

## 2023-02-07 Clay Fest Steering Committee Meeting Minutes

Held at 6:30 pm at the McNail-Riley House, 601 E 13<sup>th</sup> Ave, Eugene OR

### Agenda: Clay Fest Budget meeting

In attendance: Chairs: Beth Johnson, Chris Polich, Debbie Christensen, Dick Graveline, Faith Rahill, Frank Gosar, Karen Washburn, Laura Wikane, Merry Newcomer, Robin Russell, Sandy Segna, Ted Ernst, Tracie Manso, Ziggy Blum. Trainee: Lee Dwyer

Laura Wikane presided. Minutes recorded by Karen Washburn

Frank moved to approve the minutes of the January 3<sup>rd</sup> meeting; Beth seconded. Motion passed.

### BUDGET:

Robin presented Budget figures from 2018-2022, with gaps for covid years 2020 and 2021. (A copy, with figures for 2023, is below)

We considered whether we are ready to propose a budget, given the unknown increases in costs. The last time we held Clay Fest in its usual form (with central sales and extra attractions such as Kids' Clay, Demos) was in 2019, with shows in 2020 and 2021 cancelled due to covid. Many costs have gone up since then, and we will need to adjust the figures to account for that.

Another unknown is whether we will be able to hold the show in its usual central-sales form, as we do not yet have a bookkeeper. We will proceed "as if usual", and propose a budget assuming central sales. Chairs' proposals will reflect increased costs as well as can be estimated.

Show Signage, Clay Fest Chair, and Graphics costs have been researched. Costs for the street banner have increased significantly while the time the banner is up has gone from 3 weeks to 2 weeks. Graphics costs and postage have also increased. Cost-cutting measures can include reducing the number of posters, bookmarks and maps. Frank estimates we can reduce posters and bookmarks by half.

Motion to approve a budget of \$25303 (\$21578 plus expenses of \$3725) was proposed by Beth, seconded by Tracie. Motion passed.

### SHOW CHANGES CONSIDERED:

Laura brought up the concept of draping the entire show rather than having pipe and drape be optional, with the cost included in the booth fee. We raised booth fees last year, but we don't have enough information yet to know whether we could include pipe and drape with the present booth fees.

We discussed whether there would be a choice of color (black or white), with some preferring one or the other. Discussion included opinions that draping the show would give it unity and a more professional look, which could make a better impression on customers and help command higher prices for goods. There would be no discount for draping the entire show, so from that perspective it would be possible to offer a choice of black or white. We have previously had Eyebeam and DWA drape the show, and most recently Fern Expo, but there may be other options.

Pending research into costs and options we will decide whether, and how, to drape the entire show at the next meeting. A decision needs to be made before the Application, due out in April, can be finished.

We discussed possibilities of finding additional or alternate spaces for accounting during the show. The current space, located in a draped-off area at the southeast corner of the building, is cramped and noisy. Suggestions included renting a room somewhere else at the Fairgrounds, having an RV, using a space that Laura has available nearby, or using the “dead corners” in the southwest and/or northeast of the building.

Concerns for using anything not in our building included carrying cash from building to building and the need for sales tags runners to go from building to building. We also do not know if a room (at \$280/day) is available. No decision was made.

#### **STEERING COMMITTEE AND LOCAL CLAY SUBJECTS:**

Robin reported that we have 73 Local Clay members already this year, many new. Many are asking about Clay Fest. Laura brought up the issue of finding people to fill Steering Committee vacancies. Bookkeeper and Publicity are both open. Including notice of openings in the Local Clay newsletter is not reaching new people. Laura has submitted notice to Clayfolk for inclusion in their newsletter, and we need to consider other possibilities. Robin will contact all current Local Clay members to be sure they know of vacancies in case they are not receiving Local Clay’s newsletters.

Laura is helping with publicity for Medford’s spring show and expects to learn more about how other successful shows handle publicity. Clay Fest currently has no Publicity Chair; anyone considering taking on that position should know that the job involves “legwork” (such as sending emails), not the production of ads, and that Frank would help them get to know how to do the job.

Robin has also been working on getting Local Clay’s website difficulties resolved. The current website, clayfest.org has no followers and is expiring soon and will need to be renewed if we want to keep it. We also have clayfestonline, with 400 followers. Online memberships have gone through clayfestonline this year. We could keep both and link them. “Wix” is a possibility, at a cost of \$120 per year (on sale). Robin, together with Merry (webmaster) will look into the options and propose a website plan in an upcoming meeting.

Ziggy moves to adjourn, Fank seconds; meeting adjourned at 7:50 pm

#### **Next meeting:**

Tuesday, March 7, 6:30 pm at the McNail-Riley House

On the AGENDA: Application (comes out in April)

To finish the Application we need:

