

DFW Archives Bazaar Committee Meeting 5/1/18 Notes

In attendance: Felicia Williamson, Samantha Dodd, John Frembling, Rachel Panella , Kristi Nedderman, Misty Maberry, Brian Collins

During the meeting the committee discussed the choice of venue for the DFW Archives Bazaar, and agreed on Dallas Heritage Village. The factors that played into this decision were:

- Cost: no cost for venue, fewer associated potential costs which is helpful for a startup event
- Timing: fewer logistical issues to handle before October event date
- Ease of planning: chairs and tables provided, potential for set up in advance
- Programming possibilities: Large main space with smaller satellite spaces available for use
- Capacity: large venue will accommodate multiple partners and sponsors so that it is likely that all who want to participate will be able to; greater participation solidifies relationships and builds our network as we move forward
- Ease of access: free parking, easy to find from highway
- Attendance: larger capacity, potential for free park admission being a draw to increase our attendance, tie in / promo with Legacies email list
- Audience: venue is family friendly / additionally DHV hosts a more "hip" yearly event, the Jazz Age Sunday Social, that draws a mix of families and 20-30 somethings (2016 & 2017 ~1300-1400 / 2018 ~750 [bad weather this year])

The main counterpoint to these many benefits was that the audience is similar to the one that most archives already have, and that going with a similar partner does not break new ground / draw in untapped audiences or have as much of a "cool" factor. However, as this is intended to be the start of an annual event, those considerations can potentially be weighed more heavily next year.

Kristi has confirmed our booking with Dallas Heritage Village, so we are confirmed for -

DFW ARCHIVES BAZAAR: Sunday, October 14, 2018, 1-5pm

Suggested attendance goal: 500

NEXT STEPS: The committee identified four potential main working groups that will need committee leaders / members as we move forward:

- **PR:** design, verbiage, website, flyers, social media, media coverage etc.
- **Programming:** soliciting and managing participants, planning content etc.
- **Finance / Sponsorship:** budgets, identifying potential partners and soliciting contributions / participation etc.

- **Logistics / Volunteers:** Layout, set up, volunteer coordination etc.