

# St. Albert Potter's Guild Meeting Minutes

## April 11, 2018

1. Meeting was called to order at 7:01 PM.
2. **Additions to Agenda:** Marnie and Diane were added to the Agenda under New Business and Rachelle under Old Business. The agenda was approved with these additions by Laura and and seconded by Adeline. All in favour.
3. **Approved Minutes:** Minutes were not asked of the membership to approve - will ask for approval of March 2018 minutes at May meeting.
4. **Board Members:**
  - a. **President:** Willie mentioned that Angela's grand daughter Ella was back in the hospital for genetic testing and it is looking positive. A card is going around for all to sign. Willie read a portion from the 2015 edition of the Pottery Illustrated magazine - it was about throwing, worrying about the technical aspect of throwing, but forgetting to enjoy the process! Great reminder to have fun while potting! The normal clay shrinkage from greenware to glazed ware is 12-15% - this of course depends on the type of clay. Just a reminder that when loading the electric kilns to use the skinny old stilts - the others are for the gas kiln. When emptying the kilns the shelves are put white to white and black to black. For the electric kiln the shelves are put on the cart and the for the gas kiln the shelves are put on the carpet. It was also mentioned that the 3 positions on the Executive are coming available - Vice President (As Randy will move to President), Communications, and Program Coordinator. Hopefully 3 people will step up and fill these positions. A benefit of being on the Executive is you get to know your fellow guild members really well.
  - b. **Vice President:** Randy stated that the Executive has been discussing setting up another committee to look into Social Media - for example both public and private Facebook. It will be brought up next meeting so think about it before the meeting if this is something that interests you.
  - c. **Secretary:** No report. Tanis is filling in for Angela.
  - d. **Treasurer:** Annalisa will send around the membership renewal forms which must be filled out and returned by the end of May. The fee is not due until the end of June.

- e. **Program Coordinator:** Maureen is unwell and not at the meeting. Willie reminded us of the Decal Transfer workshop on May 27th. If you have signed up you are required to pay to keep your spot.
- f. **Communications:** Margaret stated that her position on the Executive is coming available and mentioned that it is not a hard job and does not take up too much of your time.

## 5. Tips:

Jill - mentioned that "Handbuilder's Monthly" has a coupon for free shipping if you purchase the decals that are used in the Decal Transfer workshop. Use coupon code *freeshiphbn* at check out.

Gene - showed his "shrinkage rulers" since most had not seen or heard of these. Willie showed the bisque ruler and the glazed ruler and compared both to an actual 12" ruler.

Julie - stated that some of her plates that have the old shino glaze on them can lose colour if another plate or pot is sitting on top of them. The colour is white where the pots are touching each other but the glaze has not worn off - still usable. Not sure why is happening!

## Committee Reports:

- a. **SAPVAC:** Kathy stated there was not a meeting this month. Just a reminder that the Art Walk is on during our Spring Sale.
- b. **Supply and Capital Equipment:** Diane stated that the chemicals and clay that was ordered has come in. Just a reminder that if you take a chemical out of the extra bins please write it down on the sheet that is on the bin. That way Diane knows exactly what is in the bin and what is not, thus making it easier to order chemicals. Otherwise it is a good 1.5 hours to empty the bins and sort out what is there and what is not. Also please ensure the lids of the Rubbermaid containers are snapped down hard and shut tight. If any of these containers spill it is very dangerous and we would have a lot of explaining to do about our safety rules. As well ensure that the chemical room and glazing room are cleaned thoroughly. For example in the glazing room if glaze is spilt and not cleaned up and the bucket is pushed back under the counters, it picks up the glaze on its wheels and is transferred to the floor.
- c. **Clay:** Elene stated that she usually puts in a large order of clay which keeps the price per box down. A small order was put in at the last minute so that clay is going to be about \$3 more per box.

**d. Library:** Jan stated she had a request for a video “Elevating the Hand Made” which can be purchased on “Ceramics Arts Network” (which has lots of free stuff). She was not sure if she should get a DVD or the download? Is there copyright issues? She has sent an email to the Gomez’s regarding putting it on our website. Jan also wonder if there was a budget for the year for the library? Diane stated that the St. Albert Library will buy videos and they may purchase the DVD and the ability to download as well - there would be no cost to us. Rachelle stated that often you get digital access with magazines so perhaps this is the same. It was discussed that if we subscribe to the Ceramic Arts Network we would get access to lots of information. But can we all share this subscription? It was mentioned that “Clay Flicks” is part of this website as well. After lots of discuss Jan will gather all the information and report back to the Executive the following (and more):

- If we purchase the download do we get the DVD as well?
- Do we have space on the website?
- Can we all share in the subscription?
- Can the library purchase the DVD? Maybe others as well? Can we watch at the same time?
- Would this video be available to download if members had a Library card?

Jan stated that if someone would like to help her with this task to let her know!

