

Chair Meeting minutes - January 17, 2016
Medford Library

Shirley Huft called the meeting to order at 12:05 p.m.
(Minutes were taken and typed by Peter Alsen)

General Comments – From Shirley Huft.

- The points list was handed out to the chairs for verification that points additions for extra work shifts had been captured.
- If construction does not finish on schedule, we may not be in the armory next year. Ray put down a “holding fee” to reserve a building at the fairgrounds just in case.
- Other venues may be available.
- Won’t know until August if the armory is available.
- There was discussion about adjusting the show hours to close earlier Friday and Saturday nights. Cindra will do a tally this year to see if we want to adjust hours next year..

Security.

- Will not add new security committee.
- Will pursue private paid security for next year. Options could be paying members, pay the armory, pay Search and Rescue, etc.

Formal Tours.

- Formal tours will not be pursued next year but Gwen’s garden club tour worked well and private tours will be encouraged.
- Faith was taking people around on tours. Shirley will contact Faith and find out the particulars.

Promotion Committee– Bob Johnson and Nancy Leever presented a report.

- Yard signs did well – Nancy suggested we use larger signs when placed on Commercial property.
- Nancy suggested that we use corrugated – 2 sided signs in the future. Nancy will pursue getting a price for Shirley to present to the board.
- Bob reiterated the need for a late summer coordination meeting. This could be done in conjunction with the August General Meeting after the meeting.
- Nancy suggested that participants have a bio/picture of themselves posted in their booth during the show.

TV/Radio Committee – Stephanie Friedman presented a report.

- Called and E-Mailed TV and radio stations but did not receive replies.
- We want to focus on getting TV coverage on Friday Night.
- Will pursue closer ties to the Advertising Committee.
- Shirley suggested that we highlight Clayfolk’s community involvement (empty bowls, library purchases, etc.) in our public service announcements.

Advertising Committee – Phil Fishwick presented report.

- Advertising was about the same as last year but it was noted that print advertising will probably become less valuable in the future as news trends migrate more towards “on line” sources.
- Cards to help determine where people had heard about the sale were distributed at the show on Sunday. Discussion was held about possibly using them on Saturday next year to provide a larger sample.

Mailing Committee – Karen Rycheck presented report.

- Went fine this year
- There were not a lot of patrons filling out cards this year.

Emailing List Committee – Patricia Richey presented report.

- Last year 711 E-Mails were sent out, 34 were invalid.
- Only 263 of the E-Mails were actually opened. Unopened E-Mails may have gone to spam. Will talk to Vicki to see if there is a way to prevent them from going to spam.

Social Networking Committee – Vicki Chamberlain was not present but sent in a written report.

- Added social media link to any and all communication/promotion (eg. PR Packages, newsletter, website, etc.)
- Requested social media buttons be included on the ecard and provided template with link info to assist with the production of the new MailChimp ecard.
- Created a Clayfolk board on Pinterest and pinned at least one image from each member.
- Tied Web postings to Facebook and Facebook postings to the website for more connection between the two.
- Facebook: Increased postings throughout the month of November. Added long time member stories, member photos of work in production, boosted Clayfolk postings and ads.
- Provided an overview of Facebook traffic from Nov.1 thru Nov. 23.
- 192,860 total number of people reached during time frame.
- Provided Shirley with paid reach numbers for each “boost”. Paid total for the campaign was 31,308 people reached at a cost of \$223.51.

Sunday Door Prize Committee – Nancy Steward presented a report.

- Same as last year.
- Had the impression that people were coming Sunday because the door prize was offered.
- “Where you heard about us” results were handed out. Friends (30%), Newspaper (21%), returns (19%), and postcard/net (14%) were the largest contributors.

Signage Committee – Steven Provence was not present.

- Steve has agreed to do signs for next year.

Sales Committee Cindra Vargas presented report.

- Discussion was had about increasing the number of Credit stations or making all stations Cash/Credit.
- It was noted that increasing the number of cash stations would also increase the number of helpers needed to count and distribute money.
- Decided to go all credit in the rear and maintain the cash only line up front.
- New sales configuration worked better.
- Aisle hosts need additional training that is more specific about their duties with regard to directing customers to the proper line.

Visa Committee – Tea Duong & Nina Fernstrom Duong presented report.

- All went well with the new machines.
- Cost went up but is within acceptable limits.

- Discussion was held about having paper available for the credit machines. They have not been left out at the machines because the credit machine tape and the adding machine tape are very similar.
- Cindra will discuss a solution with Nina.

Cash/Check Committee – Carole Hayne presented report.

- All went well.
- One check had an amount that was written out different than the number amount.
- Will highlight the need to verify check amounts during next year’s training.

Price Tag Committee – Linda Williams presented a report.

- Could use an extra person for Friday night and Saturday morning. Linda had to fill in as an extra this year.
- Linda requested a committee person for this year.

Bookkeeping Committee – Ray Foster presented report.

- Bookkeeping went well, only small errors in totals this year.
- Penelope Dews will handle refund checks in the future.

Building Committee – Jerry Huft presented report.

- All went well

Storage Committee – Debbie Raddatz Thompson was not present but sent in a written report.

- All went well
- Noted some comments about the lack of lighting in the group booth.

Group Booth Committee – Marylou Schnoes presented report.

- Received positive feedback, felt that the new arrangement generally worked well.
- New shelves are smaller and limited to 18” vertical clearance.
- May make area at the end to accommodate taller pieces.
- Group booth change basically paid for itself in one year.

Children’s Area Committee – Claire Delffs presented report.

- All went smooth, lots more adults this year.
- 1 new table was added.
- Added larger clean up area.
- Providing a firing handout - worked well.

Demonstration Committee – Chris Borg was not present but sent in a written report.

- Will try to fill in demo slots earlier for next year.
- Will try to add a few “reserve” potters in case of schedule or availability changes.
- Southern Oregon Clay has offered to help provide clay for demonstrations for next year.

Info Packet/Workshifts Committee – Jenny Harkins presented report.

- Number of work shifts were up this year.
- If someone signs up for additional workshifts, in lieu of committee work, They will almost certainly have back to back shifts, probably Friday night/ Saturday morning.
- Having “head” cashier position worked well.

Refreshment Committee – Ken Standhart was not present.

Music Committee – Art Linnemeyer presented report.

- Some comments about music being too loud, some that the music couldn't be heard.
- Using mezzanine worked well.

Show Map Committee – Cris Usher presented report.

- There were show maps left over. The greeters forgot to pass them out Saturday.
- Greeters need to be informed during training.