

Clay Fest Steering Committee October 29, 2024

Clay Fest Wrap Up Meeting

Attendees: Chairs Amy Hess, Cathy McGrath, Chris Polich, Dawn Craig, Faith Rahill, Faye Cates, Frank Gosar, Gwen Childs, Joe Geil, Karen Washburn, Laura Wikane, Lee Dwyer, Maria Counts, Mariah Williams, Mark Timmerman, Matty Maxwell, Nina F Duong, Robin Russell, Tea Duong, Ted Ernst, Tracie Manso, Ziggy Blum, Sienna Thomas, Emily Bellehumeur

Attendees: Guests Kate Thornhill, Don Clarke, Donica Beath-Bigongiari

Minutes recorded by: Karen Washburn

Meeting called to order 6:33 pm by Laura

Motion to approve meeting minutes from September meeting by Frank, seconded by Cathy

Motion passed

Chair reports:

Treasurer and Sales Reports: Robin brought in the financial report, including a detailed report on Square transactions.

There were numerous cashier mistakes, mostly made by one cashier. There were 67 items incorrectly scanned or recorded, but the tags have been checked and adjusted to reconcile \$657 worth of sales.

The average sale during the show was \$107.

We discussed cash sales. This year we had only one cash station, so we didn't take in much cash, but because there was only one cash station, there was not much opportunity for customers to use cash. We don't know how many cash sales we would have had if we'd had more stations. Cash is an advantage to the show, as we don't have to pay any percentage to Square.

There was a brief discussion about the amount of work bookkeepers and the Sales Tags Chair must do, especially with the increased work due to the success (and increased sales accounting) of the show. It might be necessary to form a committee, instead of the Sales Tags Chair doing all the work, or find some other solution to address this issue.

Sales Tags: This is the second year that we have used barcodes. Tracie reports that the process is going better as she learns how to use it, and she will be updating the notes about the job. This is a complex job, and we need to add a Sales Tags Co-Chair to handle all the work. Tracie will think things over and make recommendations. She will consider what to do about the "custom amounts" issues that happened when there weren't tags on the items, and the fact that not all people are best suited to be cashiers needs to be addressed.

As a side note, it's also true that, with the electronic system, things can go awry in ways we don't predict and don't know yet how to handle; for example, sales reports can stop coming in and we don't know if the sales are still going through.

Two people are sufficient per shift, but it is best if the workers are experienced at the job, and ideally shift workers have sales tags shifts for both of their workshifts. It would be good to have list of people who can and HAVE done sales tags workshifts.

Sales Area: The sales area is not big enough, upsetting customers who had to wait a reported 40 minutes to check out, and then there were problems exiting because of the lines and crowds around the area.

Have we outgrown that building? (Answer below)

Credit/Debit: We need more machines next year. We considered whether we should buy machines. They cost \$350, with wifi capability costing an extra \$50. We currently rent OPA's machines for \$35 each and Nina goes to Portland to pick up and return the machines. We can rent a maximum of 10 of OPA's machines, and they are starting to get worn out. We could buy our own used, and Square has them on sale for \$249 right now. No action was taken.

Bookkeeper: This was the first year for the current bookkeeper. Sienna will work with the Website Chair on information that will appear on the website regarding labels and their availability during the show.

Because older labels might not stick as well as new ones, we discussed implications and solutions. One problem in the sales area was that some items had no labels; they might have fallen off. New labels, not sticking labels to unglazed areas, and use of tape are some workarounds. We might need to tell our sellers about this.

The idea of having a Customer Service work shift came up. We had problems because there were no tag-runners working on missing labels or other tag mysteries. The Customer Service person could also work to alleviate the problems in the lines.

Gallery Display: Pick-up of Gallery items needs to happen as soon as the show ends, but this was not happening. The Gallery Set-Up/Take-Down crew couldn't begin to remove pedestals and other structures until the items were gone, but people did not respond quickly--or at all-- to announcements to come pick up their pieces. Mariah will consider remedies and make proposals in January.

Gallery Set-up: This job needs to happen within a fixed and short time-frame and sometimes some crew members do not show up. The application and Info Pack need to set down clear expectations and job descriptions. Joe will think about whether the same people need to be on both set-up and take-down.

Registrar: Should we use BCC when mailing participants? And how can we fix the fact that we don't have Clay Fest email addresses for Chairs anymore?

Mailing has a new name: **Communications Chair:** This may need to be a Local Clay Board/Clay Fest Chair position (one point each). We currently do not have someone to handle the Local Clay newsletter, which should include, in addition to broadcasting Local Clay and Clay Fest news and info, taking members' input (requests, opportunities, needs) and getting it out to the membership. Mark might be willing to take this on officially, as he has been doing unofficially this past year. There was a question about whether the position really needs to be a Clay Fest Chair position, as the newsletter should be a function of Local Clay (Clay Fest is a part of Local Clay and could and should share our info with Local Clay's newsletter editor for inclusion.)

Regarding this year's communications: Mark sent 9438 postcards and 535 emails thru Wix (we no longer use Mail Chimp). We spent \$3543 on mailing.

We didn't have a QR code out for people to scan and sign up to be on our mailing list, but Dawn passed along a list that she had, and we can still take snail mail requests and pass along to Mark. We should work on getting a QR code for use during the show, and to put on the posters.

For this year, Robin will write the Thank You's to the customers through Square.

Signage: The billboards seem to have been successful. Both the survey and a poll of chairs at the meeting indicated that people were seeing billboards around town, especially the one on Coburg Road.

