

November 12, 2018 Guelph Pottery Guild Meeting

Held at Guelph Victoria Road Recreation Centre 7:00pm

In attendance:

Carrie, Darlene, Eleanor, Eric, Gail, Hilary, Juliet, Kirsten, Lisa, Louise, Sheena, Teresa

Agenda was distributed. (Since this is my first time doing minutes for the meeting I am going to bold the agenda items and write the notes from discussion underneath.)

1. Welcome to (potential) new members!

Carrie, Darlene and Kirsten were duly welcomed.

2. Update and sharing of new website

a. Hilary is heading the project with assistance from Eric and Lisa (Amanda would like to offer help.)

Hilary presented the new website in its build format. The website will be guelphpottersguild.org. It is much easier to use and update than the previous incarnation. Opening page/Landing page will have a slide show of images of people creating. Right now they are from open studio times. Looking at listing meetings on the landing page, also grabbing images for new galleries of members' work.

The About page will outline aims of the guild. Currently editing old text, and in January there will be changes coming to the BOD.

The How To Reach Us, once published will have live links – contacts to facebook, Instagram and links directly to the recreational programs.

The Open Studio page will have timing information with a run down of what is available at the Studio. Shows and Exhibitions will display both our shows, and the history of past shows and demos as well as notices submitted by members. (Discussion suggested that current shows Ours and Members should come before history of past shows.)

Membership Page will have the possibility of being private and possibly act as a archive of past minutes, discussions, workshops etc.

b. Items needed for website, e.g. pictures of work, maybe a brief from potters regarding their work / why they choose the technique(s) they do ... ?

People are to email Hillary re. the name they want to have highlighted when people roll over their images, also to chose a website connection they wish to highlight. The default is first name and last initial.. If you wish to change that, please contact her.

For submitted images cropped pictures, square jpegs or 4 by 3 ratio work best.

Please also submit, if interested, a brief written description regarding your work – how you work, influences etc.

c. selling on the website - What do we want to do here? Who would be interested in taking on this aspect of the site? (note that our marketing plan suggests sales with local pickup, no shipping)

General decision after discussion was made to not include selling on the website but rather highlight members own websites/stores. Suggestion that people who are interested in selling investigate the idea of Etsy store fronts etc.

3. Post discussion of Mugs and More - Do we want to continue this sale or do we want to drop it?

Discussion centered around the event itself and if people desire to continue. The vote taken by members outlined a desire to continue BUT only if we could be granted space indoors. It is too cold, rainy etc. to do the sale/demo in the outdoor space but to run it during the say. Formal vote for continued participation with the caveat of IF WE ARE INDOORS was Yes (6) No (1) with the not paid members not voting.

Report from the Treasurer re. the event:

Costs were taken care of by the city.

Honorarium to the Guild of \$150 was paid - \$100 went to cover the crafts.

Total Sales of Mugs: \$631. \$189 of that went to the Guild as well as the additional \$50 from the honorarium.

Lisa commented that new shows need to have 3 people who step up to organize.

*Discussion went off the agenda and on to a general discussion about how we should look at doing shows as a whole.

- Financial aspect of needing a committee who is consistent
- Someone to contact the Free Listings in a variety of newspapers/media outlets including the fact that City of Guelph has a communication department which if we get ahead of the ball (meaning months not weeks) they would be able to distribute material.
- As well as there is the Guelph Arts Council - many connections to be made the issue in part is remembering it and having an organized group to undertake it.

Discussion about 3 shows over the year – Spring/Culture Days/December.

In regards o the Spring show Tonie is interested in us doing a show at the Clay Center. City. City would give use tents etc. The studio would also be open in order to host an Open Studio Tour. Keen for it to be in June to promote the studio sale aspect of it. Discussion about trying to coordinate it with other Arts events going on in Guelph during the month.

4. CHRISTMAS SALE - 15th annual!

- a. sales tax WILL NOT come out of the 70% to the potter**
- b. distribution of promo materials available from the City**
- c. reiteration of the email Tonie sent regarding set up times, etc.**
- d. sign up for the day: receipt table, wrap table, demo - wheel or hand-building, floater (mentor potter); pass sign up sheet around**

- e. ask that people bring clay boxes or beer flats to segregate orders to avoid confusion like last year during the peak rush**
- f. follow up questions on pricing?**

Notes and assignments in regards to the Christmas Sale. Can set up on Friday evening from 6pm until 9pm. Signs will go out on Saturday morning. Discussion about pricing (both as follow up from the video and also the show). There will not be a seconds table at the Christmas sale but suggestion being have additional work can put out as the original work set out gets sold. Followed on a discussion about the history of the show and the fact that it has a huge following and there will be people waiting for it to open on Saturday morning. Conversation also followed on getting a pricing sheet/inventory. Hilary offered to bring samples and examples to Open Studio to show and tell. Discussion was about sheets needed to be submitted to Tonie in advance. (That may have changed based on the most recent email from Tonie.)

5. Future of the Guild

- a. elections in New Year (Chair, Amanda is stepping down), review other positions (please think about whether you are prepared to continue what you're doing now, increase or decrease your involvement)**

Chair position is up for election in Jan. Gail is looking to remain as Treasurer. Needing Advertising team (which may consist of Sheena (?) and Carrie). Secretary is a rotating position. Lisa is happy to stay as Membership, John Peet is the Technical Liaison and Juliet & Hilary remaining as Members at large.

- b. brief review of the marketing plan prepared and presented by Lindsay Wilkins in September**

Slight discussion about the plan and the comments it contained. Consideration about the volunteer commitment and how that is calculated as well as the barrier that seems to form to some people deciding to participate in the Guild. Reframing the idea into learning opportunities or requirement for community involvement as part of Guild membership.

- c. direction of the Guild; please think what the GPG provides for you, changes you'd like to see and what you can contribute to the GPG when thinking about the following points:**

- **increase sales events** Suggestion NOT at the time. Not manageable at the moment – 3/ year is enough.

- **sell wares beyond the City run sales + tap into other groups in Guelph, i.e. Makers Markets? Guelph Night Market?** Suggestion that individual bring their connections to meeting to share so others might be able to connect and share/ promote members participation in markets on the website.

- **increase workshop events** Current timing is for approximately 4 a year. Discussing the idea of some outside of the studio workshops – Yoga for Potters (possible in Jan?); how to photograph your work; how to best display (maybe also how to enter juried shows etc.)

- **lobby the City for advanced classes** Suggestion that individual members approach Tonie directly to suggest advance classes. Eleanor suggested she would love to teach more advanced classes.

- **introduce new programs such as mentorship and what that would look like** Still trying to determine what exactly that would look like.

- **stay the course in terms of shows (2-3 / year and workshops 3-4 / year)** This is where we are considering staying for the moment as it is close to the amount of energy/commitment people have.

- **continue with the City's studio arrangement** Once again this is where we are considering staying for the moment as it is close to the amount of energy/commitment people have.

- **go rogue and find space elsewhere; approach local Guilds / Clubs / individuals in Guelph to join forces for space** NOT at this time.

- **scale back and go on simmer as a guild, i.e. reduce the number of sales and / or the number of workshops** NOT at this time.

- **close down and call it a day** NOT at this time.

6. New years' plans:

- **possible June show at studio - Show committee members?**
- **upcoming workshop or field trip suggestions - Organizer for each event?**

Discussion about possible Christmas gathering/dinner. A number of restaurants were discussed – the Albion seemed to be a happy suggestion.

Lisa is pursuing the idea of a Yoga for Potters class in January.