

Date: March 14, 2022	Time: 7pm
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Meeting objective: finalize spring and summer plans

Preparation for meeting: send your suggestions for AGM presenters to Gillian.

Meeting Minutes:

Agenda Items:

1. Call to order 7:02 By: Gillian Second: Monika
2. Roll Call

Gillian Boon	x	Bob Acton	x	Erin Freed	x	Claire Becq	x	Cara Carter	x
Erin Baer	x	Bob Barclay	x	Susan Thorpe	x	Monika Smith	x	Trish Denholm	x

3. Approval of February Minutes prepared by Cara Carter
Moved By: Monika Second: Erin Freed - carried

4. Welcome & President's Report by Gillian Boon
- everything is in the agenda and body of the meeting.

5. Treasurer's Report – Claire Becq
- we have currently \$15,147.66 in the account
- anticipating 4 cheques to be cashed to remove approx \$1200 from the account
- Erin will send Claire invoices

Report approval moved by : Gillian second : Cara Carried.

Bob Barclay : The APA is a registered charitable organization. Bob A. found entries on the CRA apps.CRA-ARC.gc.ca website. Bob Barclay will investigate with the CRA. Claire will check the historical documents if there are any other bank accounts or information about registered charity history.

6. Open Issues/additions to agenda

6a. Summer market committee – Erin Freed

- Inglewood Market - Fridays! - May 13, June 10, July 8, August 12, Sept. 9 and Sept. 16 5:00 pm - 11:00 pm \$200 per night, 4000 people per night. Erin will check for a power spot for lights
- CSpace - \$300 per week for non-profit for their hallway

- Bearspaw
- Another summer market may be wanted as well.
- Okotoks market has not gotten back to Trish.
- Glendale Community hall renovations is behind so Stampede breakfast not planned yet. Might be an idea for a popup or last minute.

6b. Update on historical committee - contact mags. (please see addendum for full report)

- Thank you Susan for finding Contact Magazines via Fairview Studio, and Dave Settles is confident he has all the missing issues we are looking for. No eta as of yet.
- A bylaw to include review of historical documents would be beneficial for future.
- Year end and financials are kept by the government should reference be needed.

Contact Magazines

Erin is applying for Operating Grant through CADA for Contact Magazine digitizing – applications don't open until May and then 30 days to apply. Decisions on if we are successful are made in September.

- Gillian fixing the page sorting manually because they came from the digitizing / scanning company sent them out of order.
- For next batch, Gillian has some specifics for the scanning company.
- Monika will send Erin some other companies for digital scanning quotes.

6c. Update on annual show ideas – Susan Thorpe

Five Possibilities:

- Quick this year last summer early fall PopUp style: Village Brewery On Tap or Wild Rose Brewery
- Further in the future and duration of 3-4 weeks: ArtPoint – Board Meeting is tomorrow at ArtPoint for August 2022. Three hallway and other possibilities. Would we need security?
- Further in the future and duration of 3-4 weeks: CSpace
- Roberto Ostberg Gallery – Spring 2023 – south side of building is now an artist lounge
- Alberta Crafts Council – proposals have to be in by June 1
 - o Entry \$25 – commission 25-30%, and entry set to maximum 5 pieces if we have larger space. If gallery, then the gallery guidelines.

Monika suggesting the AUArt room 311 as well.

- Software for online jurying was assessed and will be kept in mind. The prices were varying but quite expensive for a one off, but if we do many, might be onto .
- Gillian will look at the current website capabilities.

Committee will meet again and come back again, aiming for at least one show per year.

6d. Membership – Susan: Currently have 4 new members, total 76 members.

- Membership year end is March 31 of each year.
- Autorenewal on our website is quite expensive, approx. \$150 USD so no.

6e. Mentorship – Bob A met with mentors and set \$25/hr base fee and one mentor does \$50/hr base fee.

- There are four pairs of mentors and proteges currently working.
- Bob will follow up with them as they proceed.
- Huzzah!

6f. Online webinars - booking into September

- Monika is March
- Callie Diesel is May
- AGM is June 11
 - o Claire is doing a demo
 - o Jenna Turner – demo and artist talk
 - o Keep sending names

6g. Update on social media – Erin Baer

- Erin is working on the Featured Members. She would like to do one per week and is helpful for instagram promotion. Even if you aren't on social media, Erin can feature you and your work! The live interview is easy and a fun chat.
- Postoplan is working for batching

6h. Website Analytics – last 30 days visits to website

- 211 - Most popular is DIRECT, people typing in the address.
- 138 - Second is search from Google
- 54 - Third is social media and it spikes whenever there is a post
- 9 – from Referral

- Revenue sources –clicking \$45 Instagram, \$75 from our website, \$85 from google
- Most people are purchasing from phone rather than desktop computer
- Active memberships 3, 1 business member.
- People are purchasing previous webinars
 - o After 1 year, the webinars are free on members-only page

7. Adjournment 8:24 pm

Next Meeting: 7pm April 11, 2022

Addendum:

March 13, 2022

APA Historical Committee Recommendations
By Monika Smith
Interim Chair, Historical Committee

Work is ongoing, further to report of February 21.