Decision on draping the show

If yes, booth fees

Decision on “what to do about bookkeeping?” This affects our ability to do “the usual show”

| 2023 Clay Fest Budget        | 2018 Budget | 2018 Actual        | 2019 Budget | 2019 actual         | 2022 Proposed | 2022 actual         | 2023 Proposed |
|------------------------------|-------------|--------------------|-------------|---------------------|---------------|---------------------|---------------|
| Clay Fest Cash 1/1/23        | \$28,405.05 | \$26,800.46        |             | \$26,800.46         |               | \$34,680.66         |               |
| Broken Pots Fund 1/23        |             |                    | \$1,676.67  |                     | \$1,676.67    |                     | \$1,559.07    |
| Clay In ED 1/23              |             | \$1,825.11         |             | \$1,821.11          |               | \$1,821.11          |               |
| Local Clay 1/1/23            |             | \$4,417.62         |             | \$4,417.42          |               | \$8,470.00          |               |
| <b>Total Show Sales</b>      |             |                    |             | <b>\$105,732.00</b> |               | <b>\$100,162.00</b> |               |
| <b>Show Income</b>           |             |                    |             |                     |               |                     |               |
| Booth Fees                   |             | \$7,230.00         |             | \$7,275.00          |               | \$7,670.00          |               |
| Pipe and Drape               | \$1,500.00  | \$1,680.00         |             | \$1,575.00          |               | \$1,720.00          |               |
| Sponsorship                  |             | \$500.00           |             | \$150.00            |               | \$0.00              |               |
| Booth Percentage             |             | \$13,900.15        |             | \$14,465.29         |               | \$13,474.32         |               |
|                              |             | <b>\$23,310.15</b> |             | <b>\$23,465.29</b>  |               | <b>\$22,864.32</b>  |               |
| <b>Committee Liabilities</b> |             |                    |             |                     |               |                     |               |
| Sales Tags                   | \$75.00     | \$36.05            | \$75.00     | \$22.00             | \$0.00        | \$0.00              | 75            |
| Building                     | \$240.00    | \$240.00           | \$240.00    | \$240.00            | \$240.00      |                     | 240           |
| Cash                         | \$0.00      | \$0.00             | \$0.00      | \$0.00              | \$0.00        | \$0.00              | 0             |
| Chair                        | \$5,250.00  | \$5,066.34         | \$5,000.00  | \$4,912.79          | \$5,000.00    | \$4,758.80          | 5000          |
| Credit/Debit                 | \$175.00    | \$0.00             | \$1,800.00  | \$662.10            | \$0.00        | \$0.00              | 650           |
| Demo                         | \$60.00     | \$50.00            | \$150.00    | \$50.00             | \$0.00        | \$0.00              | 120           |
| Gallery Display              | \$20.00     | \$0.00             | \$20.00     | \$38.39             | \$50.00       | \$61.99             | 70            |
| Gallery Set Up               | \$350.00    | \$379.31           | \$380.00    | \$214.34            | \$380.00      | \$355.52            | 400           |
| Graphics                     | \$1,150.00  | \$1,077.16         | \$1,400.00  | \$1,298.57          | \$1,400.00    | \$1,347.47          | 1600          |
| Info Packs                   | \$5.00      | \$19.93            | \$25.00     | \$5.55              | \$10.00       | \$0.00              | 40            |
| Kid's Clay                   | \$0.00      | \$0.00             | \$0.00      | \$0.00              | \$20.00       | \$57.07             | 60            |
| Mailing                      | \$2,700.00  | \$2,711.42         | \$2,725.00  | \$2,727.40          | \$3,000.00    | \$3,105.55          | 3500          |
| Show Furnishing              | \$2,340.00  | \$2,005.00         | \$2,360.00  | \$2,503.95          | \$3,285.00    | \$2,076.10          | 3578          |
| Postering                    | \$20.00     | \$0.00             | \$0.00      | \$0.00              | \$0.00        | \$0.00              | 0             |
| Publicity                    | \$5,000.00  | \$4,731.75         | \$5,000.00  | \$4,461.20          | \$5,200.00    | \$2,519.56          | 4000          |
| Registrar                    | \$20.00     | \$26.98            | \$30.00     | \$0.00              | \$20.00       | \$0.00              | 30            |
| Security                     | \$30.00     | \$0.00             | \$15.00     | \$0.00              | \$65.00       | \$0.00              | 65            |
| Sales Table                  | \$200.00    | \$172.48           | \$200.00    | \$150.04            | \$0.00        | \$61.36             | 300           |
| Secretary                    | \$350.00    | \$0.00             | \$0.00      | \$0.00              | \$0.00        | \$0.00              | 0             |
| Signage                      | \$650.00    | \$115.00           | \$500.00    | \$302.76            | \$500.00      | \$225.00            | 950           |
| Treasurer                    | \$250.00    | \$107.99           | \$150.00    | \$267.20            | \$200.00      | \$428.06            | 350           |
| Webmaster                    | \$400.00    | \$116.19           | \$400.00    | \$71.25             | \$400.00      | \$351.20            | 500           |
| Workshift                    | \$0.00      |                    | \$0.00      | \$0.00              | \$0.00        | \$0.00              | 0             |
| booth signs                  |             |                    |             | \$41.00             | \$50.00       | \$0.00              | 50            |

|  |                    |                    |                    |                    |                    |                    |       |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-------|
|  | <b>\$19,300.00</b> | <b>\$16,880.60</b> | <b>\$20,470.00</b> | <b>\$17,968.54</b> | <b>\$19,820.00</b> | <b>\$15,347.68</b> | 21578 |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|-------|

**Other Liabilities**

|  |                    |  |                    |  |                   |  |
|--|--------------------|--|--------------------|--|-------------------|--|
| Artist's Checks<br>transfer to Local<br>Clay | \$82,900.03        |  | \$88,972.02        |  | \$1,584.20        |  |
| Awards                                       | \$225.00           |  | \$225.00           |  | \$0.00            |  |
| Bank Fees                                    | \$2,410.70         |  | \$2,069.78         |  | \$400.00          |  |
| Taxes  | \$658.00           |  | \$406.50           |  | \$25.00           |  |
|  | <b>\$86,193.73</b> |  | <b>\$91,673.30</b> |  | <b>\$2,009.20</b> |  |