**e. Glazes:** Edith sent out lots of emails in the past week as 11 glazes needed mixing. She has noticed that some members have mixed glazes several times in the preceding months where others have mixed none. So when you are in check the glazes you are on. It was brought up that perhaps we need to change the names on the glazes but the thought was this is just too much work. Some are mixed very quickly and others are taking longer because either no responds or just responds to Edith. Remember to respond to all the members on the list so you can all arrange a time that works. Willie reminds everyone to check their junk folders to see if emails are going there. As well each glaze recipe has amounts for 1/3 and 1/2 of a pail. But if the bucket is almost empty then mixing either of these amounts is not enough. So you need to look to see how much is left and how much more is needed to mix to ensure the bucket is full. Perhaps need to have 2/3 or 3/4 recipes. This will be looked at perhaps adding these amounts as member do not want to do the math themselves - errors will definitely occur!

**f. Raku:** Linda stated that the site is accessible and the tanks are filled. She is thinking of a May raku and she will come up with a date and send out to all members.

**g. Housekeeping:** Marnie stated that after our Spring Sale it is time for housekeeping! She will put up the list so please sign up and have your cleaning done by the end of May.

## **7. New Business:**

Marnie - suggested that perhaps we can get some shelf lighting in WARES so that first the store itself stands out and second, the items on the shelves are highlighted. The lights would be on when the store is closed so it stands out and people realized where WARES is. Rachelle thought that perhaps the lighting that she is looking into for the Spring Sale could be used in WARES after the sale is over. Linda stated that she is very confident that SAPVAC would approve and pay for lighting in the store. Linda and Kathy will look into this.

Diane - a reminder that when you come in after hours you must sign the book in the hallway by the security office. You must sign in and sign out. This is in case of an emergency that someone knows you are in the building. Marg Brenda stated that the date and time are on the phone right by the book so it is easy to write this info in. As well we should be signing in and out when we are attending our monthly meetings as it is after regular hours.

## **8. Old Business:**

Rachelle - she has posters and book marks for the Spring Sale - so spread the love and grab some and put them at work, in your favourite grocery store, gym, wherever - with their permission of course! Remember that for every 2 pages of pots in the sale you should be working 1 shift at the sale. There are lots of whimsical pots that have been made. The pots for Ovarian Cancer will not be at one table this year. Instead each pot that is identified for Ovarian Cancer will have a sticker applied to the pots identifying the proceeds of the sale of this pot go to Ovarian cancer. There will be a poster explaining this and all the floor walkers should mention this to people as they walk around. There is also handouts that floor walkers and wrappers can give out. Betty Lou stated the doctor researching Ovarian Cancer who is from St. Albert is researching for a marker in the blood that would help identify ovarian cancer earlier. The sticker will be applied to the pot during check in. As well there are lots of inventory sheets plus price tags in the studio.

It was suggested that we keep to our standards and not put seconds in the sale. These hand outs are available after the meeting. Theresa stated that she noticed a change regarding crawling on pots. If a glaze crawls that does not effect the functional use of the pot and it is fully vitrified. As well as non glazed parts of the pot are fully vitrified. It will be up to the check in members to decide if a pot is up to the standards.

The price standards was reviewed by Julie, Diane, Willie, and Gina. Some prices were increased and there were additional categories added. These are the minimums only. Do not underprice your work as that effects the sales of other pots. Both pot and price standards are on the website.

Table and signs are approved. Signs will be out from Sunday to Sunday - Shirley has volunteered to put up the signs. Margaret Belec will get the key to the Raku site and give to Shirley before the first Sunday.

Looking at lighting for the sale to make it brighter. When people sign up for the door prize this is a way for us to get their emails to inform them of future sales. We do not share their emails with anyone - please let customers know that if you are talking to them. Rachele had 646 emails whom she sent the Spring Sale information to: 259 were opened; only 4 clicked on FaceBook; 138 emails bounced (either the email no longer exists or may be in Junk mail). The email does have email preferences including an unsubscribe button. We send out emails only 3-4 times a year regarding our sales.

Rachele also purchased a white box for taking photographs of our pots. It was \$90 and we would like to have good professional photos for our website, FaceBook (FB) page and emails. This box has an attached light, has 3 different backdrops, and folds away compactly in a box. It will be stored in the library cupboard. It is for all guild use to take pics and post on your social media sites, etc.

Advertising is a huge job and Amelia is doing a FB campaign and Jennifer is posting on Instagram and the usual channels. Amelia stated that FB is like a spiderweb and anything you post keeps going out to a wider and wider audience. She will post at least once a week and can also post to demographics. If we want to post something to our FB page you need to contact our administrators who are: Amelia, Loretta, Linda, Marg Belec, Tamara, and Marilou. When taking pics that you want posted on our FB page (or yours) and if you are using your phone, tap the middle and a focus box appears - you will get a much better pic. Amelia is also going to post some pots and people on FB will be able to enter to win these pots.

We are doing paid ads as well in FB as opposed to paid Gazette ads. We are able to reach more people as in 70,000 people! We want people (and us!) to like, share post, follow, etc on FB. Jennifer stated that we are also posting on the community pages for global, CTV, etc.

Marnie was curious how many guild members at the meeting were on FB? Maybe half raised their hand, perhaps less.

Teresa suggested we post the Mayor's Gala, StArts Fest, etc. Pics taken in the studio when participants of these events are doing clay activities and post these.

It was also mentioned that if you have any pine crates that you lend the guild for the sale please bring these in. You can get these crates at several different stores for very little cost.

**9. Meeting was adjourned 8:43 PM by Edith and seconded by Nell.**

