

Guelph Potters' Guild

Meeting Notes for 7 March, 2016, 7pm at Gail's house

In attendance: Gail, Hilary, Nancy, Lynn, Esther, Carol B, Anita, Juliet, Lisa, Eleanor

Regrets: John, Amanda, Joanne, Carol P, Rhonda

Next meeting date and place: TBA, probably in early May at studio once class schedule is settled

Thank-you, Gail, for a delightful meeting setting this time round - a lovely change!

1. Share creative item or creative query:

- Information: Lisa had a question about use of a thrown form to use as a base for throwing platters. Her test platters have split when drying. Nancy advised that the form should be bisqued for its porous nature rather than fully fired. Juliet suggested rolling a slab to place in form and then smoothing with rubber rib.

2. Membership renewal (\$30 per person, membership to December 31, 2016), - next fee collection will be January 2017

- Discussion: the question of hardship of paying \$30 fee at that time of year - suggestions included asking for fee as a Christmas present from family or keeping aside the fee from the individual member's profits at the Mug Shop or December show to cover the fee
- Action: Anita collected many of the 2016 dues of members present at the meeting
- Decision: to remove the youth membership (\$20) on the 2016 Membership application until we are in a position to deal with youth participant, Hilary will amend the 2016 PDF application on the website

3. Update from Nancy about studio location

- The Community Guide shows spring class sessions beginning in April and summer camp sessions booked at Municipal Street through to August 19th, 2016
- Information: at the April City of Guelph Council meeting, the councillors are going to review the request to have the studio moved back to the Delhi Street facility
- Discussion: various tactics: GPG buttons, free guild made coffee cups for councillors to use during meeting, display of old show posters, Hatch space in an empty downtown storefront (Lynn to inquire)
- Nancy will ask Alana Bell about what we would still need to supply in addition to all of the letters, history of our events over the past 15 years (pre-Guild and over the past inaugural year), existing slide show, existence of our website, participation in Culture Days, membership in the Guelph Arts Council etc. A speaker on behalf of the Guild would be advisable.

4. Square Card Reader:

- Information: Anita and Juliet outlined the use of this free gadget to plug into an iPhone, iPad or Android phone which allows us to take plastic payments (MasterCard, Visa etc.) anywhere and would allow buyers to buy more items than their cash on hand might allow. There is a service fee on each transaction (2.65% per swipe) which would come out of the item price and be deducted from the Potters Guild business account at the Meridian Credit Union. The device can be used even when there is no signal. It requires downloading a free point-of-sale app on the mobile device. Check squareup.com for more info.

5. Trillium grant proposal:

- Information: Hilary shared information about the need to incorporate to access the Ontario Trillium Foundation grants (\$203 to register)
- according to self-assessment tool on the OTF site, we qualify for a capital grant, \$5000 to \$150000 - suggest we incorporate, then register but delay any applications until we have a confirmed space
- Discussion: What is the actual cost of incorporation for a not-for-profit organization over an above the mentioned \$203? Is a lawyer or accountant required? Lisa will check with her lawyer (Moon) who is located downtown and handles business affairs for local arts organizations. Can he do it pro-bono, or is there a fee we need to budget for? Lynn has contacts at Diode and will inquire there for advise.
- Nancy reminded us that we have a contact, Omar, at Trillium to help us organize our applications

Upcoming 2016 dates to register and apply to OTF

June 8 Organization registration deadline for **July 6** Application deadline

August 17 Organization registration deadline for **September 14** Application deadline

December 7 Organization registration deadline for **January 4, 2017** Application deadline

6. Changes to Board:

Some board positions have changed as follows:

Board Chair - Hilary Appleton to Gail Isachenko

Past Chair - Hilary Appleton

Treasurer - Anita Loyson

Secretary - Amanda Kerr

Communications Director - Eleanor Hendriks to Lynn Kane

Technical Director - John Peet

Studio Advisor - Nancy-Hyatt Jacobs

Member at Large - Joanne Mead to Eleanor Hendriks

- Discussion: Lynn can explore social media (Facebook, Twitter, Instagram) we can use and will connect with John regarding the new website he is creating and how to dovetail all the communication paths available to us
- Discussion: We will all strive to be supportive to Gail in helping her learn the ropes

7. September Shows:

- Decision: to go ahead and register for Culture Days again with the Mug Shop, September 30, October 1st and 2nd, 2016. We would probably pick one day and follow the same set-up and offer the same craft being careful to fully staff that activity roster this time. Rationale includes reinforcing the brand we established last year, the publicity already laid on by the Guelph Arts Council and the City of Guelph and our own familiarity with the process. Hilary can do the advance paperwork
- Discussion: we reviewed the pricepoints and decided to add a \$25 level as well. Also considered a 60/40 Potter/Guild split rather than the 50/50 split we used in this fundraiser last September
- Discussion: Esther also mentioned the possibility of hosting a 'Yard Sale' type event on her long driveway out on the Elora Road, we have all the set-up items needed to stage a show (tables, signage etc.)