

Clay Fest Steering Committee 2/18/04

In attendance : Jeani Holder, Michael Fromme, Mary Hindman, Mary Briggs, Frank Gosar, Barb Ward, Cynthia Spencer, Tom Rohr for Kathryn Finnerty, Tracie Manso, Michael Baines, Don Clarke, Merry Newcomer. The meeting was moved to the garden room at Maude Kerns Art Center due to the unavailability of the Farmers Market office.

Chairperson : Don Clarke presided due to the resignation of Robert Wolchock from the Chairperson position. Don advised he is willing to serve as Chairperson on approval of the Local Clay Board (per the By-Laws).

Floor Plan : Three floor plans were reviewed. Plan A (formerly known as option B) was the best received and it was voted to use this plan for this year's show. It will then be reviewed for future shows. This plan moves the Demo area to the "back door" area with the Gallery directly in line with the entrance doors. One hope is that this plan will eliminate the congestion from the Demo area being in front of participant booths.

Policy Changes : reviewed changes as proposed at January meeting; changed "active member" to "member in good standing". Changes approved as amended. Changes will be presented (for information purposes) to Local Clay members at the next membership meeting (March 11th).

Budgets : proposal to add a second set-up day was discussed. Decided that was not advantageous to do so for this year. Those Chairs present gave Don budget figures for this year; he will contact those not present and then compile final budget figures. Web page payment of \$165.00 was due, is in CF chair budget. Broken pot fund current balance \$192.50. Proposed budget will be presented to the Local Clay membership at the March 11th meeting for approval.

Show deadlines : in order to compose application, the following dates were set : set up : Friday 10/8; show 10/9 & 10, 10 am to 6pm; application early mailing 4/7, open mailing 4/14; application deadline (postmark) 5/31; booth selection meeting 6/23 at EWEB; image/graphics 6/1 small postcard, 6/30 lg postcard/poster, 7/31 print ads; 100% refund 8/2/04, 50% refund 9/1/04; Gallery app deadline-TBD (Don checking with Paula). Don will be out of town from 5/12 till 6/13, the Wards will be picking up applications from PO box in his absence. Goal for 2004 show : \$75,000.00. Don canvassed local facilities for a larger meeting space, best response was EWEB meeting room, he will secure it for the booth selection meeting (no fee for use, 6 to 9 PM availability).

Signage : Michael remarked on the large vertical banners the Farmers Market had up on pole in median strip for Holiday Market (same building). She researched and funds were added to budget to have made. Also suggested: "realtor-type" reusable signs to post around parking areas at fairgrounds (need to check with fairgrounds on guidelines for use). We still hear that people have trouble finding our show due to other activities going on.

Storage key : the locker is in the facility next to Georgies; Tom will ask Bob if he's willing to keep as key there for easier access.

Next meeting : Tuesday March 16, 6:30PM at Farmers Market office – 120 West Broadway