

Date: Nov 23/21	Time: 7pm
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Meeting objective: Discuss history, Guest Speaker from AFA. Mentorship, upcoming fundraiser ideas.

Preparation for meeting: N/A

Action Items:

Agenda Items:

1. Call to order By: Gillian Boon
2. Roll Call

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

Also present: Kristin Stoesz, Elizabeth Capak.

3. Approval of Minutes prepared by Erin Freed
By: Claire Second: Monika

3A: Monika and the history committee. Guest speaker Kristin Stoesz & Elizabeth Capak from AFA.

- Committee is working to compile the history of APA to be presented to members and public. Contact Magazine will be digitized early in 2022.
- Alberta Foundation for the Arts (AFA) Kristin Stoesz (AFA Registrar) & Ellie Capak (Arts Collection Consultant) <http://affta.ab.ca>
Elizabeth.capak@gov.ab.ca 780-638-2850
 - o AFA has a legislated purpose to support the AFA collection
 - o AFA collection was established in 1972 by Premier Lougheed.
 - o Art Collection is a repository of artwork representing the depth and breadth of visual arts practice of Alberta.
 - o Art Collection is a legacy for the people of Alberta.
 - o They are a lending collection.



ALBERTA POTTERS' ASSOCIATION

- One of the largest collections with over 9200 works valued over \$17 million dollars with over 1700 artists.
- Acquisition (*collect*): Donation, curatorial purchase, art acquisition by application, public art commission
- Access (*share*): exhibition program, Travelling Exhibition Program (TREX), Art placement program, extended loan program, emerging curator fellowship, AFA virtual museum <http://alberta.emuseum.com>
- Collection Management (*care*): care and handling standards, high quality storage, prevention and treatment conservation, copyright and reproduction standards, appraisals, photography and documentation, AFA Resource Centre, curatorial research.
- AFA will post information about arts events such as Christmas sale, shows, etc.
- Art Acquisition by Application (AAA) Elizabeth Capak
 - AAA provides support for individual artists through purchase of art produced by Albertan artists and offers opportunity for Albertans to experience legacy of Alberta's visual arts community.
 - **What art mediums are eligible:** painting, sculpture, fibre art, ceramics, drawing, printmaking excluding reproductions, photographing, time based media (video, sound installations), glass, mixed media
 - **Eligibility:** Canadian citizen or permanent resident; primary residence in Alberta for one full year before applying to program; have met reporting requirements of any previously applied for AFA grant programs, can't be in formal art training and must wait one year after graduation except for PhD. Work must not be produced during workshop or seminar, or formal instruction art course.
 - **How to apply:** online GATE system on AFA funding page <http://gate.alberta.ca/gate/frontOffice.xhtml> First time users need to request username and password at least a week before deadline to registrationafa@gov.ab.ca with legal name, program applying (AAA), your email address. You will receive username/password and a HOW TO apply to AAA program.
You can also apply through your gallery or agent. Application must still be made through the GATE system. One application per artist – either submit individually or through your agent/gallery. If submitting via a gallery, enter your residential address.
 - Notes for AAA:
 - prepare short statements for the five artworks you will submit. You can then copy/paste into the forms online.



