

Clay Fest Steering Committee Meeting Minutes, January 20, 2009

Clay Fest Steering Committee meeting - January 20, 2009 - EWEB

Attending: Karen Washburn, Michael Fromme, Robin Russell, Faith Rahill, Shirley & Jerry Huft, Elaine Pruet, Merry Newcomer, Avi Harriman, Leslie Friedman, Holly Dubrasich, Alissa Clark

Clay Fest Treasurer's Report Summary 1/19/09

	2008	2007
Income		
Total Booth Fees	7,256.45	7,505.00
Total Sales Commissions	9,243.76	10,614.81
Total Sponsorships	400.00	150.00
Total Income	16,920.21	18,357.81
Expenses (Specific to Show)		
Friday Night Gala	465.00	-0-
Bookkeeping Committee	60.00	103.18
Building	1,066.50	1,349.60
Chair expenses	3,774.22	2,200.30
Demonstration	243.26	177.73
Insurance	291.00	287.00
Mailing List	2,225.56	2176.66
Pipe & Drape (net)	674.00	614.49
Poster/Graphics	1,608.98	1,618.67
Publicity	3,605.30	3,273.99
Registrar	158.98	-0-
Sales	189.46	112.39
Secretary	-0-	7.96
Set-Up	614.61	662.66
Signage	436.98	170.00
Sponsorship	24.00	80.45
Treasurer	28.74	39.00
Visa	1,129.51	1,213.60
Expenses (Other)		
Accountant	252.00	227.57
Bookkeeper	100.00	-0-
Local Clay Contribution	800.00	300.00
Taxes	564.84	-0-
Treasurer (other)	135.09	84.31

Web hosting	119.50	-0-
Total Expenses	18,940.79	16,307.39
Net Year End	- 2,040.58	2050.42

Clay Fest Wrap-Up analysis revisited:

- Everyone appreciated the extra set-up time.
- Financially, the Friday night Gala was a wash. The money we brought in on Friday night equaled the figure we lost on Saturday. The issue may be a function of the economy. The expenses for Friday night included rental of building, pipe & drape, audio equipment. The cost of food was negligible.
- Michael moved that we continue the Friday Night Opening for at least one more year. Holly seconded. The motion passed with 7 yes votes and 4 no votes.
- The profit for Friday and Saturday was down 9%, Sunday was down 22%.
- Should there be a chair to organize the Friday Opening? Should we provide food again? Should artists be allowed to eat the food?
- Some people made more money than previous years, some new potters made very little. We're losing professional potters and having too many amateur potters. We need to actively recruit experienced potters and encourage people to mail their applications on time.
- Kudos to the advertising chairs for doing an excellent job.
- Certificates should be printed in advance to save time due to technical problems. Names of winners can be hand-printed at Clay Fest. Another possibility is to buy a printer (less than \$100) for Clay Fest.
- 2009 Clay Fest will be held on October 9, 10, 11 (same weekend as Home Show every year.)
- Regarding the economy, we can promote the idea that pottery is affordable for all budgets and money stays local.
- Does anyone have the photos taken by the professional photographer on Friday night? They can be used for AAA magazine and also for the new Clay Fest gmail webpage. Frank may have the photos.
- The Building Setup Chair needs to address the electric box issue for spaces 35 and 48. Karen will note the box on the site map.
- Some people were assigned double work during the show. This can be resolved by the committee chair.
- Aisle Hosts should be reallocated to other Security jobs, especially monitoring the exit doors. Security chair definitely needs more people. Solution: all chairs should state their work shift requirements at the June meeting.
- If the Aisle Host job is eliminated, vendors should replenish stacks of baskets at every corner.
- If customers are wandering around when the show is closed, artists need to make sure they leave. The packet should include this info.
- The Fairground online calendar didn't list Clay Fest when it listed the Home Show, even though it was part of our Marketing Agreement. Avi will address this issue at his meeting with the Fairgrounds,
- We should have a mandatory meeting 2 hours before the show opens to make sure that every participant knows the new rules. The meeting announcement will be taped to the floor during set-up.
- We need better coordination among the pipe & drape, set-up and gallery committees regarding Gallery set-up. They should have joint meeting before the booth selection meeting to determine responsibilities.
- The downtown banner advertises the wrong closing time for Sunday. It needs to be changed to 4 pm.
- Fire extinguishers can be rented for \$5. A reminder should be emailed the week before Clay Fest so every booth has one. Last year every single booth was checked. Please remember, the show

- can't open unless every extinguisher is certified.
- Kids Clay should have a sign saying that we allow no unaccompanied children under the age of ____, as well as a second sign that we're not responsible for unaccompanied children (of any age). Maybe the Fairgrounds has a policy.
 - Discussion for a variable point system for jobs that require much heavier time commitment, like Registrar, Chair, Set-Up/Tear Down. We need a subcommittee to determine point accumulation.
 - We need to put out the table cards to inform customers of centralized checkout.
 - Avi will contact the building to turn on the heat earlier each day.
 - Service dogs are allowed even if they're not marked
 - Even though chairs are required to attend two meetings, the group works better if more people come to each meeting. More participation creates a healthier group.

Next meeting - 2/17/2009

- We'll establish the 2009 budget at the February meeting. We'll also discuss policy changes, which will be finalized at the March 17 meeting.
- Set-Up Chair slot is still open.
- We'll schedule meetings beyond March.