

ClayFest Steering Committee  
**ClayFest 2005 Debriefing Meeting**

10/26/05

**In attendance :** Elise Corin, Shirley & Jerry Huft, Holly Dubrasich, Rhoda Fleischman, Susan Fishel, Michael Baines, Jeani Holder, Mary Hindman, Dan Minard, Don Clarke, Linda Williams, Paula MacCullen, Faith Rahill, Grace Sheese, Dan Schmidt, Michael Fromme, Frank Gosar, Merry Newcomer

**Special THANKS :** Don began the meeting by relating the tale of Janet Buskirk's adventure in transporting the Gallery furnishings back to Portland, the grand finale of which was an engine fire on I-5 in the wee hours of Sunday night. A resolution was presented and passed to compensate her with a \$100 thank-you gift for her time and trauma.

**ClayFest 2006 Chairs and Trainees :** A review of next year's Chairs was made and the 2006 Steering Committee was confirmed as follows :

Committee	2006	
<b>Bookkeeper</b>	Jeani Holder	<b>TRAINEE</b>
<b>Building</b>	Mary Hindman	<b>TRAINEE</b>
<b>CASH</b>	Merry Newcomer	
<b>Chair</b>	Paula MacCullen	
<b>Demonstrations</b>	Rhoda Flieshman	
<b>Gallery Display</b>	Shirley Huft	
<b>Graphics</b>	Frank Gosar	<b>TRAINEE</b>
<b>INFO-Security</b>	Cheryl Kempner	<b>TRAINEE</b>
<b>Kids Clay</b>	Elise Corin	
<b>Mailing-Distribution</b>	Holly Dubrasich	
<b>Publicity</b>	Dan Schmitt	<b>TRAINEE</b>
<b>Registrar</b>	Don Clarke	<b>TRAINEE</b>
<b>Sales</b>	Faith Rahill	
<b>Secretary</b>	Sue Roden	
<b>Show Set-Up</b>	Michael Baines	<b>TRAINEE</b>
<b>Signage</b>	Grace Sheese	
<b>Sponsorship</b>	Alissa Clark	
<b>Treasurer</b>	Susan Fishel	
<b>VISA</b>	Rosa Nagues	
<b>WebMaster</b>	Virginia Taylor	
<b>Workshifts</b>	Linda Williams	<b>TRAINEE</b>

Those Chairs listed as TRAINER means they should have a Trainee since 2006 will be their third year. Linda advised Nancy Adams is Trainee for WorkShifts; however, Don reminded the group that Policy requires him to announce **all** Trainee openings at the November Local Clay meeting. Anyone can apply and we review applicants at the January Steering Committee meeting.

**Issues/changes for 2006 :**

Don first presented Frank's list :

- map handouts : what number to print for next year - appears 1,000 is good
- Frank will compile a guide for graphics/photo submissions for postcard and other advertising to ensure he gets appropriate quality images that he can use
- have the Demo chair select who does give demos (this is a topic worth review as Visa sales also request input to have experienced people)
- Visa sign - include "debit" so people know they can use their debit cards too

- better sales line management, improve signage visibility and/or physical guides
- add another Visa station or perhaps an Express that takes all forms of payment
- mailing list form - eliminate box asking if want to be included on mailing list
- add KLCC underwriting thru Saturday and till noon on Sunday - currently ends on Friday - look into cost of adding weekend spots - cost was \$750 this year for the 2 weeks leading up to show

Don's list Registrar :

- shared booths - two applications mailed together
- include Local Clay app with CF app if membership not current
- give option to include all subsequent correspondence via e-mail and/or webpage; eliminate requirement to include SASE with application and absorb cost (due to overfilling of PO Box and difficulty handling on Don's part); post Move-In packet on website
- Susan requested a note on packet advising checks will be mailed within 15 business days after close of show

Paula for Cheryl :

- "When we are open" signs on exterior of doors (there were still alot of civilians wandering in on Friday); which are "in and out" doors, "emergency exit only" on back doors – "enter at front" on exterior; blank names tags for helpers; air freshener for women's restroom; workshift sign in reminders; security committee : no preference for workshift time on application form; Clay in Ed : remind to put business card with pots; remind potters to have contact info in their booths (business cards, etc)

Faith :

- a rest/seating area for weary shoppers and have water available
- expressed concern about a large percentage of low priced items: what is the "image" of ClayFest for the future? are we becoming a bargain show? will we lose the higher end participants? Do we want to control pricing (eg : only certain % of times under a certain price). Don said the original concept for Local Clay having a show is to provide a venue for members to show their work, from what he recalled. So that would indicate pricing is not a factor in the concept of the show. Sales were up over \$10,000 from last year so we are seeing good sales volume; most participants received higher checks than last year so profits across board are up. We might want to look at cost of having the Gallery if sales is main point of show, gallery only sales were only \$69. But if point of show is to present work, having the Gallery allows more people to participate and provides more bodies for workshifts.
- sales table was crowded, is there space to add another table? Do not need more wrappers than cashiers (2 cash tills closed early - did this cause excess wrappers?) look at adding another Visa station and eliminating one cash station (or add a combined Visa/cash/checks station)
- Demos : why not more women giving demos? we need to recruit/encourage more women - maybe look at shorter timeframe as some feel 2 hours is more than they would need; would allow more variety.

