

**CLAY FEST STEERING COMMITTEE MINUTES (wrap up report) – October, 21st 2014**

- Next meeting (Policy), Tuesday, January 6th, 2015 McNail Riley House, 601 W. 13th Ave. Eugene (13th & Jefferson)

**Attendees:** Beverly Curtis, Cecile Haworth, Don Clarke, Faith Rahill, Frank Gosar, Karen Washburn, Ken Standhardt, Linda Williams, Maryanne Smith, Merry Newcomer, Tara Hanby, Tea Duong, Robin Russell, Dave Parry, Barb Haddad, Sue Siwinski

Trainees Present: Ziggy Blum, Peter Alsen, John Siwinski

**Recorder:** Ken Standhardt

<b>Meeting Began at 6:30 p.m. (Market of Choice)</b>	
<b>Minutes</b>	<b>Next Steps/Decisions</b>
<ul style="list-style-type: none"> <li>• The Minutes from Sept. 2014 were approved as sent. (Moved Frank Gosar, seconded Linda Williams)</li> <li>• Secretary Report – none</li> </ul>	Minutes approved
<b>Sales for Clay Fest 2014</b>	
<ul style="list-style-type: none"> <li>• Highest sales ever, up over 18% of last years total!</li> </ul>	
<b>Reports</b>	
<ul style="list-style-type: none"> <li>• Registrar – we filled all the spaces but just so at the last minute</li> <li>• Info Packs – they get better and more concise each year, no complaints</li> <li>• Graphics – looked really good, at next meeting we will further discuss removing artist names on the postcard to make room for addressing building our email list and its impact</li> <li>• Sponsorship – all was good, checks and prizes came in and went out</li> <li>• Publicity – sugg. we drop our radio spots with KWAX and the Bijou, and spend those monies elsewhere with more impact</li> <li>• Work Shifts – clearly needed more people for the work shifts but made do by short staffing the Kids clay area and the info. desk. There were some volunteers doing 4 shifts.</li> <li>• Postering - Went OK but seemed to run short on posters and chair would like to discuss how to improve the system next year.</li> <li>• Clay in Ed - It went very well, nearly doubled the amount made last year. Would like to consider moving it to the back side of the group gallery space facing the demo stage.</li> <li>• Cash - spot on and had the fewest problems ever.</li> <li>• Sales Area - The area is just too tight. Suggested we remove booth closest to the kid’s clay area and move it to the back of the group gallery space to address sales and kids clay needs.</li> <li>• Building - Pipe and drape went smoothly and cheaper per artist this year. The sound system was not as good as last year and recommend we go back to old system.</li> <li>• Committees - We were short on people to serve on committees. A good bit of tweaking seems to be needed to cover our bases and still make the show attractive to participate in on all levels. We will address this further at the Jan. meeting.</li> <li>• Gallery- could use 3 people to check in on Friday AM. Possibly train gallery hosts to print gallery tags for replacing pieces when they sell. Encourage participants to create a special new piece for the gallery next year.</li> <li>• Treasurer - One of the best and least complicated years to date. Checks went out ASAP Monday!</li> </ul>	

<b>Overall</b>	
<ul style="list-style-type: none"> <li>• 2015 Trainees are all good to assume their positions.</li> <li>• Ideas on how to make the sales of smaller items more efficient and safeguarded from theft were proposed and will be further discussed at the policy meeting.</li> </ul>	
<b>Adjourn</b>	
<ul style="list-style-type: none"> <li>• 7:45 p.m. Linda Williams, Seconded, Dave Parry</li> </ul>	
<b>Clay Fest Secretary's Note</b>	
<ul style="list-style-type: none"> <li>• This is my first time around at this secretary thing so let me know if I missed anything important!</li> </ul>	
<b>Next Meetings</b>	
<ul style="list-style-type: none"> <li>• Next Year's meetings will be on the 1st Tuesdays – McNail Riley House 601 W 13th Ave</li> </ul>	