

## MINUTES from June 22, 2016 OTA Fiber Council Conference Call re Media Event

**On the Call:** Gwendolyn Wyard, Marci Zaroff, Maggie McNeil, Barry Cik, Dale Read, Eileen Mockus, Amy Farkas, Marni Karlin

Focus of the call is to decide on a realistic date for a media event and determine whether Option A (pop-up store in NY) or Option B (Media Breakfast/Lunch in NY) are feasible. The agenda item on messaging will be pushed to a separate call with the “messaging subcommittee” so we can spend our time on dates, event options and fundraising.

Marci researched a pop-up store-front in New York City. Working with a company called The Lion’esque Group: pop-Up Retail Architects based in NYC. <http://lionesquegroup.com/>

### **Pop-Up Store:**

- We would hire Lion’esque and they would manage a 3-day store/event. All-in turnkey management. Looking at 15K to 20K to hire them to manage everything. Work with them of course on layout and displays. But they would have staff there for the 3 days in the case that council members/sponsors are not able to attend.
- The idea is to create a store-front that is accessible to media and to consumers. Organic fiber and textiles would be on display representing all of the brands that sponsor the event.
- The store would be selling “awareness” not “products. It would be experiential in nature.
- The intent is to offer a unified and cohesive message about the benefits of organic and fiber but of course brands would be individually represented via product display, sponsorship board and other promotional materials. Brands can leverage media outreach. Product “grab bags,” coupons and educational materials could be given to media and consumers.

### **Sponsorship:**

- The first step is to identify the amount of money that we will need to raise and commit to a date by which we need to raise the money by.
- We could create sponsorship level (\$500, \$1000, \$2000, \$5000) and determine how that would be reflected by promotional materials and floor space in the store.
- Need to write-up a proposal that explains the what, where, when and why of the event and include a space for sponsorship. This is what you get if you sponsor, this is why it’s important, etc. **NEXT STEP: Draft a sponsorship request proposal on the event (Gwen will take first pass)**
- Fiber Council currently has \$3,254. There are 16 individual companies/organizations on the council. \$500 each would get us \$8000 plus the 3,254. Raise as much as we can within the council and then reach out for the rest. Should set our sites on raising \$25,000, but need to make sure that is the correct number. **NEXT STEP: Identify the exact amount we need to raise.**

**Dates:**

- We discussed doing the event in September. Expo East is the 4<sup>th</sup> week of the month (Sept. 20-24). OTA will be hosting an international media event in September that will end in NYC Sept. 14-16 ish. We could overlap with that event.
- Concerned that September is too soon and we won't have the time to do everything that is needed. Look to October or November, but then that gets busy and then to the holidays.
- Agree, September does not allow enough time. Do we want to try a media breakfast or lunch in September instead and schedule a media event for the spring?
- Whatever we do we want to do it right and make it the best it can possibly be.
- Other events that OTA is already doing that we could tag onto for this year and then focus on a media event for spring 2017?
- Expo East in September. Always have a media event there, we could feature fiber. Also the educational track could have a fiber workshop/presentation. In December we will be at ShiftCon in New Orleans (December 1-3) with Bloggers. In both cases we want to feature that organic isn't just about food, it's about everyday life and this includes fiber/textiles.
- Take advantage of organic fiber/textile messaging at Expo East and ShiftCon and then look to the spring for the media event. September does not work for several reasons, too much going on. Need to give companies enough lead time to plan out product give away, sponsorship, PR. Pick some target dates and plan for. Also gives us the opportunity to do a much better job with fundraising. Sponsorship proposal could have a picture of the pop-up and provide lots of information that will help sponsors understand what they get.
- Is there anyone that does not agree with the general direction we are going / does not like the idea of a pop-up store? No one disagreed.
- April in New York sounds delightful. March could still be bad weather.
- Isn't there a big textile show in NYC at the end of March? That would be a good time because the editors are there and poised to go. But most already live there so it's not critical that we pick the same time.
- Spring dates could be March or April. Need to be aware of OTA's Policy Conference and spring NOSB meeting. Other events/conflicts? Send to Gwen.
  - Expo West is March 8-12, 2017.
  - Not sure yet when Policy Conference will be.
  - NOSB is April 19-April 21 in Denver.
  - New York Home Fashions Market March 27-30, 2017

**Next Steps:**

- Start draft of sponsorship proposal to circulate to group for feedback (Gwen)
- Doodle for some dates for spring media event (March or April). Send dates to Gwen for known conflicts.
- Identify what we can do at Expo East and ShiftCon.

