

Clay Fest Steering Committee

June 2, 2020, 6:30 pm (via Zoom)

Members present: Sandy Brown, Ziggy Blum, Debbie Christensen, Bev Curtis, Ted Ernst, Claire Glass-Delffs, Frank Gosar, Annie Heron, Beth Johnson, Tracie Manso, Merry Newcomer, Faith Rahill, Robin Russell-Sanchez, Sandy Segna, Karen Washburn, Mariah Williams.

Karen called the meeting to order. Robin moved and Frank seconded to approve the minutes of the previous meeting. Motion carried.

Robin has been working on a Wix site for Clay Fest Online. It will have individual pages for each participating artist, with artist's statement, 6-8 pictures, links, even a one-minute video. The site supports tags, so users can search for specific types of pottery or potters. She can link to potters' websites, Etsy, or social media accounts. She'll use links instead of writing out email addresses in full, to minimize spam. Frank has a thumb drive with candid photos taken by an LCC student at Clay Fest, and can also provide access to previous years' publicity photos.

She estimates a cost of \$100-300, depending on how many times we email to our Square account mailing list. She suggests sending an email in August announcing the site in lieu of Clay Fest, then following up monthly until Christmas. In addition, members can send the email to their individual mailing lists (the Clay Fest email list has been lost).

Annie asks whether we will charge participants? Robin doesn't think we need to. We're keeping costs low, and should be able to cover from Clay Fest funds. Is this a benefit to Local Clay members in general? Karen thinks we should limit it to Clay Fest applicants and Steering Committee members.

Deb moves and Tracie seconds to have a virtual Clay Fest this year. Motion passes. We discuss names, and decide on Clay Fest Online 2020. Robin will register the domain clayfestonline.com, use the date within the site. Who knows? We may need to extend this into 2021.

Robin says Wix allows us to build the site for free, even publish it, but only pay when we register our domain name-- she's waiting on one of the frequent sales before she registers the domain. We can begin collecting information now; this way, we can make members pages that include what we each specifically need. She'll work to optimize it for search engines, so a search for any of us participating will also bring up the site. (She also notes that if you use your business name in your page title, it will show up on Google.)

Claire will work on publicity, using free online calendar listings. She notes many of them have added "Virtual" categories to their listings.

Karen brings up the issue of points and trainees; we decide to "freeze" points and trainees for this year, act as though 2020 didn't happen. We've had only a minimum of expenses yet this year: Fire Marshall fee, bookmarks. We didn't pay the fairgrounds; they have put us in the schedule for 2021, however.

Frank asks if anyone wants a souvenir bookmark? He has two boxes, unopened. We talk about cover the show info with a sticker directing people to clayfestonline.com, handing them out at Saturday Market. Can we distribute them through Georgies? Merry says Georgies will be open for in-store shopping 11 am-3 pm, Tuesday-Saturday.

Karen asks if we want a September meeting? Faith asks whether we want to meet once a month? Robin suggests a check-in meeting in August, once the site is together but before we go live.

Frank moves and Ziggy seconds to adjourn. Motion carries.