

Shire of Hartshorn-dale September 5, 2019 Business Meeting Agenda/Notes (July meeting cancelled for weather, August meeting was a Pennsic pity party.

Important Notes:

Events coming up :

Coronation Oct. 5th in York, PA. See notes below & event announcement for more details

Hartshorn-dale Commons Oct. 6 - 12-6pm

Hartshorn-dale meeting to be held at 2pm. Bring food to share, an ingredient to add to Stone Soup, your feast gear, an A&S project, your weapons of choice, and a chair. The event is free, but donations will be accepted to offset the expenses.

More details at <https://www.facebook.com/events/500792674068687/>

Community Clean up Dates at Royer Greaves School for the Blind (which offers us free meeting space in return for some help around the grounds) 9/28 9-Noon. 10/26 9-Noon. Bring work gloves, rakes, and shovels.

Upcoming elections - ½ of our officer rota is up for re-election each Fall. This year's officer elections include: Seneschal, Knight Marshal, Minister of Arts & Sciences (MOAS), Chatelaine, Fencing Marshal, Domesday, and Accessibility Porter. Nominations are due in October, elections in November at the Business Meeting

I. Officer Reports

A. Exchequer

July: Current balance \$5820.18

Received full deposit back from Henri II site (\$200)

Working on finishing Henri report

Working on completing 2nd quarter report

The Shire has the funds to support the Coronation in Owlsherst

September: Totl \$4555.29

Check sent for Coronation

Need dates for summer fencing to write check

B. Dance

July July 5th; 12th; 19th and 26th

8 Dancers participated in GoForth

No dance class August 2nd or 9th

Scheduled dance August 16th, 23rd, 30th (?)

8 Dancers participated in GoForth.

September: Dances throughout July and August 17, Starting back up September 6, 20, 27 (none on 9/13); October 4, 11, 25 (no class Oct. 18)

C. Chamberlain

No changes - we still have stuff. (July & September)

D. Webministry

July

Webminister quarterly report submitted. Working on getting officer portraits (and the model release form) for all officers, for an updated Officers page.

September

Website updates:

Made all emails into live links, after checking with EK webminister & deputy that this wouldn't cause spam email problems

Added Facebook page links to all pages that referenced announcing/canceling practices

Moved "Business Meetings" from Resources to Activities menu.

Continued soliciting Officer portraits and paperwork for new Officers page

Meeting notes - need photos from A&S at Pennsic, and need to figure out a calendar for the website, and how to keep it updated.

Another need that came up when we had to cancel the July meeting due to a massive rain storm is a text/phone chain for officers in emergencies.

E. Social Media

(July)

Our page now has 114 likes (up from 98 last month) and 120 followers (up from 105).

The dance videos continually get the most 'interest' on Facebook. They have the highest numbers of 'views' or 'interactions'. The posts about Pottstown GoFourth also got a good amount of interest.

We Have Instagram! And it's linked to our Facebook account so anything posted on Instagram will also show up on Facebook. We have 17 followers on Instagram and most of those started following us on July Fourth as I was posting pics from our demo. I'm continuing to learn more about Instagram and how to leverage the hashtags. We need more people/sites/things to 'follow' on Instagram so that we continue to look active. Things like favorite Pennsic merchants, people, or museums that may have an instagram would be good. Suggestions appreciated.

(September)

Social Media:

We have 123 Likes (up from 114) and 129 followers (up from 120)

The fact that we continue to increase in the number of followers and likes is good. We've pretty consistently been growing, even if slowly.

I recently started using hashtags (#) in our live videos and will start using them carefully in posts to ensure we show up in searches done on facebook.

I attended a really good class on using social media while at Pennsic. I got permission to scan the notes and will be sending them out to those who also have editing abilities on our page. Some highlights: it is best to create posts for instagram and facebook separately since those audiences are different, and posts take a minimum of 3-5 days to reach people's news feeds on

facebook (which means we need to be scheduling any posts about practices or events at least 4-5 days before the event.)

I learned how to schedule posts in advance, so I can now set up multiple posts for a month.

Important Reminder: While the Facebook page is one of our official streams of communication, the discussion page is not a form of official communication. Events (like commons) cannot be posted about in a 'this is going to happen' frame of voice unless they have first been posted to the email chain and the facebook page. We also should never create shire events in the group. If the event is for the whole shire and is officially sponsored by the Shire, it needs to come from the page first (then it can be shared to the discussion page). I plan to come up with some kind of flow chart describing what can be posted where that can be posted/handed out so everyone knows how the communications on official/not official should be working/flowing.

We need to start thinking about ways to optimize our SEO (search engine optimization). Basically we want to appear in a google search with multiple outlets (such as website, facebook, instagram etc). We should start thinking about having a blog and putting any articles we write or website archives and any of our 'institutional knowledge' (things like extra explanations on how we do things) on a blog.

Meeting notes: Looking to a couple people who go to fencing consistently to make an editor so they can load live video. If creating an event if we want people not in the shire to come, create it in the Page, not the group. Took photos at Pennsic, plans to use some of those to drive content on FB.

F. MOAS

July

A&S continues at dancing and fencing practice.

We had a gathering last month to learn naalbinding, but got caught up in conversations about the shire and ways to recruit and retain members.

This month there will be open A&S and Pennsic prep on Thursday, July 18th starting at 7:30 pm. This will be a great time to get help on marking hems and necklines for your Pennsic sewing, or company during any of your other preparations. I will try to have some simple beads and strung available, if anyone wants to make tokens to give out at Pennsic.

I hope all who are going have a great time at Pennsic. Try to check out both the A&S display and the A&S warpoint competition.

For anyone looking to learn how to judge A&S competitions, there will be an opportunity to shadow judge at the Keepers of the Central Flame event on Sept. 21. (Update, the event has been canceled).

