

June Faire Populace Listening Session Number 1, October 27, 2015

Topic: Specific questions about June Faire in general

1. What do you like about June Faire?
2. What would you change about June Faire?
3. What would you like to see more of?
4. How do we engage the modern public?
5. How would you (generic you) contribute to June Faire's success?

Approximately 40 people were in attendance

The discussion was led by His Excellency Conchobar

THL Renart the Fox acted as official time keeper

Each topic was discussed for approximately 10 minutes. Comments were held to 2 minutes per person.

His Excellency formally announced that THL Talia is the Chairman for June Faire 2016.

Discussion on each question is as follows:

1. What do you like about June Faire?
 - It's a place where the Barony can showcase Dragon's Laire. There's nothing else in the Kingdom like it.
 - Interaction with the public. Likes the demo aspect. It encourages people to join us.
 - There is a variety of things to see and do. Everybody can find something they like.
 - June Faire is often a person's first experience with the SCA. It's how events should be. It gets people involved in the SCA.
 - June Faire gets us a large amount of word fame with the public.
 - It offers a variety of activities and shopping.
 - The Arts and Sciences (A&S) Village. It gives the artisans the chance to geek out without the burden of a competition.
 - It has hard-core A&S. Likes the fact that fairies and ninjas also attend.
 - It shows that the SCA is cool.
 - It has a huge SCA presence but is homey at the same time. It has the A&S village, shopping, and martial activities. It becomes intimate and promotes camaraderie.
 - People engage with the merchants about what they do.
 - It's an opportunity to involve the community in what we do.
2. What would you change about June Faire?
 - Make the event less work and less exhausting. It consumes our lives for over 9 months.
 - Make parking closer.
 - Have single access
 - Have more food merchants (lines at this year's JF were very long).
 - More care with placement of handicapped biffies. Some were places where you had to go uphill to get there. You had to negotiate trip hazards to get to others.
 - Remember that the event changes every year, both what we want to change and what we have to change.
 - Have more advertizing.
 - Find a consistent site.

- Related to the consistent site comment - Change the model of how we do the some events. Perhaps rent a single site and contract to use it for multiple events. We might be able to negotiate a better price.
- Get people other than the “leaders” engaged early. Don’t give them just the crap jobs or treat them as just manual labor.
- Provide opportunities for others to work with “leaders” in areas.
- Share the burden and delegate
- Have the June Faire board work as the coordinator for various teams to get the event jobs done such as a team for decorations, a team to run the martial activities, etc.
- Often people do ask for help but don’t get it.
- People are looking for volunteer opportunities.
- The people on the JF board work on the event all during its planning stages but the “mid-level” people don’t get anything to do until the weekend of the event.
- Create opportunities to help the “primary” board members
- Often when the Volunteer Coordinator asks for help many people are already committed elsewhere and are unavailable to help.
- In the past the Baronial Sergeantry was encouraged to become involved with June Faire. Sometimes people just need a nudge to get involved. Cultivate mentorship.

3. How do we engage the modern public?

- Have crafts and hands-on activities for people to do.
- Have people available to talk with the public while we are demonstrating.
- The A&S Village did a good job interacting with the public.
- Engage the public to join us (recruitment).
- Make information on how to get into/join the SCA easily available.
- Have flyers or handbills to hand out for all demo areas.
- The Baronial Scribal Guild has used handouts in the past and could assist with that.
- The public sees us as entertainment and don’t know they can participate in some of the activities.
- Some merchants talk about how to join the SCA while they demo.
- Hand out business cards with contact information and Baronial e-mail/website address.
- We are doing a better job than we used to. Recommend having a committee to make a plan and coordinate getting handbills done, handed out, etc.
- Once we get the public to June Faire we have them. We need more outreach at events other than June Faire and at the smaller demos throughout the year.
- Some people came to June Faire regularly but didn’t know about joining the SCA until they became interested and involved in a specific activity. Have people available at gate to give introductions and talk about the SCA.
- A former Chatelaine made the following observation – one year they handed out around 1800 handbills and followed up with e-mails. Around 20 people attended the newcomer’s night and out of that maybe 4 people become members.
- Use “barkers” to spread the word about scheduled activities. Remember that the public doesn’t know our terms for some things.
- It takes a while to get people interested long-term. Have handbills and information available at all events. The Chatelaine and Volunteer Coordinator could work as a team. Have docents at Gate. Emphasize that we re-create history.
- The Chatelaine’s job needs to be spread out among more people.
- Need more children’s activities. Scavenger hunt?

The discussion about the last two questions was combined.

4. How would you (generic you) contribute to June Faire's success?
5. What would you like to see more of?

- Utilize media other than just newspapers, such as the movie advertisement spaces ("your ad here"), the Mentor sign, etc. for advertizing.
- We may need to spend money on advertizing this next year.
- Some advertizing is free such as radio spots, Kitsap reporter.
- For all disciplines, have a specific time for activities without conflicting with other activities.
- Would like to see more mentorship, teams, use of docents.
- Siege weapons needs to be displayed more. Missile activities have not been demonstrated.
- There is positive energy here; excitement and commitment to June Faire.
- You can support JF by being positive. Don't dwell on the amount of work takes to run the event. People want to be a part of it.
- Just show up. Need town cries to announce the schedule of activities. Older kids/teens could announce schedules.
- Some activities could have helpers for their specific demo.
- Volunteer to learn things and get to know people. People want to be involved in the process not just do the grunt work.
- Publicize some of the scheduled events in advance to the public.
- Have more hands-on activities.
- Refer to the public as "guests". It's a more positive term.

An off topic discussion took place – is June Faire a demo or an event?

- The answer affects how we run the event.
- Does it have to be one or the other? It gives artisans from out of the area the chance to demonstrate their art when they might otherwise not have the opportunity to do so.
- June Faire is mostly a demo but it is both.
- Attendance of both SCA and the public makes the June Faire.
- It can't be made one or the other in its current form.
- It's both a demo and an event. It recruits people when they see what we're all about. We recruit from within.

There will be more Listening Sessions scheduled in the near future. Each will be dedicated to one of these areas of interest with regards to June Faire:

Arts & Sciences
Marshallate
Archery/TW/Seige
Camping
Merchants
Logistics/Infrastructure
Volunteerism