

## September 5, 2023 Clay Fest Steering Committee Minutes

### Present: **Chairs:**

Amy Hess, Annie Heron, Beth Johnson, Chris Polich, Dawn Craig, Deb Christensen, Dick Graveline, Faith Rahill, Frank Gosar, Gwen Childs, Joe Geil, Jon King, Karen Washburn, Laura Wikane, Mariah Williams, Nicole Hummel, Nina F Duong, Robin Russell, Sandy Segna, Tea Duong, Ted Ernst, Ziggy Blum, Tracie Manso, Matty Maxwell

### **Trainees:**

Lee Dwyer, Faye Cates, Maria Counts

### **Local Clay Board member:**

Denise Myers

The meeting was called to order at 6:34 pm by Clay Fest Chair Laura Wikane, minutes recorded by Karen Washburn.

Motion to approve the minutes of the June Clay Fest Steering Committee Meeting was made by Frank, seconded by Jon, motion passed.

### **Clay Fest Guidelines:**

We discussed guidelines for “mixed media” work. We do not currently have any rules about how much (by percent, or by perception) clay must be in work displayed, and whether work that is displayed but is not for sale should have separate guidelines, possibly more liberal.

We decided that, for now, we have a loose understanding that clay will be a significant or dominant component of the work. “Non-clay clays” (eg unfired work that is made of a material that is not “clay” in the form we use for the functional, sculptural, or decorative work that we produce) will not be acceptable to sell, although such work may be shown in the booth.

We will visit the question of “guidelines for work offered for sale” in the future.

### **Chair Reports:**

**Webmaster:** Windy Adoretti was not present, but it was noted that the show hours need to be added to the website.

**Info Packs:** The Move-In Packet has been posted on the website, but there will be changes to the Committee and Workshift assignments due to recent drops. Everyone should check the website for updated information. Final workshift assignments should be verified by checking the workshift sheets at the show.

**Registrar:** There have been many drops, and we now have only one person on the wait list. There are 12 booths that are shared.

**Bulk Mailing:** Trainee Mark Timmerman has a plan to increase our list of those receiving mailings. He plans to have a way for people to sign up using QR codes, and there will be a table in front of Gallery Storage, or possibly at the Info Table, where customers can sign up on paper lists.

There was a brief discussion about having a raffle or some incentive for people to sign up, but there was no decision about that.

**Graphics:** Frank brought and showed the posters for the show and encouraged people to take some with them at the end of the meeting.

Postcards have been printed and are at QSL, ready to be sent in time to arrive in people's mailboxes on Sept. 22.

**Publicity:** Matty (and Anna Bloomquist, co-chair, not present) have arranged for print, tv, and social media advertising. One radio ad will run 140 times on MeTV.

If people have special information about our 25<sup>th</sup> anniversary show, Matty (for the Register Guard, or other as-yet-untapped news sources) will work on getting it out.

There was discussion of other possible print ads in newspapers such as The Chronicle (Creswell).

Frank showed an ad he made for MeTV. It features his own copyrighted music and narration, along with visuals.

Matty asks everyone who can watch the videos on Instagram to "LIKE" them, as that helps make Clay Fest more prominent there. She also asks us to make videos of our work, or of us producing our work, and send them to her.

There is a section in the Move-In Packet on how to post, link, and "like" things on Instagram.

Ecards have been sent out to all. The ecard is the Facebook and Instagram ad.

Five of this year's participants were in the first Clay Fest, in 1999: Frank, Faith, Tracie, Merry Newcomer, and Michael Fromme. We briefly discussed whether there were ideas for highlighting their memories from that first show; there were not many ideas at this time.

**Clay in Education:** Local Clay's Clay in Education Board Member, Denise Myers, was at this meeting, and she informed us that there will again be a Clay in Education Booth at Clay Fest. Plans call for it to be mainly shelves-and-ladders. All are encouraged to bring work to be sold to benefit our education programs, and there will be a place where people can sign up to be Clay in Ed teachers.

**Show Furnishings:** There are changes this year; our show date is NOT the same date as the Home Show, and last year's P&D company would have charged an additional \$2000. We have decided to use Eyebeam as our P&D company, as we did some years back. Eyebeam doesn't have extra light bars, so we have purchased some, and will keep them stored with our other equipment, between shows.

