

Clay Fest Steering Committee Meeting - February 17th 2009 - EWEB

In Attendance: Avi Harriman, Frank Gosar, Michael Fromme, Karen Washburn, Linda Williams, Merry Newcomer, Faith Rahill, Barb Haddad, Susie Young, Elaine Pruett, Tracie Manso and myself, Katie Swenson. Leslie is ill and I am substituting for her in taking minutes.

Avi opened the meeting with a move that we approve the minutes from our Jan 20th meeting. Frank approved with a second from Merry and all in favor.

Merry mentioned that she will be working at Georgies and spoke for Bob Richardson in saying that we may have Clay Fest meetings at Georgies in future if we chose to...stay tuned!

Avi posted an itemized budget for study and possible revision, which we followed line by line. First Avi presented a copy of the Lane County Fairgrounds' marketing agreement, noting that the marketing total was \$180. The copy of the agreement is now in Elaine Pruett's capable hands.

Before penciling in the amounts to budget Avi remarked on the current state of the economy to clarify intent, noting that last year Clay Fest was a three-day event. Frank contributed his historical knowledge of the way a Clay Fest budget has been devised in the past. We followed that example, kept the Friday figures and used last year's actual budget figures with consideration of the actual cost and then decided on amounts to budget for each committee. The suggested budget is included at the end of this report.

Specifically addressed:

Alert Electric was used last year.

Lane Events Center has a three-day cost (last year's figure was used for budgeting). Insurance is a separate expense.

Discussion of timeline for Set-Up (Thurs. a.m. except building prep and Electric Wed.) Cost for pipe and drape... This cost has been creeping up and it seems that our estimate given in the Clay Fest application might need to be revised. It was only an estimate, but some people found it misleading.

Adding another day brought up the rental cost.

Frank reported that he had to find a new printer because of Koke closing, sadly. Happy for us is the fact that he has a less expensive price for both the postcards (online) and the posters. This figure is in the suggested budget.

Holly couldn't attend the meeting - asked Avi to mention that she wants to create an updated mailing list and could give a workshop. She also thought booth construction and display might be ideas presented in a workshop format.

Elaine mentioned that the Quarterly is sadly not being published any more. She will try to find other ways to get publicity - Register Guard and...new ideas?

We came out slightly under budget and considered the fact that sales were lower last year and prospect of meeting even those figures isn't high. The economy is not thriving, but we can try to promote the fact we are Local and also offer items that might sell in lean times.

Discussion of the added cost of Friday and the added benefits...

Avi motioned for continuation of hiring musicians to play on Friday night. Linda moved to approve and all agreed. Vote approved. Several people mentioned they were highly satisfied with the music that we had last year and since it is easy for Tracie to see about availability that might be the choice.

It was not the consensus of the group to offer food this year.

Avi noted that we will need to be sure that Lane events, with their mention of Clay Fest, doesn't misadvertise food.

Door prizes and gift certificates are budgeted in and need to get better promotion. Maybe they could be included with the mention of the Friday opening music?

Michael asked: Can a resident Washington state join Local Clay? Obviously this is for the privilege to be in Clay Fest. There didn't seem to be anything in our policy that wouldn't allow it.

This led into Karen discussing policy rules that relate to submitting the application. She pointed out that some of the phrasing isn't any longer needed. Avi entertained a motion to change it, Karen moved all in favor. It shall now read as follows

Section: Show Participation

Paragraph 02 All participants in Clay Fest must submit a completed application by the application postmark deadline.

Next we considered paragraph 03 and Frank moved that we delete that section, Karen seconded and all approved.

Karen will devise a calendar with clear timelines for Clay Fest and application deadlines based on last year. Some dates need to be changed

May 21, Thursday 6:30 Georgies is one date we did settle.

Avi stated a goal to finalize changes to application and any critical policy that would affect the actual show and/or application of it at the next meeting.

Tuesday, March 17th 6:30 EWEB

Suzie clarified that Clay Fest will be Oct. 9 10 11, same hours as last year Friday music, door prizes

Committee chairs need to let Tracie (Workshift chair) know how many people you NEED on your committee by the next meeting. She tries her best to please everyone.

Linda motioned to adjourn, Merry seconded and all were in favor.

This is the suggested budget for 2009

ASSETS:

Beginning Cash	\$13571.42
Booth Fees	\$7255.00
Pipe and Drape	\$2275.00
Sponsorship	?
TOTAL ASSETS:	\$23101.42

Liabilities: Committees

Bookkeeper (Comm.)	\$25.00
Building (w/storage and electric)	\$2025.00
Cash	0
Chair	\$3475.00
Credit/Debit Cards	\$25.00
Demonstrations (includes gift certificates)	\$100.00
Gallery	\$60.00
Graphics/Poster	\$1275.00
Kids Clay	0
Mailing	\$2400.00
Postering	\$20.00
Publicity	\$3800.00
Registrar	\$200.00
Sales	\$200.00
Secretary	\$15.00
Security / Info.	\$20.00
Set-Up (w/pipe and drape)	\$3275.00
Signage	\$450.00
Sponsorships	\$50.00
Treasurer/Bookkeeper	\$450.00
Webmaster	\$150.00
Workshifts	0
Friday night/music	\$425.00
Transfer to Local Clay	\$400.00
Broken Pots	\$285.00
Bank Fees	\$1150.00
Taxes	0
Accountant – CPA	\$275.00
Prepay Insurance	<u>\$300.00</u>
TOTAL LIABILITIES:	\$20825.00