

## Show Chair Meeting minutes - January 18, 2015

Medford Library

Shirley Huft called the meeting to order at 12:10 p.m.

(Minutes were taken and typed by Peter Alsen)

### **General Comments** – From Shirley Huft.

- Thanked all for the work that was put in last year which resulted in another excellent show.
- Website has been updated and several changes have been put in place.
- Show applications will be posted on the website as they are received.
- Show participation list will be posted on the website, will include the wait list.
- Remember to get receipts to Ray Foster as soon as possible.
- People doing extra shifts should verify with the committee chair to ensure that you receive credit.
- Any name, phone, or E-Mail changes need to be sent to the membership chair so updates can be made. This reminder will also be posted in the July E-news and newsletter.
- Please cash your show checks in a timely manner to help bookkeeping.
- 15% discount for potter to potter sales is only for “off the books” sales (not handled through the cash registers).
- Make sure Shirley has a current job description and timelines for every chair position. Shirley will send out what she currently has to each chair for updating.

### **Promotion Committee**– Bob Johnson presented report.

- Highlighted the need for coordination between all publicity groups – Shirley suggested May meeting for all advertising and publicity related committees.
- Suggested bookmarks be available early in the year so they can be given out year round. Libraries are good venues and they can be given out at shows.
- Demo posters worked well. Suggested they be made generic so they can be reused.
- Tours were well received. Next year they need to be set up earlier so work assignments can be adjusted. Talked about the possibility of moving them to Saturday afternoon.
- Nancy Leever created a list of talking points for people doing media interviews. Conversations about money are not appropriate during interviews.
- Idea was submitted about contacting local interior decorators.
- Nancy suggested creating yard signs. It was requested that she research cost and legal issues.
- Bob to research viability of banner and use of Verizon “Leader Board”. Also see about posting notice in AARP Magazine.
- Sign to be added to lobby thanking sponsors, TV and Radio.
- “Spotlight” Section of Jefferson Monthly has been discontinued.
- Jefferson Public Radio Magazine did not do an article on Clayfolk last year even though we donate heavily to their Wine Tasting/Silent Auction Fundraiser. Discussed ways to encourage them to still do a story on our event. Suggested handing them a press release when our donated pots are delivered.
- Nancy to contact Shirley about doing posters and the use of Jeff Spindler as a potential volunteer for this effort.

**TV/Radio Committee** – Donna Marie not present.

- Comment was made that an effort should be made to get Channel 12 to come out on Friday evening rather than Sunday

**Advertising Committee** – Phil Fishwick presented report.

- Advertising with several smaller papers has been discontinued. May go with bigger ads for some of the larger papers.
- New promotion pictures have been added to the website.
- Discussion was held on ways to give credit to Guy for his photography. Agreed to give him a credit line on the website.
- Guy received a gift certificate last year for his help, but it was recommended that we try to use him more or we may lose him.

**Mailing Committee** – Karen Rycheck presented report.

- Approximately 1,000 new names were received for the mailing list.
- Discussed adding the option of receiving a card when signing up for an E-Mail reminder.

**Emailing List Committee** – Patricia Richey presented report.

- Last year 710 E-Mails were sent out, 110 were invalid.
- Possible use of Mail Chimp was recommended.
- Needs to research having names/E-Mail addresses put directly into the website.
- Only 34 new E-Mail entries at the show this year. Greeters were encouraged to focus on this next year and additional training is recommended.
- Requested portable electrical power source or outlet for E-Mail stations.

**Social Media Committee** – Teri Nelson presented report.

- Used \$188 of \$300 budget.
- Placed add on Facebook and “boosted” several posts and felt they were successful.
- Requested PayPal account to facilitate payment.

**Sunday Door Prize Committee** – Cheryl Weese was not present.

**Signage Committee** – Steven Provence presented report.

- Discussed ways to make the banner more noticeable and to be put up earlier.
- Sandwich boards need repair and weights added.
- Steve will make a printout that can be attached to demo posters.
- New sign to be added in lobby: “No photography without the permission of the artist”
- Tags noting “Microwave Safe” and “Artist is Working” will be available to the artists for use in their booths.

**Sales Committee** Cindra Vargas presented report.

- Some committee members dropped out leaving others to do double-duty during set-up. Drops will be refilled next year.
- Ran out of boxes on Sunday – solution to be sought for next year.
- Lots of no shows or late shows for work assignments. This is unacceptable and could result in loss of point for no show or additional percentage taken from sales .
- A better description is needed on the application that reinforces the team captain responsibilities.

- Rear sales area should be expanded on Friday night. Investigating moving music to mezzanine to make room for additional cashier.

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

- Nina to test using Square application for I Pad or I Phone for use in back area using Iphone as a hot spot.
- Friday night should have 3 people per station. The speed of the new credit card machines makes the wrapping take the longest for each transaction.
- May create a paddle to hold up when a station is ready for the next customer.
- All cards will be run as credit cards.

**Cash/Check Committee** – Teri Nelson presented report.

- Suggested 3 separate cash tills for next year.

**Price Tag Committee** – Linda Williams was not present.

**Bookkeeping Committee** – Ray Foster presented report.

- Bookkeeping crew was on time.
- Tallies were very tight every night.
- 2014 was a record year for sales and accuracy bringing in over \$200,000..

**Building Committee** – Jerry Huft presented report.

- Fire Marshall reported that the electrical was acceptable and will be the same as last year.
- Pop-up sides cannot be used unless they have a tag noting that they are fireproof.

**Storage Committee** – Debbie Raddatz Thompson and Bill Thompson were not present. Report was sent in.

**Group Booth Committee** – Marylou Schnoes presented report.

- Booth materials in need of repair.
- New shelves will be needed.
- Suggested we go with a “free standing” design.
- Marylou to research cost of upgrades and present to board for approval.
- Shirley made a proposal to expand the group booth by 1 space next year.

**Children’s Area Committee** – Claire Delffs presented report.

- Bins and tools are to be cleaned prior to next year.
- Plastic table cloths have 1 more year of use.

**Demonstration Committee** – Alissa Clark presented report.

- Mirror did not work well last year, alternative has been found for next year.
- Demonstrations will end at the same time as the Children’s Clay on Sunday.
- Southern Oregon Clay has offered to help provide clay for demonstrations for next year.

**Info Packet/Workshifts Committee** – Jenny Harkins presented report.

Items to be added to next year’s Information Packet:

- 3 works shifts each will be required next year.
- All participants will have a Friday work shift.
- Pop-up sides must have a tag indicating fireproofing.

- Failure to show up for a work shift will result in loss of 1 point or additional percentage being added to sales.

**Refreshment Committee** – Ken Standhart was not present, written report submitted.

- Encouraged everyone to bring “substantial” food for the buffet next year.

**Music Committee** – Art Linnemeyer was not present.

**Show Map Committee** – Cris Usher presented report.

- Requested information be provided as early as possible.