

## **ClayFest Debriefing - 10/21/03**

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In Attendance : Frank Gosar, Kathryn Finnerty, Jeannie Holder, Michael Baines, Dan Schmitt, Mary Hindman, Robert Wolchock, Don Clarke, Tom Rohr, Linda Williams, Sue Huckaby, Barbara Ward, Mary Briggs, Merry Newcomer

Robert called the meeting to order at 6:35PM and opened the floor to issues/concerns arising from the 2003 ClayFest :

- Rearrange the space to allow more half booths : there was a waiting list, could have had more potters in and more to do the workshifts, more revenue from booth fees; also encourage more sharing of full spaces. Mary H and Don will explore other arrangement options, need to take electrical set up and fire marshal rules into consideration. Will bring proposals to Jan 2004 meeting.
- Coffee pot for potters “only” : Tom volunteered to be hospitality Chair and arrange this in keeping with fairground rules – no decision.
- Building : some interest in exploring other venues, but overall opinion is that it’s not broken. We’re still a fledgling show and it’s not time to grow yet. Ask the fairgrounds what they can do to improve appearance of exterior of building.
- Clay in Education : space is not really working, was not attractive, speakers in same space (they really have nowhere else to go). Suggested to camouflage the planter next year. Need better info re: pin donations.
- Finding ClayFest : need more “arrows” to help people find us - in town, at fairgrounds, on I5 (?). Need to make our location more visible from within the fairgrounds (banners, sandwich boards, etc) - what will the fairgrounds allow us to place on the grounds that we aren’t already doing? Suggestions : vertical sign on flagpole, larger banner on building, banners on vans in visible locations, enter/exit signs, sandwich board needs to be simpler, small signs on stakes in dirt areas of parking lots, demo list by map/Info area (“coming attractions”) and signs at the demo area. It was decided there needs to be more money allocated for signage. Do not move signs without consulting Signage Chair.
- Gallery : exterior walls were mostly vacant. Need to have 2D info to post in case not many hanging pieces submitted. In the past, info on wood firing was displayed and this brought up question of where does our “historical” info go, who maintains it? Gallery? Info? Also, Gallery host needs to be more visible, available to help customers. Do we need to write up a job description to brief oncoming host? Provide them with more visible badge so people know who to ask. Provide two hosts during busiest times if bodies available. Have voting before show opens so winners can be moved to same area with notice of awards.
- Committee vs WorkShift : work shifts are during the show hours (with a few exceptions), committee works normally occurs before and after the show hours.
- Local Clay membership payments at show : need to establish a procedure, caused confusion at Sales table; suggested that it be done at Info Table, would require full time staffing and cash box.
- Mailing list sign ups : use colored paper to make blanks easier to see/find; also have available at Info Table.

- Job descriptions (Chairs/committee members/work shift) : all of these need written descriptions; Chairs need “check off” lists so they know all of their duties and responsibilities, include what assets they are responsible for providing-bringing-setting up-storing, etc. Jeannie volunteered to type and compile : Chairs: please get info to her.
- Cash : Still need to look at cash handling procedures - alot of discomfort about just taking it out of the cash boxes with no count/accountability.
- Handout maps : were overlooked this year, some customers asked for them, need to budget for them; under Graphics Chair as has master for the main map.
- Booth map : needs to be up for set-up so potters know where their booths are, also need to include in Move in packet.
- Lights off : reminder in Move-In packet to turn off lights on Friday & Saturday nights.
- Pipe and drape : need to be ordered on the application packet not thru Chair so that info is centralized.
- Kids Clay : provide info on local classes, how to save the work they made, where can be fired, buy glazes, etc. Possibly have Georgies involved as they fire for a fee. Signs and/or handouts.
- Friday night opening : still interest in doing this, need to start working on it soon for promotion, possible sponsorship, etc. Discuss/decide at January meeting. Would require extra day of building rental and earlier set up (does this change Pipe and drape costs?)
- Saturday night social : need to decide/plan sooner - possibly off site or as part of Friday night opening event if that happens. If not Friday, split costs between potters and CF for refreshments.
- Trainees : difficulty in getting training - encourage past Chairs to be on new Chair's committee/work crew. Having written job descriptions will also help in this area.
- Weather : if rainy, put an “Easy Up” outside entry for comfort/convenience of customers.
- Gallery Set Up : needed to arrange truck to pick up parts in Portland. Cost \$250. Janet Buskirk volunteered to rent truck in Portland and bring the stuff if she is assigned to the committee.
- Permanent storage : for our assets (pedestals, cash boxes, adding machines, etc) was proposed and approved. Tom will arrange after pedestals returned from DIVA and Club Mud shows.
- Sound system : building has bad acoustics - is there really nothing we can do?
- Broken pots : 1 claim filed, committee approved payment.
- Pedestal loan : to DIVA from 11/7 to 01/04, they will need to transport.
- WorkShift sign in sheets : some people forgot to sign in, who needs to monitor? Info Table makes announcements; area Chairs need to be sure their workers are present and signed in.
- Info Table : Better signage
- Treasurer : Barb needs receipts ASAP.
- “Great looking Gallery” award goes to Paula !

Next meeting : Thursday January 22nd, 2004, 6:30PM at Farmers market.