

## Clay Fest Board Meeting, May 21, 2009

Present: Michael Fromme, Frank Gosar, Avi Harriman, Karen Washburn  
Linda J. Williams, Ken Standhardt, Tea Duong, Jerry & Shirley Huft, Susan  
Fishel, Robin Russell, Holly Dubrasich, Katie Swenson, Elaine Pruett, Merry  
Newcomer, Linda Shaver, Rhoda Fleischman, Tracie Manso, Pat Brooks, Paula  
Mance, Faith, Rahill, Ted Ernst, Leslie Friedman

Avi is concerned about the long period of time between this meeting and the one just before the show. He will email people throughout the summer to keep in touch about the show preparation.

### Chair Reports

Bookkeeping - Robin suggests that we send out an email reminder about labels, fire extinguisher and boxes two weeks before the show.

Building Prep - Tea is doing fine. All of his work happens two weeks before the show.

Cash - OK

Chair - The Fairgrounds contract hasn't been mailed to Avi yet, but the space is available for October 9-11. The insurance rider for the spaces needs to be signed.

Credit/Debit Cards - Michael said that there will be fee changes this year.

Gallery - Shirley asks if she has a trainee yet. There isn't. Her laptop is broken. Frank and Avi both have laptops and printers that can be loaned to the Gallery this year. Michael Baines announced that the corner situation between Set-Up and Gallery is under control.

Posters/Graphics - Frank says that Ken Standhardt is the only participant to send in photos, so far. He asks that people send in images by June 30. Please send as disc or one image per email.

Mailing - Holly says that the 1 cent postal increase for postcards has already been accounted for in her budget.

Postering - Katie would like the same workers as before, if possible. She requests that out-of-towners take posters with them, and hang the posters in their hometown.

Publicity - Elaine and Susie have contacted magazines and websites, OPA, Via, Eugene magazine, etc. They'll also try to get publicity in out-of-town

media. Avi recommends Facebook and other social networking media as possibilities.

Registrar – Karen, all ok.

Sales – Faith, all ok.

Security – Linda Williams, all ok.

Sponsorship – Alissa emailed a sponsorship report.

Signage – Linda Shaver applied for a Banner permit for Oak and Broadway for September 22 through October 12. Avi suggests sprucing up the signs and sandwich boards at the Fairgrounds. Avi also recommends checking price to have Kinko's and other print shops to do the signs. Frank suggests that the poster be blown up for the sandwich boards. Linda needs one person to help her with signage a few weeks before the show.

Treasurer – Frank wrote checks to pay the bookkeeping fee, ½ PO Box, ABN to the state. He has checks waiting to be deposited.

Demo – Rhoda asked if she should schedule a demo for Friday night. Last year the Mayor gave a speech during that time period. This year we'll have music instead of a Friday night Demo.

WebMaster – Tim revised the web page so that it's more user-friendly. Tim has other commitments and would like a trainee. He's doing a fine job. We really need someone to take over.

Work Shifts – Tracie is chomping at the bit to begin her work! She'll be getting the applications soon. Please email her with changes to work shift requests. [tmanso@comcast.net](mailto:tmanso@comcast.net)

## New Business

Clay Space would like a Clay Fest space. They'll be on the waiting list. They'd like a group booth to share with up to 6 Clay Space members (who will then join Local Clay). They'd each have to take a work shift. They'll add 6 pages to the sales book and will apply as separate individuals sharing a booth. After a brief look at the bylaws, no rule could be found excluding more than two people to a booth. Showcase uses a Commercial Booth designation to handle multiple booth members. Are we willing to help and promote commercial organizations like Clay Space, and support potters who are not confident enough to have their own ½ booth? Faith moved that we accept commercial booths with sub-participants who do work shifts and

become Local Clay members. Frank moved that we table the discussion. Rhoda seconded. We can bring the issue back at any time.

Avi brought up the issue of Promotion in general. Showcase upped their advertising and increased attendance by 24%. They hired an ad agency and spent \$20,000 on advertising. Sales were basically even, even in this economy. We need to put ourselves out more before the public by promoting the ideas to Buy Locally and Buy Something From Someone You Can Talk To. Avi told the story of an art collector who had an informal show in his home. When the collector spoke about each piece, he told a story about the artist without even mentioning the work itself. Avi says that we'll sell more if we personalize our promotion. Bill Poppy of Poppy's Designs is willing to work at a reduced to help us with our promotion. Is this a direction we'd like to go? He'd like to meet a few times during the summer with the chairs of Mailing, Postering, Signage, and Publicity. Frank says that this is a good direction but has reservations about hiring Bill Poppy.

People are already thinking about this issue. Katie would like to put posters on the city bus. She'd like to have several different posters with pictures of potters with their pieces. Frank said that it would be more cost effective to have different print ads rather than posters. A print campaign with potters holding their finished work is more appealing than someone sitting at the wheel!

Another idea is a digital photo mosaic in the shape of a pot showing many potters. Individuals as people unified by our medium. This would be effective as a giant mural inside the building as the customers walk in.

In the next 2-3 weeks we'll have a focus group meeting of several chairs. If the budget will need to be revised, we'll have an emergency meeting. Katie will research the cost of hanging posters on the bus.

We adjourned for Booth Selection, headed by Karen with Avi, Paula and Michael Fromme helping.