ALBERTA POTTERS' ASSOCIATION

- Have artwork dimensions, date, medium of artworks
 - Get images ready! Submit 1-5 artworks with up to five images per artwork (maximum 25 images total). Images are maximum 4 MB each. They must be a specific naming: 1_a_Lastname_title.jpg, 1_b_Lastname_title.jpg for the first image; 2_a_Lastname_title.jpg for second image, etc
 - Submit good quality images. Stage 1 selection is made from images.
 - Details and installation shots of artwork are welcomed, especially for three dimensional artworks.
 - Artwork comprised of more than one part/component where the individual parts can also be sold separately is considered to be more than one artwork. It is at your discretion if you want to submit as one work or separate the works out.
 - Only artworks which have been submitted as application images and listed on the submission list will be considered by the panel.
 - Artworks must be completed within the last five years.
 - Artworks must be physically available for viewing should the program expert panel request to see them.
- AAA PROCESS
- AAA submissions reviewed by independent 3 person expert panel. Sometimes 250+ submissions. Works chosen to be seen in person.
 - Different expert panel is formed for every application deadline.
 - All expert panel members are screened for true or perceived conflicts of interest
 - Artworks assessed by Arts Branch staff and Expert panel for physical condition. Artworks that have inherent vice, are in poor physical condition, or that are unstable may be removed from adjudication and cannot be purchased.
 - Deadline April 1, 2022 midnight
 - What does AFA do with artworks once they are purchased? Permanent part of the AFA Arts Collection. Lent on short term loans to art galleries, art centres, and museums for exhibition. Also Travelling Exhibition Program to non-traditional spaces with high audience numbers. Also art placement programs (4 yr loans to controlled public places)

AFA can arrange a tour of the collection, including the ceramic pieces should members or the board be in Edmonton.

4. President's Report by Gillian Boon

Recap on the Sale: 14 tables, 15 artists. Excellent feedback.

- Questionnaire to vendors suggested. Erin Freed will put together a list of questions and send to Bob Acton to send to vendors.

Draw/ go through ballots – winners have been advised. Approximately 175 ballots entered

5. Treasurer's Report – Claire Becq

- Cheques now received and all functioning. There is a list of who needs cheques and that will be completed with Claire and Gillian this week.
- Registrants for upcoming workshop (four) so far.
- Grant money did come through for the magazine digitization.

6. Open Issues/additions to agenda

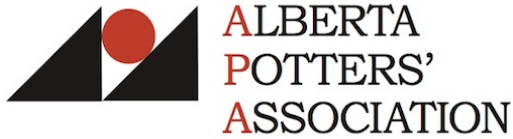
New committee for fundraising (Bob Acton)

- 11 ideas discussed, with ease of implementation, regionalism.
 - Re-sell online webinars and workshops as on-demand service – can be done quite quickly, Bob and Gillian will look at this.
 - Organize and own pop-up sales aligned with existing farmer's market or collective markets (market collective, etc) – Erin will research local markets for popup sales for spring/summer season.
 - Alberta mug show & competition – entry fee for each submission, sell each mug with % commission, potential partnership with local business or gallery to display mugs plus put on our website. Potential to do it regionally northern, southern, south southern. Curated? Inclusive?
 - Mug show physically in Calgary then St Albert then Lethbridge? Every year somewhere different
 - Claire will take a look, Susan would love to assist, Monika can also assist, will report back in January

Mentorship

- Still no applications for protégé as of yet.
- Contemplating ads on Instagram/Facebook
 - Motion to purchase ads \$50 by Cara seconded by Erin – moved.

Workshops



- Marketing is upcoming
- Critiques is upcoming in February
- Other topics? Open dates in January, March, etc
 - o Handbuilding
 - o Technique workshops
 - o Ask the mentors

Newsletter: deadline for content is third Friday of the month

- Can we put out a call for workshop teachers?
- AAA process
- Pottery jokes
- Please think of article and send to Bob
- Potter highlight

Membership Update – Susan

- Five new members in the last month. Susan sends a welcoming letter to new members.
- She will add the password to the Members Only area of website

West Canadians price (re scanning mags) changes – Erin Freed

- West Canadian advised the price may be higher than the quote \$1428 so Erin would like permission to approve an increase in price by a window of couple hundred should that occur. Seconded by Monika. Moved.
- She needs to do a report to CATA by end of December for the grant. West Canadian says they can do them in about a week.
- Once digitized and available on the website, should we sell the duplicates? – add to December agenda

7. Adjournment 8:32pm

Next Meeting: Monday January 17, 2022

Notes for next meeting agenda:

- Plan the AGM
- Selling Contact magazines after digitized
- Workshops in the future