

MEETING MINUTES September , Monday, September 10, Gail's house

Present : Lisa Fedak, Gail Isajenko, Esther Schletz, Carol Pickup, Anita Loyson, Juliet Promnitz, Amanda Kerr, Lindsay

PRESENTATION ON GROWING THE GUILD

Lindsay

A full copy of the report will be posted on the Guild website

Suggestions

Both surveys focus on sales, workshops, increasing community awareness

We should aim for Generic signage, "sale THIS Saturday" in order to minimize costs

Post sales and events on Online sites such as eventbrite

Posters in stores Diana's restaurant, library, farmers market, art store

Smaller version of poster, hand delivery by members to neighbors 40 houses per member

Social media Facebook event if Guild run, not necessarily for city events

Toni will send advertiser to communication department. Subject to approval from the city

Beyond Guelph : eventbrite radius

Waterloo record free

John suggested Toni might be open to a mobile sign , one at the studio and one at VRRC

Scheduling IG and FB posts : more closer to the event ( 2 weeks out is optimal to start -anything earlier becomes annoying)

Encourage followers to share : tie to a giveaway

During the sales : Have customers post image with tag and hashtag and have free gift

After sales, post videos and pics in IG

Car magnets generic signage \$22-58 size dependant, bus stop signs?

Approach the Guelph Potters market regarding being showcased, or part of the sale  
Creativespark

Farmers market may have an event in December

WORKSHOPS

3-4 per year

Advertising FB events, FB posts, email, newsletter

Arts council

## INCREASING MEMBERSHIP

workshops: can add incentives to encourage joining

Charge people more if they're not members.

Guild workshop good ones for members only

Mentor ship opportunities potluck or stances and members share their skills and time

Members list their expertise for guild

Space: use potterspace for guild events MEMBERS ONLY

Less volunteer hours: reframe as a learning opportunity, new members will learn how shows are run by working alongside an established member

Member only studio time, workshops,

Sales, social events, online store

## ONLINE STORE MEMBERS ONLY

Post items for sale, pickup only

Presale before the sales

West end table for pick up

Sales: flyers with guild info in package

Business cards individual or general

Community partnerships : Hope House Christmas tour 1500 people tour. Gift basket with guild membership info ballot box with info. Can be a sponsor \$125 draw for tickets, halfpage ad

General suggestions, own domain 0.99c [guelphpottersguild.ca](http://guelphpottersguild.ca)

Weebly, wix, godaddy, \$60/year

FB : content marketing, articles about glazing, pottery videos, general interest,

## OTHER GUILD NEWS

Next guild meeting

October 22, 7 pm : VRRRC, Good Elephant workshop on pricing your pottery

Venue also booked in November, January and February, Lisa to supply dates

## CULTURE DAYS

29/09/2018

Activity 9-12

City liability insurance covers us

Activity: air dry clay station. Need a card with instruction for public participants to take home.

We presume we'll need Craft air dried clay 3 boxes, @ \$30 each

\$150 honorarium from city delivered st venue

Set up, 4 tables for sales and wrapping. Small area near by for craft

4 Tables shared equally amongst Guild members participating

Need to get an idea of numbers of members participating for sale

70/30 split to Guild

One table, 4 chairs for activity CarolP

Tables between Esther and Gail

Gail make sure Wyndham art enough stock of clay

Example of clay buddy will be there

2 volunteers at craft table

3 people to man sales table, need chairs Gail will bring 2

Float person per hour to keep table tidy

6 people per hour required 9-2

Signage, lock box etc at studio 6 pm,

Amanda and Gail

Set up 8 am

Meeting adjourned,with thanks to Gail for hosting



