

## CLAY FEST STEERING COMMITTEE NOTES

Tuesday, January 5, 2021

### Meeting began at 6:30

**Attendees:** Amy Hess, Beth Johnson, Beverly Curtis, Chris Polich, Claire Delffs, Dawn Craig, Debbie Christensen, Faith Rahill, Frank Gosar, Karen Washburn, Maria Counts, Merry Newcomer, Michael McKinney, Nancy Adams, Nina Fernstrom Duong, Tea Duong, Robin Russell, Sandy Brown, Sandy Segna, Ted Ernst, Tracie Manso, Ziggy Blum

### Clayfestonline Wrap-Up:

Robin stated that we had 40-45 participating Artists this year. Through the online show we received-2500 unique visitors, meaning new visitors not currently on our email list or previous shoppers. 5,000 (?) visitors stayed and viewed the web site for 5 ½ minutes, this is considered a long time in the online shopping world. We need to find out how many more artists are interested in doing another virtual show.

Robin requested another \$150 to keep Clay Fest online site for another year.

(Moved, Faith, second, Ziggy) Unanimously Approved.

Claire and Michael didn't spend any money on publicity this year, mostly did all virtual event posts on 30-40 free sites. Robin's newsletters seemed to be more successful! We could spend \$50 to reach 5,000 people specifically interested in art through event sites.

Faith suggests sending a new Evite halfway through the show next year. It would be great to get Artists E-mail list or have Artists forward Evite to their clients.

Considerations for next year's show are still unclear, the Fair building has such terrible ventilation to do a show with Covid. Some talks of doing an outdoor show or another online show.

### Other business:

Dawn Craig mentioned that Clayfolk chose to do pop-up shows. Could be an option!

Maude Kerns Art Center had their Art for All Seasons show, with appointment slots, or attendance limited to 10. Club Mud's display in Art for All Seasons seems to have done fairly well.

A few people had open studio sales by invitation only and did well.

Frank mentioned that Clayfolk put together Zoom workshops to help artists set up web sites, etsy accounts, shippo etc. Trying to figure out what kind of support Artists need to navigate to online sales and be successful through the pandemic.

Meeting ended at 7pm ☺ when Zoom cut us off, when we reached our 30-minute time allotment. (Next meeting, we'll try to wrap up before that happens.)

**Next meeting:** Tuesday, February 2, 2021, 6:30 pm Via Zoom Link

