

Minutes:

Date: June 29th	Time: 7pm Zoom
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Meeting objective:

Welcome new board members, introductions, review expected duties, plan summer and secure a fall sale date.

Preparation for meeting:

- Please review attached document prepared by Bob Acton on duties of Board Members. This will be discussed in the meeting.
- Read through the agenda and email president@albertapottersassociation.org with any additions ASAP.

Agenda Items:

1. Call to order 7:04pm

By: Bob Second: Erin

2. Roll Call (place X beside name if in attendance)

Gillian Boon	X	Bob Acton	X	Erin Freed	X	Claire Becq	X	Cara Carter	X
Trish Denholm	X	Bob Barclay	X	Louise Cormier	Regrets	Monika Smith	X		
Susan Thorpe (acting director)	X	Erin Baer (acting director)	X						

3. Approval of previous minutes prepared by Erin Freed

By: Monika Second: Erin

4. Welcome & President's Report by Gillian Boon

- Introduction round table. Name, years of experience, where you practice and something that inspires your work.

5. Treasurer's Report – Claire Becq

- **Notes:** Handover from Genevieve to Claire just occurred. Nothing to report at this time. Cash balance is \$14,768.39

6. Board Member Orientation – Bob Acton. Gillian will go over what each position entails.

- **Notes:** Bob and Gillian have attached a thorough package for board member review.
- Remember to speak up, build relationships, reach out for help, honour commitments.
- Role responsibilities
- Fiduciary responsibilities



- Bylaws
 - Financial Report
 - APA board contacts & APA email addresses
 - Meeting times
- Committees: Board members can join and we can pull on members at large as well. If interested in chairing or co-chairing one of these, send the president email address a message.
- **Membership committee:** monitor memberships coming into the website and e-transfers. Work closely with Claire/Treasurer. Communicate with members in timely fashion and update Google doc with active members. During membership drive in March before AGM, email members for renewal reminders. Setting up auto-renewal option for member.
 - **Events:** organization skills and network or be willing to make connections across province and coordinate with other potters. Christmas sale in November, live workshop in June with AGM, and trips to Medalta and other places. We are looking to host many workshops. In person and virtual are options going forward, especially since virtual can expand to across the province and be inclusive.
 - **Website:** Oversee website, monitor its functionality, post members information, post upcoming events and events in province. Can sign up for newsletter and can renew memberships via the website.
 - **Social Media/Marketing:** Facebook & Instagram accounts. A team of 3-4 would be excellent. Sharing Alberta content, members, events. Using social media as a marketing tool to reach a younger crowd. Marketing our events in Swerve, and other traditional methods as well, creating press package for upcoming workshops and sales for social media, AB Craft Council, etc.
 - **Mentorship Program:** Bob is chairing, Erin, Monika, Connie Pike (member), also on this committee.

7. Open Issues/additions to agenda

- Newsletter
 - **Notes:** Bob has set up MailChimp and sent out newsletters to general membership. Section to highlight a member, add upcoming events, highlight different guilds. Any other ideas please let Bob know directly or events.albertapotters@gmail.com, kudos to others.
 - June's will go out June 30 2020
- Mentorship program
 - **Notes:** Five people have stepped forward to be mentors so far.
- Membership
 - **Notes:** Boosting membership a priority
- Proposal for website format change
 - **Notes:** Our website has a members page and lists the Executive board members and the members are is quite bulky. Streamlined design would be nicer and better use of space.
 - No disagreement

- Booking Christmas Sale

Notes: Saturday November 6th at Bridgeland Riverside Community Centre.

- Location has higher walk by traffic and easily accessible by LRT, also has parking.
- Total cost approx. \$700 however \$200 to hold date. Last year, (by memory) APA charged \$60 per table and had 10 tables plus added insurance if requested, plus advertising if paid.
- Idea: display only table of past work
- Cara - Motion to put a down payment for Bridgeland Riverside Community Center to hold November 6 for the Christmas Sale.
Seconded Monika.
Carried unanimously.

Other business:

- Alberta Craft Week application for 2022
- Events Committee for Christmas Sale needs to start as soon as possible: Erin, Monika, Gillian will get started. Bob will add this in the newsletter before it goes out tomorrow.

7. Adjournment

Next Meeting: Break for July & August. Reconvene on September 21.

Motion to Adjourn by Monika, seconded by Bob Acton.

Meeting ended 8:20pm