

## 2023-11-07 Clay Fest Steering Committee Minutes

(November 7, 2023)

Held at the McNail-Riley House

ATTENDEES: Amy Hess, Beth Johnson, Chris Polich, Dawn Craig, Deb Christensen, Dick Graveline, Faith Rahill, Faye Cates, Frank Gosar, Gwen Childs, Joe Geil, Jon King, Karen Washburn, Laura Wikane, Lee Dwyer, Mariah Williams, Mark Timmerman, Matty Maxwell, Windy Adoretti, Nicole Hummel, Nina Duong, Robin Russell, Sandy Segna, Tea Duong, Ted Ernst, Tracie Manso, Ziggy Blum, Cathy McGrath

Meeting called to order at 6:33 pm by Laura Wikane

Frank moved, and Jon seconded a motion to approve the minutes from the September meeting; motion passed

New Chairs for this year are:

Faye Cates, Registrar

Lee Dwyer, Info Packs

Maria Counts, Postering

Mark Timmerman, Bulk Mailing

Cathy McGrath, Show Signage

Trainees:

Emily Bellehumeur, Booth Signage

Laura encourages Chairs to recruit Chairs/Trainees from among friends. Also, as always, Chairs may decide to train for a different Chair position, either because the work load is greater or less than the current job's load, and also because it's helpful to have Chairs be familiar with different jobs.

Chair Reports:

**Gallery:** Gallery needs better signage for Check-In.

**Kid's clay:** The new area was fine. Amy reports there were half as many kids participating as in our last regular show in 2019. Cause unknown; it could be because the Home Show was not at LEC during our show, or maybe because of Kids' Clay's new location. There was a lot of clay left at the end.

Amy had notified some people who have or work with kids, so they would know to come. Nicole also invited kids via parents, who liked the idea and the price (free). We could all notify or invite people we know who are parents or teachers, etc., or promote it better in other ways. We could put it on social media or other places.

We had enough tools, and fewer tools make kids more creative. Having kids' clay in the new location was good; there was less noise for checkers, and less crowding.

The blue Kids' Clay sign should be hung above the Kids' Clay area.

**Webmaster:** Clay Fest should be at top of the Home Page, as our site is called clayfestonline.com (not Local Clay). We don't want patrons to be confused by seeing "Local Clay". "Local Clay" should be at the bottom of the Home Page.

Our Webmaster is new to the job, and show, and would like advice about what is missing. During the transition to the new website, things were dropped. We could create a small group to remember information that was on the old website but is not on the new one, and send it to Windy for uploading.

We should also post minutes. Laura will send them to the Webmaster. Lee suggests having a usability group or person to analyze and suggest improvements. Currently, some buttons don't have content, etc. On another note, more buttons can be added as needed, and people can think of buttons we might need.

Our website will continue to let people sign up to get our newsletters; people will not have to attend the show to sign up to receive them. The Local Clay Secretary will have the password.

"FORUM" could be a q and a dialog where people could converse and share. It could be password protected for members only or could be for anyone interested. There could be buy/sell/trade, or promotion of shows or open studios. There could be password protection. We can discuss this in the focus group. The Members Directory, among other things, can be behind password protection.

All this could do away with the Local Clay newsletter. Calls for app for show, etc. will go out to everyone on our email list who seems likely to apply.

If customers pay through square, we are allowed to thank them and put our website on our responses. We can also use Square in the fall to advertise because we subscribe to Square for \$20 for one month and can advertise during that time.

**Registrar:** We should keep the link to the application on the website until much later than we did this year. People can continue to apply even after the "deadline" (which is the date applications need to be made in to be guaranteed a spot in the Booth Pick process). We need to ensure a waitlist. This year we went through the entire waitlist and had a couple of empty booths.

Shared booths helped with overall sales, but the individuals in shared booths did not necessarily have more sales.

New people sharing with experienced potters is good for the new people, and for the show. We had a lot of booth changes--15 or more in a couple of weeks.

We should have the Show Pick in June, and Booth Pick in mid-September. There are a lot of Chairs who have to make changes every time a booth change happens. A later booth pick would lead to fewer changes and save a lot of work.

We would know, in June, who is in the show, and what size booth they will be in, but we need not do a lot of planning that early, which would save all Chairs except the Registrar from doing unnecessary work processing changes.

We would not have to collect fees in June. In earlier years, we needed the money to pay LEC in June, but we have enough reserve to pay up front. We *could* collect money in June, but Square fees will still cost us, and the Treasurer would have to do more work returning fees to those who drop early enough for refunds, so we might not want to do that.

