

CLAY FEST STEERING COMMITTEE MINUTES

Tuesday, November 5, 2019

Attendees: Karen Washburn, Frank Gosar, Beth Johnson, Amy Hess, Sandy Segna, Claire Delffs, Michael McKinney, Debbie Christensen, Tracie Manso, Ziggy Blum, Robin Russell, Maria Counts, Faith Rahill, Linda Williams, Ted Ernst, Sandy Brown, Merry Newcomer, Chris Polich, Dawn Craig, Nicole Hummel, Joel Geil, Diane Seals, Carly Anderson, Joe Davis, Anna Stehle.

Recorder: Maria Counts

Meeting Began at 6:30 p.m. (McNail Riley House)	
Minutes	Next Steps/Decisions
Move to approve minutes (Moved, Frank Gosar; Beth Johnson, second)	Minutes approved
Chair Reports	
<p>TREASURER</p> <ul style="list-style-type: none"> • Future considerations for more half booths or possible shared booths. Shared booths gross almost double as single booths. Reviewed sales from show. <p>REGISTRAR</p> <ul style="list-style-type: none"> • We had 14 on the waitlist with only three drops this year. Artists were very accommodating and willing to share booths. Several on the wait list elected to be in the Gallery Only. • We might want to consider busiest shopping times when creating the schedule. <p>SALES</p> <ul style="list-style-type: none"> • We saved by renting Square machines this year. • Considering renting 6 next year. • Square worked seamlessly, great for accounting. • For \$12 we can rent our whole customer base from Square and send out an email for next year's show. • Tracie would like to buy more wrapping paper next year. Can be purchased at Walter E. Nielson in Eugene. <p>PUBLICITY</p> <ul style="list-style-type: none"> • Media prices have increased. • Peter took a back seat this year. • Lots of ads went out in the Register Guard, Eugene Weekly, Print Media. • Created a Commercial for Me-TV with Frank doing voice-overs. You can view the commercial on Clay Fest's Facebook page. • Reserved 180 Add spots for \$500, booked to appear in the beginning and end. Followed up on the ads and noticed they played at good times during the day. • Theoretically stayed under budget. 	

POSTERING

- Ran out of show maps, need to print more next year or try to retrieve more.

Kids Clay

- We had 32 Kids on Friday, 99 on Saturday and 60 on Sunday.
- Kids used 400 lbs. of clay.

SPONSORSHIP

- We didn't get much for sponsorship this year. Frank suggests that we pay for awards ourselves--we can afford it. We usually get gift certificates from Clay Art Center or cash from Skutt. This year we didn't receive any from either. Kiva donated \$150 and Georgies donated gift certificates. That, plus, money from our treasury, went to Gallery Awards, Best Booth and People's Choice Award.

Clay in Ed

- Clay in Ed is not a Clay Fest position, and we discussed whether we need to continue soliciting prizes for the raffle that benefits Clay in Ed. We will talk to Nancy Adams (Sponsorship Chair) about this, and make a decision in January.

Notes

- Considerations to build Email list: add it to People's Choice Award ballots, with a give-away of a piece of art via a gift certificate to shop at the show. Rent Email list of customers and send out by MailChimp for \$12 through Square.

2020 Meeting Dates

January 7, 2020, at 6:30 pm at the McNail-Riley House.

Adjourn

7:35 PM (Moved, Sandy Brown; second, Debbie Christensen)

Unanimously approved.