September

My schedule has changed, so I am now working Tuesday and Thursday evenings. I am hoping this will change in the near future, but until then, the A&S gatherings at my house are on hiatus. (If anyone knows anyone looking for a coffee shop job in Philadelphia, let me know). I will find a few weekend days to have A&S gatherings this fall. Cooler temperatures mean outdoor activities, such as glass bead making and bronze casting, are possible. This current work schedule will also make it difficult to attend meetings, but I do plan on attending the commons. I can bring A&S setups if there is an interest, and if it is ok with our hosts.

The MoAS reporting schedule for Kingdom has changed from quarterly, to June 1st and December 1st. If you have any questions or concerns for kingdom, and you would like to go through me, we can bring these up any time, not just in the reports. Anyone is also welcome to contact the Kingdom MoAS team directly. In the report to Kingdom, I would like to include all the fantastic A&S activities that shire members are doing, so please let me know about your projects and work.

As always, if you have any questions, feel free to contact me. If I do not know the answer, I will find someone else who can help you.

Meeting Notes Kathryn also has outside space available for A&S. Commons hosts do want us to bring as much as possible. Discussion of Pinterest, and a Roman garb workshop was suggested.

G. Knight-Marshal

Meeting Notes

H. Chatelaine

July

I received two emails from 'new' people this month. These people are transplants to our area from other SCA groups. J was interested in heavy fighting and R was interested in Viking era (full names shortened for privacy).

The 3rd Quarter Chatelaine report was sent out.

Gold key is great, reminder if anyone needs garb it is available to borrow for Pennsic. I still need the rest of the Gold Key photos from Naomi.

September

Chatelaine:

Gold Key is excellent, we might want to think about trying to collect/make more garb suitable for Pennsic, most of what we have is too fancy for Pennsic and that's one of the things we're most likely to get borrowing requests for.

I received the rest of the Gold Key photos from Naomi (thank you!). Next I will order them, post them on facebook, and then put them within the excel spreadsheet. Once all the photos are in the spreadsheet I plan to organize things by type (Guys, girls, child, either etc.). I also want to order and label the bins at some point so things will be easier to find quickly.

Meeting Notes Look into doing a Roman tunica session.

I. Fencing

Since I can't remember the last time I reported, lets just give a Summer Summery:

In June we met 4 times and collected \$150/160.

In July we met 4 times and collected \$193/160.

In August we met 3 times and collected \$92/120.

That's \$435/440 for three months. However, I have \$584 in my collection folder and it would be GREAT if someone could get that to Diana for me.

We're still averaging about 8 fencers a week, we now have a resident OGR, 3 regular-attending marshals and...3 MiTs if I recall. No one has died or been injured seriously but give us time, we're working on it.

(July)

We continue to have Jen and Atilla coming as extra marshals and running practice when I can't be there. Viola and now Tally (Preston Becker) are MiTs and attend regularly.

Meeting Notes

J. Chronicler

August. August Hartshorn went out. If you would like a Pennsic edition, please send a photo and/or stories or to the email list.

Meeting Notes .How it came out is unclear, and I have not received any clarity from the chronicler - Kathryn.

K. Herald

Meeting Notes nothing new.

L. Chancellor Minor

September

I will not be able to make the meeting. Other than the change to corpora policy on minors I don't have anything to report. However I will be helping out with minors at Coronation. Other than that I got nothing

Meeting Notes

M. Secretarie

No notes for July as there was no meeting

N. Seneschal

July meeting was canceled by weather.

Non-meeting action in July -- agreed to participate in Coronation.

August. We are part of Coronation.

Announcement for Sept. is this year's elections are Seneschal, Knight Marshal, MOAS, Chatelaine, Fencing, Domesday, Accessibility.

School clean up days (Community). 9/28 9-Noon. 10/26 9-Noon. Bring work gloves rakes shovels.

Meeting Notes

II. Events

A. Henri.

Nothing more needed to cover.

B. GoForth Debrief/next year

The organizers have already asked us for next year and there has already been some discussion of what to change. Eleanor will be assembling a team to plan next year's demo.

From Eleanor:

GoFourth:

The Demo was Great! We survived the heat and the downpour. We met a few people who sounded interested in possibly coming out to practices (I think Elizabet gave them her business card). Hopefully they will contact us.

A facebook message was sent to participants (all the ones I could find, apologies if I missed some) asking for feedback. Feedback was great and I've collected all the thoughts into a document on the Team Drive (copies were brought to business meeting for others to comment on)

The GoFourth organizers loved us, they are happy to have us back next year. We made it into the news write up about the event (link was shared on facebook). I've also emailed the person who wrote the news article asking for copies of the photos they took for us to use in our media (no response yet).

Meeting Notes

B. Shire War/Coronation

Coronation. October 5. Participation costs: If 5 groups \$500; if 4 groups \$625, if 3 groups \$833. I'm pretty sure it will be 5 groups. (Owlsherst and Montvale are the proposing shires., Black Rose has a probable and Buckland Cross is in).

Alison attended a meeting. There is a hotel near York, PA with special rates. They are looking specifically for kitchen help and bread. Need 3 finding things for kids. Will look at notes and spread them out. Morning court is very early. Gate opens at 9; Afternoon court is fairly early, 4:00 or so. Dayboard is only for those who pre-reg. PayPal. No feast.

D. Commons

October 6. At Una's. Bring chairs. Shades not needed, because there's a whole line of trees. We will need to rent a porta john. Approx \$225 total. Approved.

Meeting Notes.

III. General/Other

Need business cards for officers -- for the office, not for the individual.

A. Pennsic suggestion

Meeting Notes.

B. New Inclusionary language for Corpora

C. Champions

Meeting Notes

D. Barony

E. Charter