

## MINUTES

Date: September 21st	Time: 7pm
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**Meeting objective:** Reconnect after the summer, plan for the fall. Delegate tasks

### Action Items:

- Claire to get signing members organized at bank
- Monika will research if Alberta Archives stores such items
- Gillian to check with Bridgeland Riverside Community Centre regarding Covid-19 policy to see what their expectation is for Christmas sale.
- All spread word about Mentorship program
- Gillian to do some research into September 2022 Craft Week

### Agenda Items:

1. Call to order at 7:05pm By: Gillian Seconded: Cara
2. Roll Call

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

Louise will step down from Board position but continue to be an active member

3. Approval of agenda / no additions By: Monika, seconded by Bob A
4. Approval of previous June 29, 2021 minutes prepared by Cara Carter.  
By: Monika Second: Erin B
5. President's Report by Gillian Boon – nothing to report
6. Treasurer's Report – Claire Becq

We have been receiving payments for Christmas Sale.



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Setting up business banking to have Claire and Gillian as signing members with some obstacles at the bank. Bank will be calling Claire to make appointment to resolve this issue. APA Paypal account is active. She will not transfer Paypal cash \$660 from Sale (9 thus far), workshop, and membership into bank account until the signing issue is resolved and then will transfer.

Grant received to scan Contact Magazines will be incoming.

Motion to accept report: Trish   Seconded: Monika   carried

#### 7. Open Issues/additions to agenda

- Newsletter

Another newsletter was distributed in the Summer successfully. 60% signup/read rate (60% of emails are opened). Gillian will send Bob the email list for active members. Next newsletter goes out next week.

Send any content to Bob for the newsletter: highlight Alberta potters, ceramic works, past members, things for sale. Short pieces and send it to Bob Acton!

- Paid advertising in newsletter for businesses / organizations?
- Paid advertising in newsletter discount for members ?

- Xmas Sale advertising – Motion by Bob Acton: Spending \$50 on social media and promotion. Seconded: Claire   Motion carried

Also will be posting in a list of free publications at 6 and 3 weeks prior to the sale. Corplast signs for around the neighbourhood and on Memorial during day of.

General sale: Gillian will check what the Bridgeland Riverside Community Centre Covid-19 policy to see what their expectation is.

- Mentorship advertising – 7-8 mentors now that have gone through the process and they are on the website. Applications to be a mentee/protegee are now open! No applications received as of yet. Advertising for this is in newsletter, Bob has created graphics for Facebook and Instagram for our APA accounts and share. Bob will be reaching out to Mike at Ceramics Canada, and others, and we can all network out to let people know this program is now available.

Suggestion to look at sponsored ads on FB/Instagram but will start grassroots first and talking about it with people we know.



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<https://www.albertapottersassociation.org/mentorship-program>

- Grant/scanning contact magazines – Erin Freed applied for a Grant from CADA Calgary Arts Development Association and was successful.
  - Will be digitized and accessed members only (or to all, to be decided)
  - Monika will research if Alberta Archives stores such items
- Fundraising ideas – looking for ways to bring money in to balance the spending.
  - Bringing more membership in. Provide value to attract members.
  - Apply for grants. Find interested people and/or members that are interested in applying for grants.
    - Provincial grants, city arts grants, art association grants, etc.
  - Also keep in mind what do we fundraise for? Special events, seed money for other things, 2020 show, salt firing workshops.
  - Ideas: show and auction annual in spring (like the Craft Council Christmas Party fundraiser),
  - Do we start thinking about always at least breaking even for every event?
- Social media – Thanks to Erin and Bob and Gillian for being part of the social media crew.
  - Note in newsletter for people if they would like to join the crew
  - Note in the newsletter for people to tag @albertapottersassociation on Instagram so they can repost and send Instagram profile to @albertapottersassociation
- Nick's workshop – October 2, 6 people signed up
  - Social media push this week @ gnarly\_nick\_art
- Craft Week Application for 2022
  - September 2022 Open House Province Wide
  - Tent sale in cooperation with another organization that is participating.
- Membership – Susan has stepped into position to assist with membership tracking, etc. She now has access to the shared email address.



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- Susan will draft something to send to welcome new members personally.
  
- Coffee and Ceramics – July we had 10 attendees in Riley Park. We are holding another Thursday September 30. Claire will check with Workshop to see if we can use the outdoor firepit with no building access.
  
- Website – Gillian reports that streamlining has been completed. Members are easy to access. She will update with current member list. Members-only area has videos from Ceramic Days and password is available in newsletter.

7. Adjournment at 8:23pm Moved by Bob A, Seconded by Cara carried.

**Next Meeting: October 19, 2021 7pm (third Tuesday in October)**