

Clay Fest Steering Committee 4/1/03

In attendance : Robert Wolchock, Kathryn Finnerty, Mary Hindman, Jeani Holder, Michael Baines, Linda Williams, Frank Gosar, Mary Briggs, Don Clarke, Cynthia Spencer, Barbara Ward, Dan Schmitt, Paula MacCullen, Carolyn Fredrickson, Merry Newcomer.

1. Minutes were approved.

2. **Friday night opening event** : idea was discussed in a separate meeting (Robert, Frank, Dan, Cynthia), was determined to be a good idea with issues (budget, work shifts, etc). The budget would be a minimum \$600.00 increase as would count as a "show day" and food would be additional expense. Finding a sponsor to put it on seems the way to go. Other issues include how to publicize, do we have a target audience for such an event and how do participating potters feel about changes in set up, increased work shifts, etc. Frank proposed that we table it for this year and get an earlier start on the idea for next year to handle all the details. This was passed.

3. **Saturday night potters social** : Linda at the fairgrounds said it is okay to have a "potluck" event as long as we do not provide food to the public. So a "closed" event is being considered after closing (starting at about 7PM) on Saturday. This will be announced in the Move-In packet. It was also decided to have show hours of 10 AM to 6 PM on both Saturday and Sunday.

4. **Promotions plan** : there had been discussion at prior meetings of replacing the "early", smaller postcard with a different format(s) : business card-size announcement or stickers to be placed on personal postcards. After some further discussion, it was decided to stay with the current format but using more images to showcase the diversity of the show. An order of 2,000 of these cards will be made, deadline for image consideration is 6/1.

Further discussion in this area was of the image selection process. Mary Briggs suggested using the work of the winners from last year's show. This was accepted with provision that the winners submitted images of the winning piece or other work that was suitable for use on one of the formats (early postcard, mailer postcard or poster) with reasonable aesthetic discretion allowed the graphics person in composing the finished products. Recognition of the artists as prize winners will be included.

Mailing : Cynthia reported that ~8,000 of the large cards were mailed last year, she has budgeted for 9,000 this year and an additional 1,000 of the large cards will be printed for alternate distribution and promotional activities. Cynthia also volunteered to print "sold" tags with Clay Fest logo/information for the security tags.

Robert will check with the fairgrounds on signage issues as it was suggested to put more signs around the site to bring more people over from the home show and any other events in progress. Carolyn will talk to the home show person and refer to Robert for possible increased coordination with that event.

5. **Budget : cash register update** : the \$100.00 machines have only 8 departments, \$200.00 machines have 99 depts. It was decided to authorize Tracie to purchase 2 or 3 of the \$100.00 machines for better cash accountability. Extra drawers will be needed for shift changes.

Signage : laminated signs to place on doors on Friday to advise will be open Sat/Sun 10-6.

Sponsorship : Mary B will be looking at more varied options, possibly going farther afield (ie : outside the clay business community) and she welcomes suggestions. Levels of sponsorship and benefits were decided : \$150.00 : name on map & program ; \$400.00 + name in print ads; \$750.00 + name on lg postcard and poster; \$1,000.00 + a booth (need commitment for this not later than 6/1 for booth selection process).

Other sponsorship ideas included the option to sponsor the demo area or kids area with signage recognition there; sponsoring an award.

6. **Application packet** : Don received various suggestions to be incorporated, will be mailing to those with points/chairs/last year's participants on 4/9 and will be available to the "public" on 4/16.

7. **Gallery** : outside walls : Paula will check with Skye to see if materials used last year are still viable/available.

8. **Move-in packet** : Don will send out review copies soon. Each chair needs to review and submit any updates/corrections that involve their area.

9. **Publicity opportunities** : Robert is looking for input from chairs/potters on other aspects of their lives/careers/interests/etc that make an interesting tie-in for an article. He really wants to reach out to the media to get help in publicizing the show and the community of potters who put it together.

10: **Deadlines for images** : small postcard: 6/1; large card and poster: 6/30; print ads 7/30.

11. **Next meeting**: Wednesday June 4, 6:30pm at Farmers Market. Booth selection will take place so please be there or have a proxy to choose for you.