

CLAY FEST STEERING COMMITTEE MINUTES (Booth Selection)

Tuesday, June 6 2017

Next meeting, Tuesday, September 5, 2017, McNail Riley House, 601w.13th Ave. Eugene (13th & Jefferson)

Attendees: Dick Graveline, Karen Washburn, Michael Fromme, Jon King, Dave Parry, Frank Gosar, Beth Johnson, Bonnie Stambaugh, Dan Schmitt, Peter Alsen, Ziggy Blum, Sandy Brown, John Siwinski, Merry Newcomer, Robin Russell, Laura Jackson, Debbie Christensen.

Recorder: Cecile Haworth

Meeting Began at 6:30 p.m. (McNail Riley House)	
Minutes	Next Steps/Decisions
<ul style="list-style-type: none"> The Minutes from March 7, 2017 were approved as sent. (Moved Frank Gosar; second, Jon King) Secretary Report – Asked if everyone received email with last minutes, making sure didn't go into anyone's spam folders- everyone did 	Minutes approved
Announcement	
No announcements	
Chair Reports	
<p>REGISTRAR Received 72 applications: one w/drawn, two gallery only, three booth shares, ten/waitlisted, one late. Three people asked for mentors, only one person- Frank Gosar—signed up to mentor.</p> <p>SPONSORSHIP Karen read email from Gail Pendergrass</p> <ul style="list-style-type: none"> Georgies: Donated for demos, plus gift certificate. They expressed concern over promotional exposure relative to the quality of their donation. Requested logo in materials in addition to other needs for how they would like to be acknowledged <p>Discussion followed on consistency in amount of exposure sponsors should be receiving for a given donation.</p> <ul style="list-style-type: none"> Clay Art Center- \$50 gift cert. Pacific Continental Bank- \$100 gift certificate Clay Space - \$100 gift certificate <p>At least 12 letters have been sent out and more will follow Waiting to hear from Skutt and Sweet Life</p> <p>PUBLICITY Currently adding listings to community calendars, will have done soon</p> <ul style="list-style-type: none"> FaceBook: Discussion about paying to boost posts this year and looking ahead. Unsure on the benefit—need to do a test this year; have \$200 in budget for it and Instagram: Robin is currently doing for Clay Fest (#clayfesteugene). She is gradually putting up pictures from last year's show and has 68 followers. Would like as many people as possible to promote site 	<p>Dan Schmitt and Cecile Haworth volunteered to mentor also.</p> <p>Avi has agreed to boost FB posts again .</p> <p>Information about Clay Fest Instagram site will be in confirmation letter.</p>

<p>TREASURER The fairgrounds said we need to double insurance coverage from 3 million to 6 million. Will make insurance premium jump dramatically. This is unexpected, but budget should still accommodate.</p> <p>GRAPHICS</p> <ul style="list-style-type: none"> • Book marks are printed. There's a quarter box left at Georgies—take some tonight and pass out! • The 24th is deadline for submitting images. Refer to application packet for complete details on graphic deadlines. • Would like pictures from participants- <p>SALES AREA Discussion on training wrappers.</p> <p>Chairs with Trainees Reviewed who has trainees now; mentioned who might need trainees next year.</p>	<p>Robin will try to mitigate increase by shopping rates with other insurance companies</p> <p>Will use welcome letter to make request for images</p> <p>Will require wrappers go to sales training</p>
INFO PACKS	
<p>Looked at draft for Info pack:</p> <ul style="list-style-type: none"> • Went over proofing finds, minor font errors, etc. • Discussed format and minor substantive changes • Addressed questions about wiring PDF- still current? • Clarification for security committee vs. work shift 	<p>Dick Graveline will find out if wiring PDF is current</p>
2017 Meeting Dates	
<p>September 5: Final Meeting before Clay Fest</p>	
Adjourn	
<p>7:15 PM (Moved, Frank Gosar, second Ziggy Blum)</p>	<p>Unanimously approved.</p>