

Guelph Potter's Guild

Meeting Minutes

March 9, 2015

Present: Amanda Kerr, Anita Loyson, Eleanor Hendriks, Ghada Sultan, Hilary Appleton, Joanne Mead, John Peet, Lisa Fedak, Lynn Kane, Nancy Hyatt-Jacobs

Next meeting: Monday April 13th - 7pm - Guelph Community Pottery Centre

I. Welcome:

- Meeting Chair - Hilary - Welcome & Thank you!

II. Elect Member at Large:

- Need to fill Member at Large - Nominations included Juliet and Amanda
- Juliet stepped back in
- Amanda Kerr - Member at Large
- *Noted - Lynn has offered to help with Communications
- Lisa suggestion - Member at Large change each year
- How long each member is in a position should not be the same - should overlap

III. Guild Account: signing officers decision and ID

- Hilary, Anita, John and Joanne - designated signing officers
- *Hilary to set up account Wednesday March 11th with Anita

IV. Confirm and appoint committees, breakout team discussion:

- New Site - an update from Nancy before we began discussions
 - the New Site proposed is 2000 square feet at the Victoria Rd Rec Centre - it was understood that we (the GCPC & Guild) are to be included in the Renovation
 - as well as the suitability of space in the South End
 - Alana is off sick as of last Friday, and there is concern on who is following up on our behalf while she is off
 - it is our understanding that there is no change to the plans for the site at Vic Rd
- we broke out into teams to discuss our goals - teams were asked to set up goals and a timeline

- **1 Membership Team: Anita, Amanda & Nancy discussed this**

Goals...Steps/Tasks...Timeline

- the membership team discussed the items important to the members: the benefits; responsibilities; coordinating tasks, etc
- *discussed the yearly rate cost and volunteer hours - would this be discouraging?
- *discussed that we want the feeling of contributing back to the Community/Guild
- maintaining fiscal year membership - **March 1st**
- *discussed that members joining this year would pay the full rate, but all memberships would begin again March 1st - year end
- developing a tracking system (spread sheet) for volunteers - sign -sheet

- update the volunteer book (Delhi...)
- *discussed what a member would be expected to do - Volunteer list
- would there be a membership card?
- what would the benefits and responsibilities be?
- *Nancy will follow up with PSH to see if we can set up Membership discount
- *Jo had noted that PSH was no longer offering discount to Hamilton Guild members.

- 2 Communications Team: Eleanor & Joanne discussed this ...

Goals...Steps/Tasks...Timeline

Goal:

- Raise the profile of the Guild.
- Establish network of information dissemination so people have access, feel connected and well informed.

Look at 3 streams of Communication:

#1 Website - consolidate the two current sites - update it to have all the info needed - calendars, event schedule, minutes etc

*Lisa looking to link information - Open Studio & Guild

*Hilary will take time with Eleanor and Jo to show them how to website works

- additional notes - call out for people talented in this area to review content & make recommendations for additional elements; can we use a highschool student to assist on the website *Volunteer hours for student

- Short term - get the information up to date; Long term - look at other websites for best practices and update accordingly

#2 Social Media - Facebook - dynamic information and interactive

- set up a business Facebook page - with a link to the city website on classes *we would need to let people know we share space with the city pottery program and there are classes avail

- the solid information - core to the Guild - will be on the Website,

#3 Newsletter - a Quarterly

- email to all members on the events of the Guild

*a printed copy can be kept posted at the studio

*discussed how best to send it out - Guild - gmail account - google doc.

Steps/Tasks:

- Research - other Guild websites - what elements are possible - what do we want. Source out the "best practises."

- Get a plan/feedback on format & content that is useful to us

- Technical Assistance - get some (*see notes on Hilary above and other talented people)

Timeline:

- promote Spring Sale - May & Christmas Sale...

- 3 New Site Team: John & Lisa discussed this ... *with Nancy as well...

Goals...Steps/Tasks...Timeline

Goal: Meet with Vicky Dupuis and Sarah Farwell (Sarah is filling in for Alana)

*Hilary's email to Vicky for records

Steps/Tasks: Sites- Delhi & Vic Rd - come up with list of questions & email Vicky ahead of time

Questions:

- Have the plans for Vic Rd & South End changed?
 - remind us of the timeline?
 - how definite?
- Is Delhi an option?
 - how soon could that happen?
 - how do we make that happen?
 - Volunteers? Policy?
 - how definite?
- What can we do to facilitate moving forward?

Timeline: As soon as possible

*In the next day or so:

- John will call
- Lisa will get info from Hilary and write out a list of questions for John
- they will send them to Vicky and Sarah in advance

- 4 Exhibition Team - Hilary & Ghada discussed this

Goals...Steps/Tasks...Timeline

Goals: (within 2 weeks)

1 - Meet with Art's Council - Katie Wilde

- find out about grant money available

2 - Ask City Facilities about installing & staffing showcases

*could things be bought from these locations

*Guild would need to monitor & track sales

3 - Approach Potters Market (Melissa Farquhar) - regarding table(s) at the Market

*what are the options

*discussed membership participation - numbers of people or numbers of work at tables, how best to organize the display

In Addition...

*Nancy will approach Fair November about possibility of Guild Participation

*discussion about internet exposure - sales & on-line sales; etsy - still an interest and something to take on as the next step later

V. Other business:

- Discussed how regular meetings should be... 2 months? 6 weeks?

VI. Set date for next meeting:

- Monday April 13th, 2015