

## Clay Fest Steering Committee June 4, 2003

**In attendance :** Tracie Manso, Frank Gosar, Barbara Ward, Linda Williams, Cynthia Spencer, Mary Briggs, Mary Hindman, Jeani Holder, Michael Baines, Dan Schmitt, Tom Rohr, Carolyn Fredrickson, Peppi Melick, Michael Fromme, Don Clarke, Robert Wolchock, Paula MacCullen, Susan Fishel, Merry Newcomer

Robert called the meeting to order.

He announced that being new to the area, he would appreciate input about shows in this area, region.

**Procedural issue :** Robert advised that it is necessary to notate on receipts what was purchased/paid for; this is required for reimbursement. Barbara asked for a copy of the budget, broken down by Chair in order to monitor disbursement of funds. Robert will be sending that to her.

**Potters party :** Robert reviewed the rules - only show participants will be able to attend due to Fairground's policies.

**Final floor plan :** spaces 19 and 20 will be allowed as diagrammed - Demo area needs 44"(min) aisle to Exit door as was required last year.

**Sponsorship :** Mary Briggs gave a review of her efforts to date : Georgies has confirmed a \$750.00 donation, they are not requesting a booth space. Mary found that most of the organizations/businesses she contacted had already allocated their available funds for this year, that this appears to be done earlier in the year than we are getting to it. It was suggested that we start now for next year by inviting potential sponsors to this year's show to get a better idea of the caliber of the show and our organization. Mary was given input on others to contact. She plans to write up a guide for future Sponsorship chairs due to the complexity and challenges of the position. It was also suggested that she look at event ads in the newspaper to see which organizations do regularly sponsor local events. (Bravo to Mary for tackling this difficult job) She will solicit prizes from sponsors for show awards.

A proposal was made and passed to award a sponsorship position to the Farmers Market as a thank you for use of their space for meetings; they will get a spot on the webpage and in print ads.

**Gallery :** Discussion of size/appearance resulted in no changes submitted. There was concern about difficulty contacting Skye; Paula is trainee and has been assured of assistance if Skye is unavailable. Michael mentioned that OPA/Showcase may be retiring some of its gallery furniture and it may be available on a permanent basis to Local Clay for ClayFest. It is expected to be discussed at the next OPA board meeting. This raised the issue of storage including the pedestals currently stored by Judy Allison (she will be unable to re-store them after this year's show). We need to start looking for alternatives, possibly a monetary incentive to some member to store them.

Ideas for outsides of wall units was brought up since we don't do alot of hanging clay works. Various ideas were raised, well received was to do a photo montage of the potters at work in their studios. We need to get a call for photos out to participants. Other exhibits from past years will be used as well as the map (with alphabetical listing).

**Acceptance letter :** in card form this year, Don will be sending out Friday (6/6) with booth assignments or waiting list designations.

**Move in packet :** Don received 2 corrections which have been made. Goes to printer this week.

**Publicity** : Dan is still looking for ideas for our media campaign. Robert provided copies of the PR Starter form, it is also available on line. We need to have stories ready to go out around mid-August into September and up to show time.

**Postering** : Cynthia is developing a postering database, listing locations that accept posters. This can be used to assign committee members areas of responsibility. Postering committee needs more Eugene-area members.

**Signage** : Michael gave update, all sounds well under control.

**Awards** : Will continue with Best in Show, 2nd and 3rd. Robert will verify with Rhoda if she will be making the ribbons again, Frank has certificates on his computer, Mary B will contact Ceramics Monthly and ClayTimes about subscriptions for winner(s). There was discussion of a monetary award in the form of a ClayFest gift certificate for Best in Show and how votes are tallied/weighted. These subjects were tabled until the September meeting.

**Booth selection/assignment** : Susan Fishel asked that former chairs (ie: persons with points not on current Steering Committee) be allowed to select their booth space in lieu of having a space assigned via random drawing. OPA does allow all participants to attend the booth selection meeting and choose their spot based on accrued points. This could give greater recognition of past efforts and greater incentive for future service. Frank moved to table this discussion as the process is set for this year but should be revisited and finalized at January 2004 meeting. The motion passed.

**WebPage** : Don is currently updating and asked for updated photos, webpage links and e-mail addresses. The Best of Show 2003 will be featured on the web page.

**Music** : will use the same system as last year with CDs provided by participants,

**Next meeting** : Thursday September 18, 6:30pm at Farmers Market office. (Local Clay meets Wednesday Sept 17)

The meeting was adjourned and booth selection/assignment was completed.