

## Clay Fest Steering Committee 3/6/03

In attendance: Frank Gosar, Dan Schmitt, Sue Huckaby, Cynthia Spencer, Paula MacCullen, Carolyn Fredrickson, Don Clarke, Linda Williams, Tracie Manso, Robert Wolchock, Barbara Ward, Peppi Melick, Mary Hindman, Merry Newcomer

1. Old business/minutes review : Per Don Clarke, the insurance company had no interest in writing a policy when cash handling procedures were explained (no cash registers, etc.). Don will look into prices, programmability, for possible change to use of cash registers. It was decided to follow the OPA model on cash accountability by having tills for each work shift, giving greater ability to track losses if they occur. It was also decided that rather than charge participants in case of a significant cash loss, it would be made up the next year's show by increased booth fees and/or commission rates.

Changing the usage of the corner booth to a larger space was nixed due to possible requirement to have that door unblocked and used as escape routes (Fire Department).

Postcards : the issue of the early, smaller card was revisited and several suggestions were made ( ie: a business card size announcement that can be given to customer at earlier shows; a sticker that can be attached to participants own postcard, etc). Eliminating the printing cost of the early cards would leave more money to print more posters. Frank and Robert and other interested people will be discussing and will bring a proposal to the next meeting.

Chair openings : Mary Briggs has volunteered to take the Sponsorship chair with mentoring from past chairs. Michael Fromme volunteered to do Signage, Frank will be checking with her on computer issues. Kay Irish withdrew as Graphics trainee due to software conflicts; Frank will do the poster as well as postcard. Frank advised the deadline to submit images for the big postcard is mid-July.

Budgets : if not turned in, will be set at last year's level and any additional needs will need to be submitted to Robert.

2. Promotion : Robert proposed having a preview/opening on Friday evening from 7 to 9 PM, by invitation possibly or with an admission charge. Set up issues were brought up, a possible solution would be to rent the space on Thursday with a need to check to see if the Fairgrounds would not charge a higher rate for the Friday if we were open for a couple of hours. The charge for Thursday as a set up day would be an additional \$165.00. If open for sales, there would be an increased need for works shifts (Cash & Visa sales, wrapping, security, etc.). This needs to be decided prior to the application being finalized.

Dan needs photos ASAP for publicity work. We need to focus on getting more public relations type coverage (feature stories on artists, etc.). Robert set a goal of increasing sales 15% per year.

3. Exit poll : Continue and possibly expand gathering information from attendees : how did they hear about show, etc. Robert will bring more information to next meeting.

4. Application packet : Don distributed copies and asked for input/feedback as soon as possible, hopefully before the next meeting. Traditionally Application Packet had gone out first week of April, but will be moved back to 4/9 so that the open issues (above) can be resolved and included.

5. Clay in Education display : need to think about how to make it more effective for fund raising: location? Suggestions wanted.

6. Next meeting : Tuesday April 1, location to be announced.