

CLAY FEST STEERING COMMITTEE MINUTES

Tuesday, March 6, 2018

Next meeting: Tuesday, June 5, 2018, McNail Riley House, 601 W.13th Ave. Eugene (13th & Jefferson)

Attendees: Dick Graveline, Karen Washburn, Michael Fromme, Dave Parry, Frank Gosar, Beth Johnson, Annie Heron, Peter Alsen, Debbie Christensen, Tracie Manso, Faith Rahill, Robin Russell, Merry Newcomer, Laura Jackson, Claire Delffs

Recorder: Cecile Haworth

Meeting Began at 6:30 p.m. (McNail Riley House)	
Minutes	Next Steps/Decisions
The Minutes from February 6, 2018 were approved as corrected. (Moved, Frank Gosar; second, Faith Rahill)	Minutes approved
Clay Fest Application	
<p>Discussion of proposed changes to Clay Fest Application with goal for posting and mailing out April 1</p> <p>Opportunity for Committee chairs to review and make necessary changes and to discuss needs that are different from other years</p> <p>Calendar changes discussed</p>	
Chair Reports	
<p>GRAPHICS</p> <ul style="list-style-type: none"> • Pictures – Need new images; great opportunity for exposure of work • Bookmark – Frank is working on deadline for end of this week so can print before Showcase. Needs new pictures this week; important to get new vertical. • Poster – June 30 Deadline <p>GALLERY</p> <p>Ginny Gibson chair - Had problem last year with computer and printer not working together. Need to resolve problem by show.</p> <p>GALLERY SET UP</p> <p>Dave brought up issue of getting into building on Thursday for gallery set up; Karen has key and Fairgrounds can let in.</p> <p>PUBLICITY</p> <ul style="list-style-type: none"> • Peter begins doing community calendar in April • Claire talked about possibly providing money for TV ads, \$5 per 15 sec. Claire created commercial for Showcase for MeTV; it was really cheap for TV rates • Discussion followed about how to evaluate success of TV ads. • Frank said that in the past where we got customers from was proportional to how/where we spent money 	<p>Will wait until next year to consider advertising on TV. Claire can add into next year's budget process, possibly shoot stills at show this year in anticipation of</p>

<ul style="list-style-type: none"> • Claire said that at Showcase the drawing for gift certificates requires filling out how attendee heard about Showcase • All agreed that if we did spend money on TV advertising we would need to somehow evaluate ahead of time if it would be worthwhile 	<p>creating commercials for next year.</p>
<p>Check in with Trainees</p>	
<p>MOST RECENT CHANGES FOR CHAIRS</p> <ul style="list-style-type: none"> • Postering – Dan Schmitt will be going out and Annie Heron is coming in now as chair. • Cash – Dan Minard will be going out and Beverly Curtis is coming in now as chair. <p>TRAINEES</p> <ul style="list-style-type: none"> • Bulk Mailing – Sandy Segna • Signage (Has two trainees) – Show: Ted Ernst, Banners: Linda Williams • Gallery Set-up – Hal Mathew • Publicity – Claire Delffs 	<p>Karen called for vote on Guaranteeing Best of Show winner a space in following year’s show. Majority opposed.</p>
<p>2018 Meeting Dates</p>	
<p>June 5 September 4 Show: Oct 12-14 November 6</p>	
<p>Adjourn</p>	
<p>7:30 PM (Moved, Frank Gosar; second, Deb Christensen)</p>	<p>Unanimously approved.</p>