

# CLAY FEST STEERING COMMITTEE MINUTES

Tuesday, November 6, 2018

**Next meeting:** Tuesday, January 8, 2019, 6:30 pm at Market of Choice, 29th & Willamette (meeting room)

**Attendees:** Dick Graveline, Karen Washburn, Michael Fromme, Frank Gosar, Annie Heron, Debbie Christensen, Tracie Manso, Ziggy Blum, Sandy Brown, Faith Rahill, Linda Williams, Robin Russell, Nina Fernstrom Duong, Dawn Craig

**Recorder:** Cecile Haworth

<b>Meeting Began at 6:30 p.m. (McNail Riley House)</b>	
<b>Minutes</b>	<b>Next Steps/Decisions</b>
<p>The Minutes from September 4, 2018 were approved (Moved, Frank Gosar; second, Michael Fromme).</p>	<p>Minutes approved</p>
<b>Feedback on Show</b>	
<p><b>Security</b></p> <ul style="list-style-type: none"> <li>• Observation that there was no security on Sunday after show: people coming in for half hour beyond, people wandering-weren't sure if they were with artists.</li> <li>• Maybe have sandwich board with hours at front entrance each night.</li> <li>• Question of when potters need to be out- announcement Sat PM telling potters to hurry and leave building.</li> </ul> <p><b>Thank you note from participant</b></p> <ul style="list-style-type: none"> <li>• Nice note from Allan Kluber- how much he appreciated and loved coming back to show and group, after being out of biz for years.</li> </ul> <p><b>Treasurer</b></p> <ul style="list-style-type: none"> <li>• Running neck and neck with last year's sales, slightly ahead- may get more charge backs which could change final a bit.</li> <li>• Better attendance this year (or are keeping better records?).</li> <li>• Make sure everyone gets final receipts to Robin for reimbursement.</li> </ul> <p><b>Sales</b></p> <ul style="list-style-type: none"> <li>• Feedback from customers; need another VISA station.</li> <li>• More people using visas; had more small transactions. This created some crunches.</li> <li>• Used Robin's square when telephone lines went down, so wouldn't lose sales.</li> <li>• Sales people had trouble finding supplies like tape and staples.</li> </ul> <p><b>Empty Bowls</b></p> <ul style="list-style-type: none"> <li>• Collected a few empty bowls from potters; it was a nuisance.</li> </ul>	<p>Need to go back to having security each evening one hour after closing. More training for security on how long they need to stay and how long potters can stay.</p> <p>Add one more visa next year (go from 3 to 4).</p> <p>Put box under holding table with tape and staples.</p> <p>Do not put anything about Empty Bowls in Move-In Packet</p>

**Sign for Recycling Maps**

- We didn't have a "recycle here" sign and box (usually at info table).
- Ended up running low on maps by end of show; we need to be reusing the maps during the show.
- Moving baskets from sales area and pulling out maps in process will help.

**Signage**

- Do we still want Banner over street in downtown Eugene? Consensus yes, some customers reported that was the only advertising they saw.
- There was a bit of a glitch with signage on fence at Fairgrounds- didn't get up a week in advance, but were up for show. Will take care of next year.

**Next Year's Show**

- Penciled in on Fairgrounds calendar for October 11-13, rent will be the same.

**Registrar**

- Only three people dropped out of show this year; half the wait list did Gallery only.
- Pipe and drape snafu where some people seemed to have missed and didn't fill out. Deb emailed all and only one person didn't want.
- Faith added that new people don't think about pipe and drape until a couple of weeks before show- so she always sends out an email blast two weeks before, reminding people.

**Postering**

- Everyone getting their feet wet this year.
- Annie trying to get organized for next year based on experience this year; got some help setting up google sheet for organizing. Will help for next year.

**Trainees for next year**

- Karen will send out an email to membership soon to get some interest going well in advance.

