



## Board Meeting Minutes August 8, 2016

Present: Christina Hellyer, Liz Stroh, Kathi Kline, Hannah Zimmerman, Dierdre Cook, Cindy Dalton, Shanel Cass-Caskey

Absent:

Christina H called the meeting to order at 5 30 pm on Aug 8 , 2016. The minutes for the July board meeting approved and filed.

### **REVIEW OF NOVEMBER FUNDRAISER SHOW AND SALE**

Amy Wolf and Shanel Cass-Caskey gave a review of the upcoming November fund raiser show and sale. The past shows have worked well. Having 2 cash registers and 2 live credit card machines was a great benefit. The drawings are good. Still some questions about what works well on the marketing end - the mugging works to raise awareness and serve as outreach.

\*Mugging will be an official part of the marketing for the shows.

\*Need more details as to the job descriptions and responsibilities of various positions for the show. Amy will have all the details dated and loaded onto the guild computer.

\*It was agreed that we would add the 2 positions of Parking Lot Attendant for Friday evening.

\*We will be bringing back music so will have a music coordinator (budget of \$160).

\*Show dates were discussed. After discussion, the board approved the addition of Thursday night to the November 2016 show. The dates and hours of the show will be: Thursday, Nov 10 from 5 -9pm; Friday, Nov 11 from 5-9pm; Saturday Nov. 12 from 10am to 4pm; and Sunday Nov 13 from 11am - 3pm.

\*Gathering customer data will have two points of contact: greeter will ask how did you hear about us? Ticket writing: upon completion of ticket, will ask "Is this your first time at NCPG's sale? Tickets will have a box to check in the upper right hand corner to check if answer is "Yes".

\*Bar: we need to make some money here. Budget \$300. Will have a jar at bar with a suggested donation of \$4 per glass of beer or wine. Cindy Dalton may be able to get the beer donated. Amy will send out a message to ALL members of the guild. During the sale, all members are asked to donate \$4 for beer and wine. Not free to members. Members can bring their own wine/beer and keep it upstairs during the show if they prefer.

\*The board approved the trial feature of a "Guest Potter" feature to the November show.. Guest potter will be able to sell their pottery at the show. Amy and Shanel will designate their spot. 30% of Guest potter's sales will go to the guild. Guest potter will be expected to send invitations/postcards to their mailing list . Amy and Shanel will come back to the board with the details and communication plan of this trial feature. The purpose is to bring new customers to our shows and increase revenue to the guild.

### **Board reports:**

**Hannah Z, Treasurer:** Needs to update the late payment letter so it matches our updated Rules & Regulations. To avoid a non paying member being locked out prior to receiving their letter, the lock out date will be the 7th of each month.

**Cindy D, Publicity:** Toshi has agreed to be Cindy's assistant. Asked if we want to continue the Members Page with individual members' pages. Takes a lot of time. Cindy will see if Toshi can help with this. Cindy needs details from anyone asking her to update the website. Starting to work on the postcard for

the show. Moved the button on the website for people asking to be added to the mailing list. Quick overview of data from Spring show as to how people heard about the show.

Postcards: ~500

Newspaper ~300

Face book ~200

**Dierdre C, Classes and Workshops:** Presented a draft of the instructors' contract and asked all board members to review and give her feedback. Will finalize at next board meeting in October. Class registration is down for next sessions. Reviewed our instructors' payment plans. Board agreed that it is fine as it is. Upcoming workshops: Cyd Johnson doing a Raku workshop; Michael Jackson has committed to a glazing workshop lead by a Continental Clay person. Chris Wolf will teach the day class in December. Dierdre has transferred \$1000 from the PayPal account to the guild. \$400 left in the PayPal account. No reason to leave it there so she will move it to the guild. There is a questionable charge of \$95 spent on class supplies that she will investigate. Should not appear on PayPal since we use a debit card.

**Kathi K, Secretary:** Needs a sub for Sep 24 to sell clay. Shanel will cover. Made changes to Rules & Regs - clarified wording Section V, What Happens If You Do Not Pay, paragraph 3 - approved by board.

**Shanel C, Membership:** We have 82 members with 1 in the works. One person on the waiting list for an Associate Membership

**Liz S., Vice President:** Drill to mix glazes in for repair. Liz brought in her personal drill to use until guild's drill is repaired. Has installed extra locks on clay storage so netting doesn't sag. It was agreed that Shanel as membership chair will assign new members door codes and will suspend door codes as information is communicated to her from Hannah for non-paying members. Liz also reported the air compressor has been sold.

**Christina H, President:** Tana has quit the guild due to school. Need another PWP person. Christina will cover PWP for the remaining of this year. Will appoint a PWP person and a Fundraiser person in January 2017. October meeting we will start roughing out the 2017 budget. Theresa A will be leaving the guild in January 2017 moving to Seattle. Will need another Facility Assistant. Christina will send out an email to the membership communicating the open position.

### **OLD BUSINESS:**

1. Consequences for members who never help with clean up. Shelved for a future meeting
2. Streamlining the process for clay sales for classes and workshops.

The board agreed that having one point of contact for clay sales would be a great benefit. Due to time constraints, we will discuss this position at the October meeting. Board members are asked to bring their ideas for a Facility Manager position to the October meeting.

### **NEW BUSINESS:**

1. Smoke Stack proposal: Manager of Smoke Stack asked if we could include mention of Smoke Stack on our show postcard? Board said no for November show. We need future discussions on how to build a clay community. This lead into a discussion as to what the guild means to our membership. Shanel will develop a short questionnaire to be handed out at the September all members meeting. Board members are asked to send their ideas for questions to Shanel.
2. Purchase of Rack for Upstairs Classes: After looking at available empty shelves upstairs it was decided not to buy a rack.

3. Current Available Property for future guild: Kathi had emailed current information to the board showing the available properties. Based on our criteria, there is nothing available in FC at this time. There were about 5 properties available in Loveland. Greeley/ Weld County area would most likely not meet our needs from a location or cost consideration.

Action items were reviewed and updated.

**ACTION ITEMS FROM AUGUST MEETING:**

1. Kathi to revise tickets to add check box for customer data (Is this your first time at NCPG's show)
2. Hannah will be the point of contact to communicate to Bev.
3. Dierdre investigate questionable charge of \$95 on PayPal account.
4. Christina email members about open facility assistant position
5. Shanel to develop questionnaire for September 12th all members meeting

**MOTIONS AND VOTES:**

1. Board voted and approved show dates for November 2016
2. Board voted and approved adding TRIAL Guest Potter feature to November 2016 show
3. Board voted and approved the dues increase by \$5 per member as of January 1, 2017 resulting in:  
Regular Member: From \$40 to \$45  
Associate Member: From \$27 to \$32  
Family Members: From \$60 to \$70

**SEPTEMBER ALL MEMBERS MEETING AGENDA**

1. Show Review - Amy and Shanel
2. Intro to and passing out of questionnaire - Shanel
3. Dues for 2017 - Christina
4. Board member reports

**OCTOBER BOARD MEETING AGENDA**

1. Instructors' contracts (Dierdre)
2. 2017 Budget
3. Consequences for members who never help with clean up
4. Facility Manager position (related to clay selling process)

APPROVED: \_\_\_\_\_  
(President)