

# ClayFest Steering Committee Meeting

February 1, 2022 at 6:30 via Zoom

**Present:** Shelly Fredenberg, Hannah Themann, Wikane, Karen, Chris Polich, Mariah, Faith, Beth Johnson, Ted Ernst, Ziggy Blum, Tracie Manso, Claire, Robin, Sandy Segna, Sandy Brown, Frank, Nicole, Dawn, Alissa Clark, Deb Christensen ((Names are written as they appeared on zoom))

**Approve minutes of January meeting**– Moved- Beth, Second-Nicole. Minutes approved

**New secretary!** Hannah Themann has joined the Steering Committee, and will be taking the minutes.

**Survey**–So far we have 40 responses. [Here is a link to the survey summary so far.](#)

75% of people are interested in participating, 5% no, 20% not sure, most people who aren't interested say it is because of COVID concerns.

Majority of folks think we should have neither Kids Clay or Demonstrations.

Thoughts shared:

- Demos can be done in a safe way–chairs 6 ft apart
  - Having them by door for ventilation
  - Having chairs for demos is helpful for older customers
  - Without Kids Clay & Demos there would be more room to space out booths
  - huge changes happened at Holiday market and people adapted
- Decision tabled**

Very close vote between Friday/saturday/sunday vs saturday/sunday event.

Thoughts shared:

- About \$1000 cheaper to not sell on Friday.
- Lots of sales are usually made on Friday
- People will probably be ok either way
- We don't have to pay until July so a decision does not have to be made immediately.
- More hours in the building means more covid exposure.
- Price tagging is the same amount of work whether we had a 2

day event vs 3 day.

**-Decision tabled**

Central sales

Thoughts shared:

- People will adapt whether we do central sales or not.
- More people thought they could wrap in their own booths than not.
- Standing in line means more covid exposure.
- It is a ton of work
- Maybe we try eliminating central sales for a test run year and see how it goes.
- Switching things up now is an opportune time because people are so used to change during the pandemic.
- Honor system would be implemented for commission.
- It's possible to set up your booth in a way to keep distance between customers and vendors
- We'll save on expenses without central sales
- Vote on central sales: Yes-3 No-14

**No central sales this year! ~not a permanent change, one year only, and will be reassessed after this year.**

**Budget - tabled**

**Banner**

- All the former banner companies are now out of business
- Will be about \$300 for put up and take down, \$150 to change the two digits, permit \$110, totalling \$560
- three options for banner location
- insurance would need to be purchased now—we don't know how much that will be
- Banner money can go towards other types of advertising
- decision tabled—leaning towards no.**

**Layout**

- Concern shared about narrower aisles and covid safety
- Layout with majority full booths was shared. (43 full, 9 half)
- If folks want a half booth, two can share a full booth.
- Aisles are wider with the majority full booth layout. Frank will create a better map to send out.
- We can develop the layout based on applications.

-Potentially add a \* that booths may get moved around to fill in gaps

**-Final thoughts: work on majority full booth map**

**Other topics brought up:**

-We talked about setting up a raffle as a way to collect emails addresses to use for promotion.

-Postcards can be sent with a request to provide email address

-There are 10,000 people on the postcard list and only 200 on the email list.

-COVID safety:

- Vaccination requirement?

-booth spacing

**Upcoming meetings**

-Special Budget meeting will be scheduled

-Tuesday, March 1st, 6:30pm regularly scheduled meeting