

## ClayFest Meeting - January 26, 2010

In Attendance: Karen Washburn, Frank Gosar, Linda J Williams, Barb Haddad, Merry Newcomer, Pat Brooks, Susie Young, Ken Standhardt, Michael Fromme, Dan Minard, Avi Harriman, Faith Rahill, Katie Swenson, Tracie Manso, Leslie Friedman

In today's meeting, we'll go over the recommendations and discussions from the wrap-up meeting.

Treasurer's Report - total sales for ClayFest were \$77,044.81. Two more bills were paid to bring the Net Profit to \$1200. The Alert Electric bill was not given to Frank. When he tracked down the amount due, we were charged a 1.5% late fee. Committee chairs, please forward your bills to Frank in a timely manner.

There has been a concern expressed regarding the amount of money sitting in the bank account. We spend money throughout the year for deposits and other expenses. There is a difference between the P&L statement and net profit. Frank will look into getting an interest-bearing account. The most important factor is keeping the money liquid so he can pay expenses as they come up throughout the year.

Frank moved that we contribute \$800 to Local Clay. Dan Minard seconded. ClayFest is a subset of Local Clay. If one entity needs more money, we can move it back.

Recommendations for ClayFest 2010:

We need a Gallery chair and a WebMaster. Avi has asked Paula to take over the Galley Chair. She hasn't responded. Based on Paula's two recommendations from the last meeting, [(a) 3 items displayed in the gallery

With 2 work shifts or (b) a group booth might be a good idea for people with

more than 3 items but too few to fill a half booth], we agreed that (a) the Gallery Chair already has the discretion to add more pieces and (b), OPA's Group Booth is really a remedy for a long waiting list, which we don't have.

Neither suggestion has enough support to implement.

Work Shifts: Rather than asking for people you do want on your committee, let Tracie know who's not suitable for the task.

Graphics: Frank will print more bookmarks earlier in the year, which means that he needs photos earlier for both bookmarks and postcards. He also needs artist photos and bios for ads. At the last meeting, Avi had offered to print large copies of bios/ads for people's booths. That may not be practical, given that Frank would need to resize everything. Faith recommended that everyone provide their own bios and graphics for their booths.

Info Table: We'll need to make more table tents directing customers to pay at Central Sales. Other table tents say that we accept MasterCard and Visa, and The Potter is working at \_\_\_\_\_ Workshift, if customers have a question for the potter. Avi encourages all of us to use the table tents next year.

Signage: If a chair needs to drop out of the show, they should hand over the responsibility to someone who is knowledgeable to take it on.

Frank and Karen made a mail merge file with the ClayFest logo for signs, name tags, etc. Several people were disappointed with the color of the signs. Linda should bring color samples to the next meeting so we can choose a color. The original signs were a rose color.

There were problems with the placement of the big banner. We need better communication with the Fairgrounds regarding our specific ideas of where to hang them. In addition to the big banner, Michael said that there

should be a pair of signs for the garden area facing the Home Show. It's very important that these signs direct people as they leave the Home Show.

Last year they were hung in the wrong spot. The Fairgrounds needs to understand where to place them. The banner on West 11th was put up incorrectly. Linda might need to walk the site with the Fairgrounds people to show them exactly where to place each sign. The new management at the Fairgrounds seems to be open to us.

Avi picked up signs after ClayFest and returned them to lock-up. Robin and Rhoda probably still have some signs and miscellaneous stuff. Linda was persistent with Avi to take care of the deadline for the downtown banner. That's been completed.