

## **2024.03.05 March 2024 Clay Fest Steering Committee Meeting Minutes**

Attendees: Chairs Cathy McGrath, Chris Polich, Dawn Craig, Faye Cates, Frank Gosar, Jon King, Karen Washburn, Laura Wikane, Lee Dwyer, Maria Counts, Mark Timmerman, Windy Adoretti, Nicole Hummel, Nina Duong, Ted Ernst, Tracie Manso; Trainees Emily Bellehumeur, Sienna Thomas; Guest Sandy Segna

Meeting called to order by Laura at 6:31 pm

**Motion to approve minutes** from the February meeting made by Frank, seconded by Jon, motion passed.

**2024 Clay Fest Application:** Application and Move-in Packet will be entirely on-line. There will be no paper documents offered. Lee (Info Packs Chair) has been working with Faye (Registrar) on getting the application ready. It is designed for the benefit of the backend system; it ends up as straightforward and clear Excel files. The dates have been updated and policy decisions have been implemented.

There are 15 sections with choices (eg light bar options, new policy for Gallery Only, where there is now no refund given for dropping out). There are “Must-read” sections and Booth Assignment details, and graphics/publicity information. Social Security numbers are needed for issuing 1099’s, which has always been the case. There will be Instagram info.

The application should be out March 31. Workshifts and committee pages will not be part of the application. The Workshifts Chair will make the documents and send them directly to Windy for the website. Another change is that the number of training sessions for sales and security have been reduced.

Booth pick will be in June, as usual, not late in the summer as we had discussed. Payment will be made at booth pick, not online. There will be a table for paying, and a label-making station. If the booth-holder is not present, payment can be made later.

Lee needs people to road-test the application, and several chairs volunteered to receive and test it.

**Graphics/Publicity:** Frank wants the bookmark ready by the time OPA Ceramic Showcase is held, for distribution there. The dates this year are April 19-21, so please get images to Frank as soon as possible.

**Postering:** postering is becoming less viable as a way of advertising the show. Many businesses will not put flyers in their windows or on their bulletin boards, so we should think of other ways to advertise, using the images and graphics that Publicity and Graphics receive and generate. Producing posters costs a lot, and we should look for other ways to spend the money where the benefit is greater. Laura has seen billboards for Clayfolk; maybe there is something along those

lines that we could try, and she will look at the costs of billboards vs posters. But we have lots of money, so we should spend it on getting more customers to come to the show by spending some of it on ads and other new ways there are of spending money, such as Instagram TikTok, Facebook (including targeted “boosts”).

We might also use some of the money spent on posters to improve such things as signage at the show.

**Local Clay news:** the membership list is on website. If you paid your dues but aren't on the list, contact Robin.

Currently, there are Local Clay Board member vacancies. Out of the eight mandated in the by-laws (President, Treasurer, Secretary, Clay Fest Chair, Clay-in-Education Chair, Programs Chair, Outreach Chair, and Webmaster), we have only a President, Clay Fest Chair, Treasurer, Webmaster, Secretary, and Programs board members.

Laura would like to plan a Local Clay meeting/party/gathering with food and possible events for May or August. August seemed like a good prospect, and the McNail-Riley House could be the venue, but after a discussion ensued, we did not come up with a suitable date. However, it is really in Local Clay's domain.

**Newsletter:** If you have ideas or subjects for the next newsletter, pass them along to Mark, who writes the newsletter. To receive the newsletter, we need to go to the website and sign up for it. The newsletter is separate from the LC membership category, so that a wider group of people, including community members who are not Local Clay members can receive it.

**Motion to adjourn** made by Frank, seconded by Windy; meeting adjourned at 7:00 pm.

**NEXT MEETING:** Booth Pick meeting, June 4, 2024, at the McNail-Riley House.

Minutes recorded by Karen