Because the show is NOT the same date as the Home Show, building taping will happen earlier this year (Monday the week of the show, instead of the usual Wednesday). LEC will not charge us for using the building the extra days.

We are optimistic that our customers will have an easier time visiting Clay Fest, as the parking lot will not be so full. There is a suggestion that we put a note on the Auditorium door (or use sandwich boards) informing Home Show attendees "Clay Fest Is Next Weekend".

**Show Signage:** Dick will work with his trainee to get the signs to the LEC for them to be hung.

**Building:** All is up to date regarding permits, inspections, and other details. The Fire Marshal requires **ALL FIRE EXTINGUISHERS BE tagged as UP TO DATE**. The company that certifies fire extinguishers **has moved to Springfield**. Everyone should locate their facility and take fire extinguishers to be serviced **BEFORE THE SHOW**.

**Sales Area/Bookkeeper/Credit-Debit:** All stations will take credit/debit cards, and two stations will also take cash and checks. We discussed not taking checks, but our signs say "Cash or Checks", and some of our customers still use checks. Chairs involved are willing to deal with the few checks that we expect to receive.

There will be 5 sales stations on Friday and Saturday, and 4 on Sunday. "Square" can take ApplePay and other forms of electronic payment. Nina will get the machines and other needs from OPA, and she will bring a wifi box. We no longer need to rent LEC phone lines.

Robin has a plan for reconciling the transactions, involving the use of clipboards instead of the old "tag boards". Cashiers will get a clipboard and a pin number, one for each shift. Each transaction will be recorded, the numbers will be totaled, and when the sheet is full the cashier will start a next page, with all pages remaining on the clipboard. Itemized printouts of each cashier's sales (not the terminal's sales) will be checked over again. Everything will be time-dated. Mistakes with the scanners can happen if a pot was scanned but not checked for correctness; scanners need to be aimed correctly because the camera records exactly what the lens is "seeing".

**BOOKKEEPER:** Robin wants a replacement! This is her last year being Bookkeeper...

We take ssn's for the 1099's plus a new kind of 1099. 1099's are required for those who make \$600 and over, although everyone is expected to claim their profits on their tax forms. Robin will not issue a check to anyone for whom she lacks a ssn.

Barcode labels: prices can be added to the barcode labels by hand-writing, stamping (stamp machine available from rubberstamps.net), or cutting the price off your old labels and sticking that part on the barcode label.

As always, we price in whole dollars, and the minimum is \$1.

**Security/Info:** on track.

**Gallery Set-Up:** on track.

**Gallery:** For intake, they will be able to use the Kids' Clay tables next to the Gallery Storage area.

**Kids' Clay:** Kids' Clay will be in its new location at the east end of the building, near Booth 12 and that exit door.

We gave away a lot of the Kids' Clay tools last year, with the take-away kits, so please bring any tools you can spare and give them to Amy.

**Demos (including "Flower ladies"):** Frank (or Jon) will make signs for each Demo.

The flower ladies will be at the show at 1 pm Friday, after the potluck (INSTEAD OF THE USUAL BEFORE-NOON SLOT). Bring your pots and they will arrange flowers in them, to enhance your booth. We give them gift certificates (this year, \$50 each) and, additionally, Jon will put out a tip jar; he also asks that we remember to thank them.

**Incidental info:** we will request 5 boxes of Wonder White for Kids' Clay plus whatever Demo needs, and it can all go on the Gallery Set-Up rental truck. Georgie's needs our tax code for their records, but we do not pay for the clay.

**Friday Night Celebration:** Are there ideas for a special event on Friday? We discussed having live music (Where would we put it? Who would we hire?) but decided against it. A give-away was proposed, with every 25<sup>th</sup> patron receiving a gift of pottery, for a total of 25 people receiving gifts. There seemed to be a general acceptance of this plan, implementation unresolved as of now.

Dawn moved to adjourn, Frank seconded, meeting adjourned at 8:15 pm.

Next meeting, NOV 7<sup>th</sup>—wrap meeting, introduction of new trainees (if any)