

Chair Meeting minutes - January 28, 2017
Medford Library

Shirley Huft called the meeting to order at 11:30 a.m.
(Minutes were taken and typed by Peter Alsen)

Points and Contact Information

- Shirley Huft passed out the contact information for all the chairs and requested everyone to review and update their information.

Show and Venue updates – From Shirley Huft.

- Thanked all for the work that was put in last year which resulted in another excellent show.
- The show will return to the Medford Armory next year.
- Show map to be revised to utilize the back wall of the main floor for booths. This will open up area at the front wall for the Demo area and checkout line.
- The electrical will not be able to be hung from the upper deck. Different options were review with the chairs.
- Shirley will contact the Fire Marshall about putting checkout tables in the foyer.
- Shirley introduced Dan and Michael trainees for joint show chairs. They will be the Show Chairs beginning at the 2018years' show.

Sunday Door Prize Committee – Nancy Stewart presented report.

- 580 participants last year.
- Survey showed most people found out about the show from friends or word of mouth. Next highest was from the newspaper.

Cash/Check Committee – Teri Nelson presented report.

- Everything went well during the show.
- The software worked well.

Price Tag Committee – Linda Williams was not present.

Signage Committee – Steven Provence was not present. Sent in report.

Children's Area Committee – Claire Delffs presented report.

- Went well, lots of participants.
- Sent email thanking Southern Oregon Clay.

Storage Committee – Michael McKenney presented report.

- Everything returned to storage after the show.
- There is room for stanchions but some non-Show materials might need to be cleaned out.

Group Booth Committee – Amy Segovia presented report.

- Shelves were good.
- May utilize grids to extend the height of the booths next year.

Demonstration Committee – Chris Borg was not present. Sent in report

- Everything went well.

Info Packet/Workshifts Committee – Jenny Harkins presented report.

- Would like comments regarding the optimal number of people required at the cash checkout and as aisle hosts for next year.
- Job descriptions of line monitor and aisle host need to be clarified.
- Two line monitors should be in place for Friday night and Saturday morning.
- May investigate more swing stations (cash, check, and credit).

Refreshment Committee – Cheryl Kempner presented a report.

- Work on kitchen has not started at the Armory yet.
- There will be a new configuration next year.
- Suggested offering a point for bringing soup.
- Asked that the Board be requested to approve a budget for an additional \$100.

Music Committee – Art Linnemeyer presented a report.

- Music went well both nights. Harpist on Saturday was a welcomed addition.
- Suggested moving music to main floor on Friday night.
- Suggested increasing budget \$50.

Show Map Committee – Carole Hayne presented report.

- 1500 programs were made, two full boxes were left over.
- Suggested making 750 next year and promoting recycling of the maps during the show.

TV/Radio Committee – Stephanie Friedman presented a report.

- Due to move to the Armory, a new video will be made.
- Some TV ads were a little more expensive than anticipated.
- Reviewed time slots with the advertisers and arranged for more favorable slots.
- May limit the amount of TV stations where we pay for ads.
- Requested additional budget for radio advertising.
- Shirley will provide a contact person at the TV Station to help arrange Friday TV coverage. It was suggested that a Friday report during set-up may have a better chance of making the evening news.

Advertising Committee – Phil Fishwick presented report.

- Good turn-out for the show this year.
- Advertising will need to re-educate the public about the venue change again this .
- It was suggested that bookmarks be handed out beginning in June meeting. Lots of bookmarks left over from 2015 which can be used this year.
- Suggested signs be put up at the Brammo Bldg. during the show directing people back to the Armory.

Mailing Committee – Karen Rycheck presented report.

- More people are receiving their invitation via the computer which means fewer cards.

Emailing List Committee – Patricia Richey presented report.

- Last year 828 E-Mails were sent out, 415 were opened.
- 69 people signed up at the show this year.

Social Media Committee – Vicki Chamberlain presented report.

- Posted Clayfolk on Pinterest, U-Tube, Facebook, and Instagram..
- Lots of Facebook views.
- Proposed linking everyone's Pinterest pages.

Bookkeeping Committee – Ray Foster presented report.

- Record sales for the show.
- No bounced checks.
- Clayfolk account is doing well.

Sales Committee Cindra Vargas presented report.

- Everyone showed up for their mandatory training and their work shifts.
- Having "Shift Leader" helped a lot.
- Pipe and drape stanchions worked well in the checkout line and can be used at the Armory.
- Sales chair should have a roster with everyone's contact information in case customers have questions for them during the show..
- Customers enjoyed the candy kisses while in line and suggested we do it again.

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

- Had 11 machines last year, seemed to work well.
- Using styluses was helpful and suggested purchasing 11 for Sales use..
- US Bank machines were fast and accurate.
- Wrapping is still takes the longest time.
- Suggested tabling bar codes for this year.

Building Committee – Jerry Huft presented report.

- No overhead electrical cables will be allowed to attach to the balcony at the Armory.
- May use Cable Guards and run cables on the floor.
- Question was raised about what the Armory did to mitigate Lead.

Promotions Committee – Bob Johnsons and Nancy Lever presented report.

- Suggested promoting former scholarship recipient's accomplishments.
- Brainstormed ideas to entice people to attend Saturday or Sunday rather than Friday night.
- Nancy suggested we review our TV and Radio advertising to ensure we are getting the best bang for the buck. She felt that "signage" has a large impact and should be emphasized. Requested increase in budget

Other Business.

- Nancy Lever presented a plan to use the All Aboard Trolley for Friday night to alleviate traffic at the Armory.
- Cost is \$130 per Hour.
- Would shuttle back and forth between the Armory and Walmart parking lot.
- Nancy will contact Walmart about using their lot.
- Chairs should let Jenny and Shirley know what your committee needs are for this year's show.