Grace :

- sandwich board - some confusion with Fairgrounds getting it set up

Shirley – Gallery :

- had cards prepared, was suggested to use smaller but they would be harder to type on; did run out of tag forms as people did not bring the one from move in packet-have bigger supply next year and drop from Move-In packet; Susan R and Dawn were great help, still need more people on committee due to time demands; need a way to be sure all participants (Gallery Only) have piece displayed and that pieces are replaced by work of same person who sold (cards often removed by buyer) - have Gallery hosts keep better watch, sign to ask host for assistance in purchasing from Gallery

Elise :

- Kid's Clay ran out of space, need more if possible; over 200 kids, 175# of clay used, many parents stayed with their kids and had strollers/etc; firing info was on map; teacher info - many inquiries : put something on app if people wanted to be in a "we teach pottery" directory?

Holly :

- need 1 more Visa station or combined credit/cash line
- revisit floorplan options for more 1/2 booths?
- Postering - more Eugene area people on committee
- exit forms effective for gathering info. Got lots of addresses from "door prize" will compile status of our database for presentation early next year.

Rhoda :

- show looked great
- Gallery was not centered, bottleneck on one side of Demo area
- map/handout great, good info

Michael F :

- good feedback on signs, public found helpful for locating us; attendance was up 40%; take in the small signs on Saturday night, some were damaged overnight.

Susan F:

- broken pots: \$66.84 paid out, present balance is \$625, decided to let it grow more in case of catastrophic loss
- commissions earned (initial numbers)  
⇒ 16%ers : \$8400, 11%ers \$2500 (commission budgeted income was \$9585)
- Gallery only sales commission \$69 (is this income worth the space and effort to set-up Gallery?)
- Clay in Ed sales \$256 (raffle \$184, pots \$172)

Mary H :

- pipe and drape set up before floor was taped , had to be moved around some, caused Gallery offset
- electric company - arrived late, people were already setting up; outage problem was caused by a change in the electrical box but participants still need to be held to 500 watts per booth (Don has "how did we do" form for fairgrounds and welcomes input)
- only one phone line so adding another Visa station may be futile-look at cell phone connection?
- Fire extinguishers : wrong sizes, not inspected or tagged - need a committee member to check on Friday night; check on the guy home show uses to service/sell correct equipment; or look at show renting enough to meet the requirement; charge a 5% non-compliance fee against commission for this and over 500 watts violations? need more discussion on these topics
- fire marshal did focus on different things this year, there were also wiring problems; we almost did not get to open so we need to look at doing more to be sure we are ready to pass inspection on Saturday morning. Move-In will include better/visual presentation of info on electrical and fire extinguishers.

Michael B :

- concerns about electric, Gallery

Jeani :

- only 2 mystery tags
- making coffee available for participants

Don (comments in general) :

- early application policy has become virtually everyone (87 this year!) – lets review this
- policy on loaning equipment to Local Clay members – need one ?
- Chairs : policy says must attend 2 meeting to get commission discount. Some did not ... Do we enforce the policy - need to review.

- pipe and drape : they set up too early, caused confusion need better communications
- we need a sign at Info Table listing “who to see when having problems”
- Clay Fest, ClayFest or Clayfest : who are we? Need resolution so all publicity/info is the same
- review income level for postcard mailing list : what level give sufficient discretionary income?
- do we want to pay for return of postcards to update mailing list? bulk rate doesn't allow? We only pay for those cards that actually come back – may be a good idea to purge/check our mailing list in 2006
- Flower ladies, we paid \$125, participants did not know that they could get flower arrangements for free – add to Move-In packet with notation that you get one vase each only.
- Clay in Ed : what to do with pieces left? Decide and clarify in the Move-In packet
- Gallery hosts : need better badges and definition of duties
- Sunday security : virtually impossible to monitor in-and-out during tear-down. not needed after 7pm?
- space between 53/54 : use as a tiny gallery : high schoolers? Or rent as quarter booth ? or ???
- Aisle Hosts: pick up and remove baskets from sales area
- Jon Meyer : photographer: very happy about working with us – wants to do it again next year

**2006 show dates** : Currently booked as 14-15 October, Home Show may change to 1st weekend but we're okay with that as that change would make us the same weekend as the Bridal Show (good match-up)

Paula is set to be new Chairperson when confirmed by vote of Local Clay membership at January meeting; Virginia taking over as webmaster effective in next week or so.

**Next meeting is January 25, 2006, 6:30PM at EWEB**