Cathy shared these numbers: we signed up for a week for \$1500, which was going to be for 8 boards, for a total of less showings than we actually got; they changed their package and gave us a great deal this year: 5 weeks for 6 signs at a total of 264,000 6-second ads!

Cathy thinks it would be ideal if we could do 2 or 3 weeks billboards next year.

The Banner cost \$800.

Publicity/Graphics: Follow us on socials will be added to posters and bookmarks, with QR code.

In addition to putting QR codes on the posters, we can put it other places directing to social media or to website—clayfesteugene on FB @clayfesteugene on Instagram.

Survey results: about 32% of customers took part in the survey. We got 561 surveys, with people telling us the majority of their awareness of the show came from word of mouth (143), or the respondents are former customers. Some said they had never heard of Clay Fest before and they heard from social media, billboards or a sign.

Results included: 113 came to previous shows; others heard, roughly in order, from postcards, posters, the Eugene Weekly, the banner, billboards, and social media.

Nobody seems to have heard from radio ads. This year we advertised on krvm and klcc only, and results suggest people don't listen to the radio much these days. (We don't do TV ads anymore.)

Next year we could have surveys on tables facing customers at check out.

Bookmarks: nobody mentioned them in the survey, but some people give them out during the year, to remind people of the show and share the dates. Bookmarks are not expensive, in any case—about \$200.

The publicity team did a LOT OF WORK, doing ads, and especially social media and free calendars

It would help the publicity team if individuals post on their site and tag #clayfesteugene, there will be a question asking if you want to collaborate. This may only work with one tag—we aren't sure. People do need to # AT THE END of posts, not in the body, and do need to use #clayfesteugene and also @clayfesteugene, and it's also good to SHARE. All this helps get the word out.

Frank cut down the number of posters and doesn't think it had bad effects. Maria said there were too many, because a lot of places won't take them, and she thinks mostly smaller ones might still be useful .

We need to collect names of places we/the postering committee see where posters should be hung. Maria says she can't get her committee members to email her back because they don't recognize her email address; in the past, phone numbers were on Committee Chairs' lists, and we need to put them back on those lists.

Change of Venue for the show: Should we move to the Performance Hall next year?

The Home Show is the second weekend of October, so we can't rent the Hall then. We could hold the show the first weekend and get the Performance Hall AND the meeting rooms nearby.

Laura has a preliminary budget showing that we have lots of money in the bank—2 years' worth of disasters. We only spent \$4500 on the building and equipment, and the thought is the booth fees should pay for the building etc. We are making more money every year yet we don't spend it. Going forward, we do need to spend an additional \$1400 for storage in lieu of Georgie's free storage.

It would cost \$10600 to rent the Performance Hall. Laura shared a very preliminary possible layout we did a booth layout and a sheet of figures (see photo at the end).

We would not be able to have as many half booths--maybe 58 full and 12 half--and we would have to bring in more potters, but this year's applicants would have filled a show with 70 booths. It is worth noting that we lost two spaces recently, one to an Exit Door and one to Kids' Clay.

We are still close to our usual venue, and we could revert to the old venue if this doesn't work out.

We discussed the downside. In addition to financial risks, it would increase sales, which would mean more work for everyone.

Would the sales be watered down for each person?

The stage can't be used for demos because of access, so we would have to allow some floor space for Demos.

There will be a lot of changes for some chairs.

One positive is that the meeting rooms could be used for bookkeeping and a lounge.

We don't have much time to decide because of booking priorities.

Motion to hold the show the first weekend of October (Oct 3-5, 2025) made by Faith, seconded by Frank

Motion passed

Motion to hold the show in the Performance Hall made by Chris, seconded by Frank

Motion passed

Local Clay updates/ Georgie's closing: It looks like Georgie's will still honor our members discount in Portland. It also looks like they will provide clay for Kids' Clay and Demos, but if not, Local Clay should carry the cost.

Kate says Wildling (an art collective near Clay Space) is planning to open a storefront in 2025, and Kate and Laura are working with Wildling to find out what we need, and where to get it. Local Clay could still have group buys. They will also offer public cone 6 firings.

New Chairs, Trainees, and Chair openings:

Dave Winget will be Demos Chair next year

Donica Beath-Bigongiari is Kids' Clay trainee

Dave Parry is Building Prep trainee

Pam Horn will be the Gallery Display trainee

Security open for trainee

Workshifts open for trainee

Gallery set up is open for a trainee

Regarding job descriptions: We need the docs in computers, not notebooks anymore, and google docs seems like the best option.

Regarding sending emails: We need to send emails out from non-personal addresses, so we need to get something set up for that.

Frank moved to adjourn, Emily seconded
Motion passed

Meeting adjourned at 8:03 pm

Next meeting: Jan 7, 2025



Auditorium: \$2950

Electric & rental fees: \$1600

Total: \$4550

Booth Fees: \$7580

Auditorium rent: \$2950

Electric & rentals: \$1600

Meeting Room 2: \$840

Total: \$5390

Booth Fees: \$7580

Performance Hall: \$8800

Electric & rentals: \$1600

Total: \$10600

Booth Fees: \$10,770

Chairs Budget & CC fees

Tags:250

Building:250

Furnshings:3600

Visa/credit:400

Demo:200

GalleryS:1800

2023 %: \$18,656

Graphics:1400

Mailing:1800 320

Publicity:4900

SalesTable:375

Signage:2500

Webmaster:300

Total: \$17,775