

ConFusion ConCom Meeting

2010 June 19

Troy Marriott

Attendance:

- Amanda Long-Adams (Room Parties)
- Sheryl Bradakis (Masquerade/Costuming track)
- Randy Bradakis (Sponsorship and Marketing)
- Angie Fox (Dealer's Room)
- Yanni Kuznia (Lit Track)
- Brian Decker (ConChair)
- Ryan Carey (Ops Deputy/Assistant/Whatever frou-frou nomenclature we're using today)
- Bob Brodis (Ops Sheriff)
- Amy Zrnich (Treasurer)
- Jer Lance (Hotel)
- M'jit Raindancer-Stahl (Art Show)
- Dean Stahl (M'jit's Deputy)
- Bill Korsak (Programming Deputy)

Agenda:

Advertising and Marketing

- Flyers
 - **Jer will pass on his “crappy” fliers to Rachael and Randy this week** sometime so they can use them as a launching point for more attractive ones if they wish
 - Would be nice to have something to use for some of these near-term events
 - Once the GoH docket is filled, we can pursue the remainder of our advertising agenda
 - T-Shirts
 - Glossy ad cards
 - Other stuff (please send ideas)
- Magic shops as sponsor for the magic track?
 - Dealer's room table?
 - Would be nice to get them into the dealer's room.
 - **Brian or Yanni will pass the names of some on to Angie**
- Opportunities
 - Maker's Faire (Jul 30)
 - Need someone to hang by the AASFA booth (that exists)
 - Flyers
 - Origins (Jun 25th)
 - Flyers
 - GenCon (Aug 5th)
 - Flyers
 - InConJunction (July 4th)
 - Flyers

- MPCon (Jul 9)
 - Sponsoring a tournament
 - Flyers
- ConStruct (Aug 13)
 - Party
 - Flyers
- Ann Arbor Art Faire
 - Possible flyers at Dawn Treader and Vault
- ConClave (October)
 - Flyers
- WindyCon (November)
 - Possible party, definite flyers
- SFOntario
 - Flyers
- ConText (October)
 - If someone is going, contact us
- World Fantasy (Halloween Weekend)
 - Flyer
- Youmacon (Halloween Weekend)
 - Should do a marketing push of some sort
 - Zrnichs perhaps
- If you have another place you want to get flyers to, contact Randy Bradakis
- We should make a schedule of “where we’re going to be” on the website
 - **Randy?**
- T-Shirts
 - As soon as we get our GoH slate cleared...we fire these off
- Need rates for ads in program book

| | Business Rate | Non-Profit Rate | Ad Size (w x h) |
|--------------------|----------------------|------------------------|------------------------|
| Full Page | \$125.00 | \$75.00 | 6" x 7.5" |
| Half Page | \$65.00 | \$40.00 | 6" x 3.5" |
| Quarter Page | \$40.00 | \$25.00 | 2.75" x 3.5" |
| Inside Front Cover | \$200.00 | \$120.00 | 6" x 7.5" |
| Back Cover | \$250.00 | \$150.00 | 6" x 7.5" |
| Inside Back Cover | \$175.00 | \$105.00 | 6" x 7.5" |

GoHs

We have Cheri Priest, Aubrey de Grey, and Lisa Garrison-Ragsdale...waiting for a response on an artist GoH and we have one more open slot beyond that. Need ideas if you have.

Programming Tracks

- Science track – (Richard Herrell) should be strong with Aubrey de Grey
- Anime track – (??) Amy has volunteered **Limey to contact Anime Detroit...we should hear back about Limey's progress at next meeting.**
- Costuming track – (Sheryl Bradakis)

- Literature track – (Yanni Kuznia)
- Art track – (M'jit Raindancer-Stahl)
- Filk track – (Mark Berenstein)
- Gaming track – (Jen Toby)
- **New**
 - ~~Steampunk track~~— this will be part of Costuming track
 - Prestidigitation track – Performance, how-to, etc...possibly Misha Grey to run
 - **Brian will talk to Misha/Find a track head for this**

Going Around the Table

- Art Show
 - Possibility of using an auction?
 - Pros
 - More money for artists
 - More enthusiasm
 - Cons
 - More staff needed
 - More challenging
 - Moving forward:
 - **M'jit and Dean will draft a procedure by next meeting**
 - **Jer will contact some potential auctioneers**
 - Art grids (shark cages)
 - Convocation has only about 30
 - ConClave wants cash
 - **Jer is going to talk to AASFA about this a bit (inter-con sharing, etc)**
- Masquerade Theme
 - Steampunk even though we did it two years ago?
 - With Cherie Priest, steampunk is pretty fitting
 - Fairy Tales is an option
 - Perhaps a combination of the two
 - Steampunk'd Fairy Tales
 - Sold. The theme is “Steampunk'd Fairy Tales” and the townfolk rejoiced!
- Here's where Jeff Beeler came in.
 - We then spent about 15 minutes rehashing all of the above so he could be up to speed
 - There is need for a policy of “if you are going to be 75 minutes late, you don't come to the meeting” or something.
 - **On the agenda for next meeting perhaps?**
- Dealer's Table discount for sponsors?
 - Only for cash sponsors in specific circumstances...which will be addressed on a case by case basis
- Membership discounts
 - Jeff wants to re-cover old ground. We will come back to it.
 - Panelists that do 4 hours of panels get a \$0 reg rate
 - Panelists that do 3 hours of panels get a \$30 reg rate
 - Game masters that do 8 hours of gaming get a \$30 reg rate

- Now we shall all commit this to memory and fail to argue about it entirely next meeting.
 - I cannot vouch for the meeting after that
- Lit Track
 - Subterranean press wants to add an official sponsored GoH
 - This has to go board
 - For this year, can we commit to adding that guest to publicity
 - This year Peter V Brett, please act accordingly
 - Can we list the other panelists that are going to be at the con?
 - Need a release for using names on our promotional material
 - **Jeff Beeler will draw that up by next meeting**
- Operations
 - Had a lot of panelists who want to do signup sheets
 - Need sheets provided before the Friday of convention
 - Must put the number of slots on the sheet ahead of time
 - **Bob will draft and communicate to the concom and staff a policy on this**
 - Ops will no longer be a warehouse or swapmeet.
 - If the con doesn't own it, it doesn't go in Ops
 - Conversion from Reg to Ops needs to be fleshed out
 - **Brian and Bob will hash that out**

Next Meeting:

At the Stilyagi picnic, July 17th in AA