

CBBAG-OV Meeting

Minutes

May 8, 2013

Theme: Book Arts Fair Wrap-up & Workshops Review

President

We had two visitors, who were present at the Book Arts Show, Roberta and Carl.

Maggie had left over bookmarks and brochures, which she passed around. These can be used for promo items at workshops and other events.

For the Calgary show this summer, Nancy was collecting submissions from members. Maggie expressed her appreciation for Nancy's work.

Treasurer

No report.

Secretary

No report.

Workshops

No report.

Book Arts Fair

A successful show was held on Saturday, May 4. It was well liked, and held in a good room (which now costs \$700). Tables were set up with tablecloths, which added to making the show of good calibre.

One problem that Larry identified was a lack of communication with PWGSC managers, which resulted in some misinformation.

20,000 flyers were printed, which seemed to be the best form of advertising. Larry was able to take advantage of an email list from the Citizen that contained 170 addresses, which is fewer than at the last show in 2011. Ottawa Magazine had something on the show, as well as the Ottawa Citizen in their Thursday Best column. Maggie gave an interview on the radio. If we were to create a Facebook page for the show, it would have to be bilingual. The signage was good, helped by the banner which Steve keeps at his house.

As for the speakers, attendance seemed to be hit or miss, since it largely depended on the time of day. Some talks had more people than others. Jason's talk, on illustrations in the Arabian Nights, was very good. People were quite interested in Steve's talk. There were lots of people for Hugh's talk. The question was raised about running a workshop at the next show, since some

people really wanted to try out what was being talked about. Registration could be accepted ahead of time. The real need would be volunteers to give the demos and run the workshops.

One of the highlights of the show was our exhibit, showcasing in one place what we have produced. It was received and viewed with great enthusiasm. The only drawback was the heat in the room where the exhibit was held. There was no air conditioning, and the room was airless.

We had about the same number of vendors as last time, with one not able to come due to illness. Larry has an extensive list of vendors, some known through CBBAG. He goes around to other shows and recruits vendors for future events. We had 2 vendors from Saskatchewan, who were thrilled with the show.

Susan and Lilian kept a rough count of visitors, 275. They asked people to fill out the survey, whose primary purpose was to find out how they had heard about the show. The results showed that word of mouth, online, flyers and finally the website were the ways. What would make the show better? Workshops, demos, etc. Everyone liked the show.

One role we need filled is that of photographer. Some photos were taken by various attendees. It would be good to put pictures on our website.

Gayle found that she needed two tables for the lunch, so this can be put in place for the next show.

Larry thanked all of the volunteers, and read out their names. He had agreed to do three shows, and has completed this commitment. Now someone else needs to take over, with the next show being 2 years away. Larry is willing to remain as events coordinator, and will check out public spaces for possible book exhibitions.

Swap

Again, the books prepared for the swap were shown. Leah had bound the Chapter's copy, a medieval limp binding, with real leather, which she had marbled.

Lee Valley sells paper which is used as trunk lining, which also makes excellent endpapers.

Workshops

We developed a list of potential workshops for the coming year:

September - introductory bookbinding, the basics - Spike

pamphlet stitch, get creative - Maggie

marbling - in winter? - Sue

making and decorating bookcloth - Mary

clamshell box - Mary

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woodcuts, or lino cuts - Steve

typesetting - Steve

copyright - Ariadne

decorating with thread on paper - Anne

Japanese stab bindings - Geneviève

secret Belgian binding - Gayle

Under discussion was what to pay instructors for workshops, and other workshop-related issues, such as limiting the number of participants. It would be good to have PayPal, but what if a workshop were full? Would PayPal keep accepting sign ups? And if people did not pay for the workshop, and did not attend, would someone else have missed the chance to attend? Etsy was mentioned as a good alternative, as well as Eventbrite. More discussion is needed and it was agreed that the executive would look into that discussion and bring something back to the group.

There was interest expressed in BB1, however, we would need to consult Mary first.

Other news

Wendy's book will be published in upcoming issues of Somerset Studio and Fiber Art Now. Wendy will also be in England, at "Art in Action", which is like a studio tour, except that she will see the work being done. The possibility was raised that we could put on such an event, instead of the book arts show.

Next meeting: June 12, programs for next year

18 in attendance