**Graphics**

- Somehow did an extra ad for Register Guard (six instead of five)
- May consider cutting back next year (to four) because circulation is not what it used to be.
- Right now doing ads in five newspapers, some of which have separate online component with additional graphic responsibility. A lot of work; need to decide if need all—possibly cut Boomer.
- Cottage Grove Sentinel, Mid Valley Media Group (two papers), Eugene Weekly, Register Guard, Boomer
- Frank tries to match potters in ads to areas they are from—getting harder to do that.
- Bookmarks are really effective, suggestion that bookmarks be placed in hotels and other tourist locations to draw that market in.

Need to talk with everyone before show about sharing in effort to keep recycling maps (Info people, security, wrappers and sales people).

(Advertising side note- We should be sure to put Clay Fest in the "Calendar" sections of papers)

Budget for larger order Bookmarks.  
Give bookmarks to postering committee to place in tourist locations.

<p><b>Karen's wrap up notes:</b></p> <ul style="list-style-type: none"> <li>• Make sure you get invoices from vendors (advertising, etc.) to Treasurer, to be sure we pay them on time.</li> <li>• E card should be sent to everyone- waitlist, participants, Local Clay members.</li> <li>• All chairs need to have up-to-date list of all participants.</li> <li>• The kid's clay area was nice and roomy this year. Do we need that much space? Should we add a booth back in? Also a suggestion for a Kid's Clay Gallery-should we create?</li> <li>• Clay in Ed Raffle tickets at sales tables worked well- Added to sales (in part because customers could use credit cards to purchase).</li> </ul> <p><b>Clay in Ed</b></p> <ul style="list-style-type: none"> <li>• Potters left pieces that didn't sell with Clay in Ed at show as donation to Clay in Ed.</li> <li>• Deb was able to give pots as raffle prizes-people were really excited to open their prize and see what they won.</li> <li>• Received some nice thank you cards from raffle prize winners.</li> <li>• Artists were very generous; several people put extra pieces out.</li> <li>• Deb already has three Clay in Ed projects lined up as a result of Clay Fest exposure.</li> </ul> <p><b>Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Is it Sponsorship's job to raise gifts for Clay in Ed raffle?</li> <li>• Is Georgies and Skutt cash enough for Gallery awards? Is it appropriate to use those donations to give back to Potters? Consensus –"yes"</li> <li>• Deb said it is nice to have a list of things can give as a raffle prize; winning a pot is a bonus (customers really appreciate).</li> <li>• General agreement that everyone on steering committee should be thinking about personal contacts they may have with business and ask for donation.</li> </ul> <p><b>Chairs/Trainees</b></p> <ul style="list-style-type: none"> <li>• Is this system working?</li> <li>• Could some positions actually be Co-Chairs?</li> <li>• In depth discussion regarding keeping steering committee small; not creating more points; meeting the needs of the show and being fair to people who are in demanding Committee Chair positions; how trainee would work with two-chair positions.</li> <li>• Problematic positions identified as: Publicity, Credit/Debit, Sales Tags</li> </ul> <p><b>Motion to Authorize Co-Chairs for Publicity, Credit/Debit, and Sales Tags position for 2019 with a review again in 2020. (Moved, Frank Gosar; second, Faith Rahill)</b></p> <p><b>General Discussion</b></p> <ul style="list-style-type: none"> <li>• Brief discussion about feeling good about Clay Fest , how smoothly it runs and how enjoyable it is to participate on the steering committee</li> </ul>	<p>Local Clay Secretary and/or Registrar needs to send out E-Card to everyone next year.</p> <p>Registrar needs to send final participant list to all chairs when available.</p> <p>Table Kid's clay space discussion to Jan Mtg.</p> <p>Sponsorship chair should get list of all gifts this year, including those going to Clay In Ed and follow up with request to donors next year.</p> <p>Steering committee members should also look for new prizes.</p> <p>Unanimously approved</p>
<p><b>2019 Meeting Dates</b></p>	
<p>January 8 Show: Oct 11-13, 2019</p>	

<b>Adjourn</b>	
8:15 PM (Moved, Annie Heron; second, Michael Fromme)	Unanimously approved.