



ALBERTA POTTERS' ASSOCIATION

Date: Feb 21	Time: 7pm
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Corrected minutes

Meeting objective: revisit many points from Jan meeting

Preparation for meeting: read January minutes. Remember to bring forward names for the AGM in June.

Action Items: plan webinars and AGM

Agenda Items:

1. Call to order By: Gillian Seconded by Bob Acton

2. Roll Call

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

3. Approval of January Minutes prepared by Cara Carter.

By: Monika Second: Bob A

4. Welcome & President's Report by Gillian Boon

5. Treasurer's Report – Claire Bec

- 14,691.46 in account

- Transfer of \$300 from PayPal in flight

- Website payment being made

- Stripe payments are coming in with no problem but Claire has no login access as of yet, will coordinate with Gillian. Approx. \$300 in Stripe

- Website was linked with PayPal but have converted to Stripe
- Gillian will check if Stripe accepts PayPal as an option

- Auto deposit – wasn't able to turn on via website, will check with TD branch



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Moved by: Monika Seconded : Gillian. Approved by all

6. Open Issues/additions to agenda

6a) Mentorship – going very well, three protégés have been matched.

6b) Facebook/Instagram marketing- Postoplan US \$69 for a year.

- Scheduling software for FB/Instagram so that many posts can be queued up and scheduled.
- We have requested our members to put themselves forward to be promoted on the APA FB/Instagram as a feature in an interview, or to do a demo and be promoted on APA FB/Instagram.

Motion: to spend \$69 USD to buy Postoplan for one year for the APA. Moved by Bob A, seconded by Monika. Approved unanimously.

6c) Contact magazines – The magazine pages are out of order and in quite large files so Gillian has contacted the scanning company and is going through them manually to fix.

- Gillian: Last month we moved to post these 75 issues for sale to non-members, free for members:

- o Motion was to have the magazines free for members, and for non-members, sold on the website 5 consecutive issues for \$20.

Moved by Monika Seconded by Gillian – Carried/Approved

ACTION: placed on website for members and sale

- Note – we should check in September the analytics on our website to see what views we are getting. Monika asked if the analytics could be provided monthly, Gillian said yes.
- Bob B & Claire will investigate outstanding issues

6d) Airdrie Children's Festival – they have reached out to ask if we would be an inspiration station May 28 & 29. Would need volunteers, could send an email out in newsletter to members to ask.

6e) summer market update

- Inglewood Night Market - \$200 per night, one market per month and about 4000 people. APA HAS A10x10 canopy, 4 potters could fit.
- Okotoks market seems to want an application in order to give any information; Trish has left a message and hoping for response.
- Suggestion to investigate CSpace and Bearspaw Market
- Monika checking for Stampede breakfast pop-up at community center
- AU Arts planning a Stampede event for 2023



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- AU Arts exhibition room has been offered to us for reduced rate for this fall or next fall, rate dependent on hours for security.

Motion to have Erin apply on behalf of the APA to the Inglewood Night Market for May date with fee of \$200. Members that will take part will pay a fee TBD. Moved by Gillian Second by Claire. Motion approved.

6f) AGM - where are we at. Who have we contacted?

Date set for 10am-4pm June 11, Virtual. AGM at noon with elections.

Looking for 5-6 people to provide presentations.

- Gillian has contacted many people with ties to Alberta:
People that said yes: Brenda Danbrook, Robin Dupont, Jenna Turner, Teri Frame
- Challenge for each of us to ask two or three people if they would be interested to do an artist talk, demo, or studio tour in 25 or 55 minutes. CARFAC fee \$40 / \$80
 - o Gillian will email her question list out.

6g) Cup show – Susan & Gillian have met twice, working to secure a venue then work on a timeline. Many galleries cannot for 2022. Checking into alternate locations for 2022 such as breweries (Village, Wild Rose). These alternate locations may have combo marketing offers also.

Plans for it to be international, juried. This year, looking for a local jurer. Will be revenue generating: \$25 and enter up to 3 items.

Pottery prizes to win possibly? Best Mixed Media work, best student work, etc. In discussion. Can sell the works online as well.

Goal late summer early fall.

6h) AUArts scholarship – AUArts is choosing and distributing.

7. Adjournment 8:18 pm

Next Meeting: Monday, March 14, 2022 7pm