Wool and Arts
October 10, 2026

Joanne and Harry Booth, Lisa Proach, Lori, Jen, Craig, Brian, Faith, Frank, Chrys, Julie Wolf

Gate numbers: 2026 - 1,679 2025 – 1,476

Vendor reviews were shared and there were several common themes:

- Advertising needs to be improved
- Communication needs to be better
- Concern over empty spaces
- Increase in vendor booth price and lack of communication about this
- Certificate of Insurance and NYS Sales Tax Certificate. (have always been required – but possibly lack of reminders and follow up on these?)
- Requests for map of vendors to be given at the gate

About half of existing vendors have signed up for next year. Seems like some are of the mindset that "I'll give it one more year"...

# of vendors for 2026 = 98 Vendors signed up, 8 no shows (1 we knew ahead of time and 1 did not show back up on Sunday) . 56 have signed up for 2027

Suggested promoting W&A at the fair. There was a pop-up banner in the past. Not sure where that went.

Should we invite existing Vendors to a special Vendor Meeting? Host it as "kick off"... then ask who might want to work on advertising, on X, on Y?

The advertising ball got dropped. It needs to be assigned to someone. Set a budget, prioritize some things, etc... What about SM enhancement?

How do we get onto the Fiber Trail? Hudson Valley Textile Project? Conversation with Amy Hoffis and Wash Co. Tourism – where can we promote and how to cross promote? For example with Balloon Fest

Periwinkle left early. We should follow up with them to ask why.

Vendor application should clearly state that if a vendor is a "no show" (without prior notice) there is a loss of fee..... Fee is non-refundable. What does our existing application say?

Jen will send a follow-up letter to vendors and include a summary of attendance through the gate.

Certificate of Insurance and NYS Sales Tax Certificate need to be collected and have been collected in the past so it should not have been a surprise. And some felt that they needed to be reminded more, or sooner.

Next years letter... if you re-up it's $x cash or check or $y if it's paid by credit card.

Fiber – v- arts? Heavy on the Jewelry this year. Should we look at setting a % of total vendors must be Fiber and a certain % are arts.

Advertising needs to be focused on fiber first.

How do we get more fiber vendors?

Some of the no shows may have been because a lack of communication.

Timetable:

- Acceptance letters go out by X
- Set up and arrival information goes out by Y
- Make sure there is a staff person in the office that can leave the office and go out and assist.
- Reach out to vendors for marketing material/pictures etc. by X

Assign a contact person or a contact email.

Wagon rides were great. Kids activities entertainment were good. Shearing demo was good.

No largest pumpkin contest in the future. Photo contest seemed to be well received. How many tote bags do we have left? Need to announce the winner of the photo contest.

Raffle $260 total split between winner and CFC. Want to try it again next year.

Auction – not a lot of items. Can people sign up with what they are bringing to the auction. It is felt that the auction makes us better event.

37 fleece bags. 17 sold Saturday and 2 on Sunday. Fleece sale and used equipment auction.

Reach out to Kathryn B. about suggesting demonstrators and guilds. Rug hooking as well. Chunky yarn weaving or finger weaving.

Adding workshops. We have in the past. It never got really big, do we consider doing them again?

Add a link to Adirondack wool and arts festival to the Fairs FB page.

Update the Adirondack W&A FB page and the website – take down the 2026 info. And put up the known 2027 known info – dates, 2027 application etc.

Pumpkin festival as a separate event.

Vendor meeting date: Nov 10, rsvp, link, cover the CC registration fee is $125/175 plus the %

Need to talk about sheep show. Need to look at numbers.

Communicate to vendors that their application was received and include what was missing and when it is due by.

Figure out best way to handle the Wi-Fi and passwords. And include in the packet.

Volunteers could help stuff packets when they are ready if a call were to go out asking for assistance.

Have the store staffed on Friday afternoon as vendors do like to purchase t shirts and totes.

How many shirts are left?

Nov 10
7 – committee
7:30 – 8:30 vendors