

## Clay Fest Follow-Up Meeting 10/27/2009

In Attendance: Rhoda Fleischman, Karen Washburn, Tea Duong, Robin Russell, Ken Standhardt, Jeani Holder, Michael Baines, Dan Minard, Katie Swenson, Barb Haddad, Merry Newcomer, Holly Dubrasich, Faith Rahill, Linda Shaver, Elaine Pruett, Susie Young, Susan Fishel, Linda Williams, Frank Gosar, Avi Harriman, Michael Fromme, Leslie Friedman

This year's Clay Fest was very successful. Everyone did a great job. Except for mistakes by the pipe and drape company, everything turned out well. Financially, it was the best year ever!

### Procedural comments

Sales Tags: Jacqueline Poh Leong's check was \$40 short. Our numbers were over Friday night, so her tags were probably not pulled. We'll reimburse her.

Gallery: Paula had two suggestions – (a) 3 items displayed in the gallery with 2 work shifts or (b) A group booth might be a good idea for people with more than 3 items but too few to fill a half booth. Discussion regarding (a) said that Gallery-only participants have diminished considerably since 1 committee and 1 work shift requirements began. An alternative would be to switch out the Gallery pieces on Saturday. Another alternative would be to put the 2 remaining pieces in the Gallery after the voting. Regarding (b), instead of setting aside a formal gallery booth, people can informally invite one another to create one.

Work Shift: Committee chairs should let people know who they want returning to their committees and who they don't.

Graphics: Next year's printing will include more bookmarks printed early enough to have at the KLCC Garden Walk with a Clay Fest table. Frank will also print ½ box more maps. Regarding postcards for the Register Guard, Frank and Holly will determine the number to print. The advertising with artist photos and bios worked really well. They affected the customers – Ted Ernst's sales were up 3.5% from last year because of the ads. Next year Avi will print large size posters of the ads to hang around the show.

Security: The sound system didn't work well this year. Linda knows how to set up the speakers for next year. The next pipe and drape company will provide a better sound system.

Info Booth: The mailing list box will be officially assigned to the info table. We'll have slightly larger table tents in each boot directing people to the central cashier.

Signage: Outdoor sandwich board should have huge sign that says pottery sale in large letters. People at the fairgrounds hung outdoor signs in wrong places and pointed in wrong direction. Should we be in better communication with the Fairgrounds regarding where to hang signs? The big white sign needs to be on 13<sup>th</sup>. Some signs are still at the Fairgrounds and some are at Robin's Rhoda's and Avi's homes. Everyone will bring the signs to the next meeting so they can go to storage. There was a complaint about the brown color of the signs. Linda did an informal survey at the meeting and most people wanted the brown matting. She can now print the logo on the signs. Please let Linda Shaver know if your sign had misspelling. Frank and Linda will redesign the signs so the formatting will be consistent.

Publicity: The RG ran 5 different ads through the week of the show. There was a surprise article in The Dash. The Eugene Weekly and RG both sent notes saying they like working with Clay Fest. Oregon Art Beat had an announcement the week before Clay Fest. Elaine is trying to get an announcement in the AAA magazine. She's working hard lobbying them and sent photos and info in April with no response. If anyone has a connection with AAA magazine, please let her know.

Demo: The photographer took photos and videos the entire weekend, which should be put on the Clay Fest website. Keep the music on Friday night – the volume was fine for the nearby booths. Keep Sunday closing at 4 pm.

Registrar: Karen sees the need for a little tweaking. Light bars should be put up automatically for each booth. She has become hospitality chair. The meeting and food are both good ideas. The meeting is a good way to exchange last minute info, but should be moved to lunchtime with food. A lounge area with 2-3 small tables and chairs, with water, will work for the future. Food for potters will be put in the Chair's budget. Avi can bring a small refrigerator. Elisabeth Cook Sullivan ended up with a ¼ booth and should be reimbursed half her fee.

Building: everything worked out well.

Charge/Debit: There were three expensive mistakes although only one was non-correctible. Michael would like to recommend the best team members to Tracie and would like an advance Workshift list from her so people can be contacted beforehand. Also, she'd like to let Tracie know who should not be scheduled for her team/committee.

Robin: With Katie sick, Celine knew wrapping and was a good back-up. We all need back-up people in case this happens again. We're glad that Katie is healthy and happy again!

Kids Clay: Went without a hitch, although Friday night needs two people scheduled. The aisle host should be defined as a floater to work in other areas that are short.

Set-up: Michael will take old copier to Next Step. Committee has a budget of \$45. Next year will need a Trainee and strong people on the set-up committee.

Pipe and Drape: The company, Beam, didn't have enough drapes and the lay-out people laid the room out wrong. Beam had inexperienced workers on take-down. The set-up people were experienced but laconic. Last year went smoothly but the manager who handled everything is no longer there. Barb had no team and used family members. We now have a contract with a new pipe and drape company. They do the Home Show and are in the building for the entire weekend. Beam charged us \$2,949. Hopefully the new company's charge will be close.

Posters: Katie has a committee of great people. Store owners seem less willing to hang posters in their windows. Maybe we can have some smaller size posters for certain bulletin boards. Frank recommends using postcards in those situations to curb the expense.

Din Minard will be taking Merry's job chairing the Cash Sales committee.

The next Clay Fest meeting will be January 26, 2010 at 6:30 at Georgies. The following meeting will be Feb 23, 6:30 at Georgies. We'll try to schedule each 2010 meeting for the 4<sup>th</sup> Tuesday. All meetings will be held at 6:30 at Georgies.