Update for March Report:

Susan Thorpe reported that she found that Dave Settles has (probably) all Contact magazines and when his business, Fairview Studios was sold to Daaven Green, the magazines were packed up without rhyme or reason. She has offered to help the new owner to sort them out. But it will be on his timetable, so the June deadline may not be feasible.

Erin Freed will contact CADA about a 2022 grant for digitizing the remaining magazines, and also the short list of publications that are of interest to members and potters.

Note that all the deadlines are subject to change.

APA CERAMICS COLLECTION

Status: Ongoing

Target Date: June 2022.

The APA president to sign the RAM contract.

No motions required at this time.

Action item: Encourage APA members to submit work to the AFA.

APA DOCUMENTATION

Status: Ongoing

Action Item: Collecting as much documentation from 1997 on and providing it to the Provincial Archives. As discussed, the APA has no ability to store anything, so historical documents will be well kept here. They retain copyright of all materials. Monika Smith will follow up. The APA president to sign the PA contract.

Erin Freed has compiled a list of materials that should be sent to the PA.

- Early 2000's to 2017 Mailchimp
- Minutes 2017 to June 2021 Binder which Gillian has
- APA files on Erin's computer
- AGM Zoom event, June 2021, and other documents
- Trudy Golley Workshop Spring 2021

Target Date: June 2022

Motion required to allow the Provincial Archives to archive our documents. President will sign contract.

Action Item: In order to ensure that collections and management strategy is continued, discussion required to create a bylaw, as part of an annual or biannual review, is considered as part of annual planning.

Target Date: June AGM. Bylaw must be circulated at least 21 days before the AGM and voted on by the membership at the AGM.

APA DIGITIZATION

Status: On hold.

Contact magazine is now digitized; however, Bob Barclay, in reviewing the issues discovered that almost all the magazines had been digitized as printers' flats. This is not acceptable. The APA president contacted company regarding this issue and will report to the board. She is creating single-page documents that read correctly to resolve this.

Release of digital copies to various organizations. The following organizations are unable to handle or wish to have digital files: Provincial Archives, AFA. Organizations who do wish to receive the digital files: RAM (with everything else) for target of June; AUoA.

Action Item: No release to agencies until revision to digital copies completed.

Target Date: June 2022

List of Contact magazines that APA has not digitized. Erin Freed has reviewed what documents are missing:

- Newsletters 1 to 14
- 17 and 66
- Spring 1998 to Fall 1999

Action item: Currently, it may be the case that all Contact magazines have been found. No need, at this point to use social media to find these missing items. If owners of magazines wish to have them back, they will be returned.

Target Date: June 2022

Other APA historical publications for digitizing. Susan Thorpe created a list of 7 publications, as below, for possible digitization. Membership may submit publications for consideration to Susan Thorpe.

- **Vessels in Celebration**

44 pages

20.3 x 20.3 cm

- **Clay Creates Culture 2004**

48 pages

21.6 x 17.8 cm

- **Les Manning: Common Opposites**

52 pages

22.8 x 18.8 cm

- **Going for Gold**

Contact magazine

issue number 71

40 pages

27.5 x 21.3 cm



- **Alberta Clay Comes of Age**
127 pages
25.5 x 22.7 cm
- **AnneMarie Schmid Esler Fourteen Years**
44 pages
28 x 25.5 cm
- **Hand spirits**
52 pages
21.5 x 20 cm

CHAIR OF HISTORICAL COMMITTEE

Status:

The interim chair will step down at the AGM

Action Item: Recruit Chair

Target Date: APA AGM

PROMOTION OF APA HISTORY

Status: Ongoing

Members of the committee recognize the importance of APAs history and what it could mean to the ceramics community in Alberta and beyond.

Action Item: Develop a strategy to promote APAs history. For example: discussions with the RAM to hold an Alberta Ceramics exhibition that would include APA historical information. Outreach to other organizations to promote APA history and current status. Discussions with AFA, AUoA, RDC, etc and non-profit ceramics organizations on how this can be accomplished. It would also mean, promotion of current artists. Historical Committee and APA Board to follow up.

Target Date: Ongoing