been doing it for 3 years, which is 2

shows), but have found a team that is willing to take over. I'll be working with them, so I'm not completely out of it. The three ladies who are taking over are from the Delaware area, which really is extremely important for this position, as I learned. I will continue to do the souvenirs. The hats and T-shirts did very well this year. The keychains didn't sell as well. The patches did ok, but any left can be put on hats for next year. The tie dye shirts were a big hit. I think I will order more for next year. They are more expensive, but we have charged more to make up for it. Also, sweatshirts sold like hot cakes this year... and I didn't sell one last year. I want to get with the volunteer person to get the list of volunteers that worked at the souvenir booth. I think I'd like to contact them to thank them and see if they would work next year. I think I only had one student work on Sat morning. Demonstrations went well, though doing demonstrations at the vendor booth didn't work as well as I had hoped. Especially taking some of them outside. The biggest hit was the hydro dipping at the Pottery Perfections booth. I'm hoping to get some more artists (non-vendors) involved in doing a short demo. I took down some names while at the show, so hopefully I have a head start. \*\*\*note: I think we need more vendors, even if they aren't gourd related. I'm not talking about Tupperware or Pampered Chef. I'm thinking crafters, artisans or something like honey, or maple syrup. Handmade or homegrown. I think it will bring more people in. The pottery was so different, but it really drew the people in. People also liked the make and take table this year. More adults did it than any year I have seen.

-Judging- Karen reported that the judging went very well, and the teams of judges were quick to judge additional categories when they completed their assigned ones. Some of the judges really like our show.

-Staging and Entries- John reported that the staging for the show went as planned. The entries were down some this year with several classes having only one entry. Dried gourd entries were unusually low for the show. He will review all the classes by Spring, and we will decide whether to keep some or remove them from the show. Also, he has asked everyone to review the class descriptions to make sure they are clear and correct.

-Vendors- Nelson reported that there was plenty of room for the vendors this year and he will contact Gordon Smith to see when he contacts them for next year. All vendors will be assigned the same show space next year. There was discussion on finding more vendors.

-Demonstrations- See Suzanne's note above.

-Saturday Dinner- Judy and Nelson reported that the Saturday evening dinner at the Italian Warehouse Restaurant was very good, excellent service, but too crowded and noisy. We were unable to do the awards and door prize drawings because of that. Another venue will be sought for next year.

-Make and Take- Teri reported that she had over 200 people, young and old, participate at the make and take table. It was a huge success!

-Souvenirs- See Suzanne's note above.

-Volunteers- Linda was able to recruit 25 volunteers with most of them coming from Berlin High School. The goal is to have 25 volunteers and 25 OGS members helping at the show, 1 member with 1 volunteer. Next year we will need a member to assign the volunteers and direct them to where they are needed. The Berlin volunteers have always been such great young people to work with.

-Membership- Teri reported that the society now has 130 members. There were 17 new members who joined while at this year's show and 6 membership renewals. She noted that there would be 58 membership expirations on January 1, 2023. It was suggested that we have a current "membership board", with the names of members, on display at the show each year. It was agreed to do this.

-Website and Facebook- Joni Hasselbach takes care of our Facebook page and it was noted that she does a great job. Vikkie Mustad has been updating our website and everyone is pleased with it. It was realized that the membership form on the website needs to be changed to Teri Rideout as the membership secretary.

-OGS Historian- Steve takes care of our historical items and there was a nice display of photos at this year's show. He has requested that anyone with pictures please send him copies for the photo albums.

Election of officers will take place at next year's Spring meeting. In accordance with our constitution the elections take place in the odd years, with the office terms commencing with the even years. There have been several open office positions in the past 2 years. The OGS President will be sending out an all-members letter late this year or early next year, addressing this issue.

There are several volunteer areas where we need some members to get involved with. A volunteer coordinator, website contact, hospitality table, and Gourd Greetings Editor. These will be addressed in the all-members letter also.

We had a lot of discussion on how to get to having a free show. We talked about sponsorship to cover expenses and it was a unanimous decision to pursue avenues of accomplishing this. We feel that it is one of the necessary things that we need to do to keep the show going and attract more of the general public to want to attend. Nelson will be sending out some sample letters to show what other organizations have done in this area.

The show theme for the 2023 Ohio Gourd Show will be "Gourdians of the Universe!" The show dates are October 7,8,9, 2023.

We have been holding our Spring and post show meetings at Franklin Park Conservatory for several years now. The parameters of doing that have changed, along with the rising cost of doing so. Therefore, we are looking for a new place to hold these meetings, hopefully for free but not necessarily limited to that. If anyone knows of a place, would you do the contact of that facility and communicate it to the OGS President, please? He will then poll the OGS Board for approval. We would like to have the meeting April 29, 2023, from 11:00 AM until 3:00 PM with a carry-in lunch.

Judy Litzenberg moved that we adjourn with a second to the motion from Karen Martin. The meeting was adjourned at 2:30 PM.

Nelson Litzenberg

President