

Kinetic Sculpture Derby Meeting Notes Monday January 12th 2009

In attendance: Sandy Webberking (metal artist), Sarah Corlett (nkcdc) Laura Semmelroth(nkcdc), Terry McCall (past KKSD volunteer), Matthew (resident) Dane Colella (resident +pastKKSDer) , Stephen Horcha (past KKSD volunteer) Aryon (space 1026), Kathryn (NKCDC and KKSD boss lady)

Recap of 2008's event- what worked, what didn't

People really liked the parade route and how together the parade was this year as well as the huge wall of people at the mudpit! People had fun over all at the event that day. People liked the T Shirts and generally liked getting a free t shirt, some wouldn't mind NOT getting a free t shirt. Prizes were good but get larger demoninations of gift certs so the whole team can go out, instead of \$50, do \$150 or \$200 even if we have to pay for part of it... Generally the event was a great success.

Things to improve/ideas

- Scooters, a necessary annoyance, but less weaving please
- Started too late, too much waiting around
- Beginning had too much chaos and not enough leadership, no one knew where to be
- Kathryn said no one showed up on time or went to their designated parking "spot"
- Advertise the rules better
- Advertise PRIZES to entice folks
- Think of a better line up procedure and get more volunteers to help keep organized
- Other obstacles? More man power/money, where? Maybe we do a loop THROUGH the fest twice instead of just the mud pit....
- More volunteers
- Bad location for registration and t shirt table.... Move to be a part of the fest.
- Sag wagon? Should we have a push or tow vehicle for sculptures that break down? Some people feel that breaking down is just part of the event and that people should deal on their own, Stephen WILL take the lead on coming up with push/tow/sagwagon ideas...
- Have people show up on time!
- Get more entries!
- Pedi cab with judges on there to look "official"

OUTREACH to participants-

We brainstormed on groups to get in touch with and who had contacts at institutions like art groups and universities. PLEASE THINK ABOUT WHO YOU KNOW AT UNIVERSITIES AND ORGANIZATIONS THAT YOU OR KATHRYN SHOULD CONTACT ABOUT BUILDING A SCULPTURE.EMAIL suggestions to kdoherly@nkcdc.org.

Aryon will be the contact for Space 1026, U Arts and Philadelphia U, Sandy will contact Moore College of Art (and all of her friends) Laura will contact Mum Puppet and Spiral Q. We need more people to MINE their contacts and start reaching out to school clubs like engineering and sculpture clubs etc.. PLEASE

contact me with a list of NAMES of people and GROUPS that YOU will be contacting. For now, direct people to the KKSD website, the Save the Date cards will be done SOON.

We should create a message board on the website so people can post stuff about teams and resources or get in touch with each other about building a sculpture.

EVENTS-

Let's do more outreach/meet n greet events. First Friday parade in old city where we pass out flyers was suggested, sounds great! Matt Shyley offered to help with his wacky bikes and we can park some out at places around town with a poster attached to spread the word. We need to do more guerrilla advertising! We can have a meet n greet again the Brewery but we should have more events as part of it... maybe have a demo and some examples of simple sculptures you can make to get people to build something even small. Use the Fuji Bike donation as a raffle for a fundraiser. Maybe do an Art Bike auction like they did for NBW. Have a slide show and/or video projection at the meet n greet to get people excited and show what the event is like... do spoke cards and bike flags to pass out before to get people interested, get bumper stickers for cars and bikes that say my other Car (or vehicle) is a kinetic sculpture with the logo and web address to pass out. We need volunteers to be on the street team to pass out these promo items once we get them.

Kathryn and Laura will price out the cost of these promo items and then we will distribute them to you (the STREET team) to pass out. Also we think maybe that Terry (or whoever else) should just take on and run with the parade/guerrilla marketing ideas. Do an event (as long as it somewhat legal) if you feel inspired. We will help coordinate the 1st meet n greet, but if YOU or anyone wants to lead up a project/event PLEASE PLEASE do! I will make sure we have flyers/postcards for it. Use Facebook and Myspace, start plastering the internet with info about the events. Direct people to the Myspace and FB pages to join and stay informed.

NEX T Steps-

- Kathryn will get Save the Data cards printed
- YOU ALL will MINE your contacts at places to contact to build sculptures, email me the list and start contacting them, I will email you sample copy to use.
- Laura and I will price out spoke cards, stickers, flags
- Terry will help me with the message board idea
- Terry will lead up a parade/event (Or2)
- Send me ideas for city wide sponsors, email me contacts if you got em.
- Sandy will start contacting Moore people and ALUMNI
- Aryon will contact U arts, Phila U, 1026ers
- Kathryn will contact CHAD people, like Michelle Cooper (who suggested that again?)
- Aryon will offer space for teams to rent out to build their sculptures
- Sarah, et al will update sponsor pack and info

- Kathryn will contact PBC for first meet n greet okay

Rough TIMELINE-

Mid February we should have a wacky bike with a poster on it parked somewhere around town-Kathryn will lead that initially.

Mid February- we should have contacted groups and organizations that should do a sculpture

Mid February have save the date cards printed and start distributing

Mid February have 1st Meet N GREET event advertised

March 1st have Septa ads Designed- found a printer to do print

March 1st have Press releases OUT to CP, PW, PHila, MAg, Grid, Blogs, etc... Star, Spirit...

March 1st have Spoke cards/bumper stickers/flags printed and distributed

March 1st- parade permit/police confirmed/route confirmed

April 1st have Sponsors picked out

April beginning have SEPTA ads up

May 1st have team of volunteers for day of nailed down and job descriptions made clear

May 1st have teams registered