

June 2023 Clay Fest Steering Committee Meeting Minutes

Attendees: Annie Heron, Beth Johnson, Chris Polich, Dawn Craig, Deb Christensen, Dick Graveline, Faith Rahill, Frank Gosar, Gwen Childs, Joe Geil, Karen Washburn, Laura Wikane, Mariah Williams, Nicole Hummel, Robin Russell, Sandy Segna, Tea Duong, Ted Ernst, Ziggy Blum, Tracie Manso, Faye Cates, Mark Timmerman

The meeting was called to order at 6:30 pm by Laura Wikane

A motion to approve the minutes of the March meeting was made by Frank Gosar, seconded by Beth Johnson. The motion carried.

NEW CHAIRS:

Publicity co-chairs:

We welcome two new Publicity co-chairs: Matty Maxwell and Anna Bloomquist. Matty handled publicity for Clayspace and Anna has experience from the Clayfolk show.

They will need photos and short reels for social media posting. We will pay to post an "event" on social media.

Frank can give them the graphics and other materials.

Webmaster:

Windy Adoretti will be taking over the job of Webmaster. Our new website is still incomplete since our transition from the former clayfest.org site, so she will be updating and filling things in. She will need our input on matters such as show information, including the map. Robin will be sure booth assignments are posted. [Note: there is a Gallery section for Local Clay members, where you can include images of your work and your website/contact info.]

On our previous site, each chair position had a Clay Fest email address. It would now cost us \$60 per address to provide Clay Fest email addresses to chairs, so chairs will be using their own personal email addresses when they send out or receive emails.

REGISTRAR'S REPORT:

Registrar Deb Christensen reported there were 81 applicants for this year's show, approximately 20 of whom had not applied previously. Due to 11 pairs of applicants applying to share booths, there are a total of 69 booth requests for our 56 booths.

Deb suggests that people who are willing to be mentors might consider sharing their booth with someone who wants to be mentored.

GRAPHICS:

Frank brought a box of bookmarks. Everyone was encouraged to take and distribute as many as they can in the coming months.

Images are still needed for the poster, so please send them to Frank by August.

BUILDING:

Chris Polich reported that the Fire Marshal permit goes through in August, and that he will confirm the cost for the permit, and schedule the walk-through that takes place on Friday (usually around noon) before the show opens.

TREASURER::

We will be using price tags with barcodes. Each vendor will receive strips of labels with their name, their barcode, and a place for the price to be hand-written or stamped. Unless otherwise requested, each person will be provided 250

barcode-labels, and additional labels can be requested at a cost of \$5 for each 250. Labels will be mailed by USPS in August. The budget will need to be increased accordingly. The machine that prints the labels will be brought to Clay Fest, so anyone needing more labels can get them on the spot.

The plan is for barcode labels to be usable for Clay Fest as well as OPA's Showcase and for Clayfolk's show, once details are worked out.

How barcodes work: Square calculates totals, and printout lists can be made of station reports. We will need to cross-check to be sure there aren't errors due to scanning barcodes or inputting prices. Use of barcodes should reduce work by an estimated 40 hours.

There will be no record of which specific items are sold; only prices will be noted, so those who need to keep track of their items will need to devise their own systems.

Clay Fest will continue to accept cash payments from customers.

INFO PACKS:

Info packs will go out before we meet in September. Any chairs who have any information that needs to be included in the Info Pack should send it to Beth within the next two weeks (i.e. by June 20)

WORKSHIFTS:

Let Nicole know any workshifts needs or requests. This year there are plenty of workers available, due to the number of applicants and booth-shares.

SHOW SIGNAGE:

All is up-to-date; the banner will be up for two weeks before the show.

The meeting was adjourned at 7 pm following a motion by Deb, second by Ziggy, and majority vote to approve.

The Booth selection meeting followed.

Next meeting:

Tuesday, September 5, at 6:30 pm at the McNail-Riley House.

Minutes recorded by: Karen Washburn