Applicants would not need to attend the Show Pick. The pick could be the usual slips-in-an-envelope, or there are random number-generators available.

There would have to be a meeting for Booth Pick in September, and those who were in the show could attend that. It should be possible to do that after the business part of our regular September meeting (the same way that we have had Booth Pick after our June business meeting).

Robin thinks we should close Gallery Only apps on the same date as usual, and not keep them open until the show. Gallery Only takes a lot of work for Chairs but doesn't bring in much money.

Refunds of show fees: There were a few people who dropped out late due to legitimate illness. A motion to refund two people's fees was made by Robin, seconded by Faith; the motion passed. One other person will not receive a refund due to skepticism about the excuse. Our longstanding policy is that refunds are decided by the SC on a case-by-case basis. Lee still wants to bring up the question of refunds in January.

**Bulk Mailing:** We can delete MailChimp and use our website's email. The only bulk mailing is just before the show.

**Postering:** Updating lists is always a challenge; at this point, it's hard for the postering committee to know where to poster. The old lists have old info and are a waste of time. Postering Committee members should update the lists when they find places to add, or to remove. All others, please send ideas for places to poster to the Postering Chair.

Lowering number of posters: We might print fewer big posters and more small ones.

**Publicity/Graphics:** Send any publicity ideas to chairs, and work toward getting QR codes on graphics to increase website activity.

**Show Furnishings:** Faith will not provide tables and chairs anymore. People abuse the service by not accepting the tables and chairs ordered.

EyeBeam worked out well. They let us set up early and the LEC didn't charge us for the extra days when we were not using the building at all. One thing we didn't know was that they charge extra when adjoining booths have different color drapes. This year they did not charge the \$1000 (\$40/booth) fee but will in the future. We need to offer only one color.

Pipe and drape orders this year were for 40 black and 16 white. Gwen moves that we offer only black, Nina seconds, motion passes. If people want a different color, they will have to drape over the black drape (fireproof necessary).

Regarding light bars (the extra ones down the middle of booths)—we'll ask who wants them at the booth pick meeting. We'll also review how the app is written to be sure people understand what they are needing and getting. Charge will be \$5.

This company provides some hooks, but Faith brought more to accommodate our needs.

**Gallery Set-Up:** This committee has custody of the lights and bulbs. Can the bulbs for the Sales Area, Demos, and Gallery be individually boxed and labeled, so chairs of the respective areas know that they have enough working bulbs? When bulbs failed, there was no back-up. Chairs who want to monitor their bulbs may box and label them. We can't do it this year, because they are already put away.

**Sales Tags:** More computers are needed, and we need two people checking for accuracy.

**Sales Area:** We need one more checkout line Friday. We could add it at one end, but we can't block any doors. It could be an express station, or cash, or whatever we need. We could work on sales lines ideas such as stanchions and ropes, and ways to make it clear to customers that wrappers aren't cashiers and address other confusions.

**Credit/Debit-** scanners worked great. We need an additional station on Friday.

**Treasurer:** The new label system worked very well. There were small errors but we could make it perfect by giving people a list of their price points and get labels customized beforehand. Some errors were in reading handwriting. Next year, we can give labels out at Booth Pick, instead of sending by mail.

We should have 2 people check the pages before they go to Robin.

If people write badly and cashiers misread writing, that is not their fault. We'll fix things that are wrong if we can, and Robin fixes them up when she finds them.

Changing prices during the show is against policy. We had several people do this, but they didn't know about the policy and they changed the prices back. One person wouldn't, but we didn't know what to do about that. Robin will put a note on the label envelopes, letting people know they may not change their prices.

We wondered if we should make a clear list of important rules, or maybe have check boxes on app saying, "I won't change my prices".

#### **Housekeeping agenda items for January:**

We could reconsider point structure.

GO people don't pay a fee now, but we lose money if they don't sell something.

Should we make GO money non-refundable?

Can gallery pieces be NFS?

App should include info about light bars, work shifts, etc--anything that is confusing.

We should note Pipe and drape changes regarding color choices.

Do we want to write a list of Important Rules? Include a check-box about not changing prices?

**Dates for next year's show:** The Home Show is Oct 18-20. We are currently reserved for Oct 11-13, which is the Health and Wellness Show's weekend (as this year).

**Next meeting:** Scheduled for Jan. 2, 2024. We will push it back to Jan 9, 2024, if we can get the McNail-Riley house.

Frank moved to adjourn, Ziggy seconded, motion passed, meeting adjourned at 8:05 pm  
Minutes submitted by Karen Washburn