



Board Meeting AGENDA June 12, 2017

IN ATTENDANCE: Tom Wortman, Ruth Hartman, Jody Walton, Pam Vagge, Hannah Zimmerman, Amy Nicholl, Liz Stroh, Diedre Cook, Shanel Caskey

ABSENT: Jody Walton

MINUTES FROM PREVIOUS MEETING APPROVED AND FILED.

AGENDA (order in which items addresses may change at the meeting)

1. REPORTS:

- Pam –
 - Web training – we can send as many as we want to the training
 - Web training – will be for one hour
 - Pam will ask the trainer where it should be
 - Pam, Jody and Amy will take part in the training
- Pam shared information about a charity account on Google docs which can have up to 10 accounts
 - Pam will set this up for the board
- Pam pointed out an error on the 'rules and regs' document that needs to be changed for fees – Amy and Pam worked to fix this error
 - \$200 needs to be changed to \$300
 - Membership needs to also be updated
 - It was suggested that there be one spot for fees and dues (It is incorrect on the web page)
- PayPal button issue
 - 2 out of 4 of the buttons were correct
 - There is a problem with the current way to sign up classes on line.
 - Pam needs accurate information about the number of people in classes
 - Deirdre asked if there was a way to get rid of PayPal, most people pay when they come to the first class. The current issue with PayPal is that it has recorded full classes when they are not full.
 - Deirdre would like people to be able to sign up on line – or send Deirdre an email that they are interested instead of signing up for the class through PayPal –
- Members only website – Pam is working to secure the password protection on the members' only part of the website where a member can look up contact information. She will reactivate it once that is fixed.
- Ruth –
 - 81 members
 - Full time student question – new member who will be leaving for college and be gone for a few months.
 - Tom shared "Guest memberships" section from the Bylaws - this would allow her to come back for a month when she is back from college. This does not take a "spot" on the membership. She would be able to take part in the show if she is here in November. She would need to pay for the month that she is a participant.

- Leave of absence – Ruth has had two people approach her about a leave of absence. It was decided that the person would need to apply for the leave when they are ready to be on the leave.
- Ruth will be gone the month of July. Liz will take over helping new members with orientation during the month of July.
- Hannah
 - Hannah looked into the class on Quick Books - \$229 for the class. Hannah decided to purchase a book on Quick Books instead of taking the class.
 - Hannah shared the budget
- Dierdra-
 - Instructor Pay
 - Chris - \$100 per student
 - Other instructors - \$90 per student
 - Amy motioned that we accept the proposed Instructor pay scale, Pam seconded – Vote was 6 (1 board member abstained)
 - Cost per class - \$175 outside price
 - Time for the class – is 2 ½ hour too long when the costs increased
 - Cleaning up after classes – students that are staying after the class need to make sure they are cleaning up properly
 - last 15 minutes is for cleaning of class
 - the mop bucket needs to be emptied and new water ½ through the cleaning because currently the dirty water is being used
 - November show – Classes will be done October 12th. There should not be the conflict like in the spring
- Liz – update on coolers
- Tom and Liz have discussed that the VP has many responsibilities:
 - Tom would like if there are some jobs that members could do – finding contractors etc. and get more members involved in the Guild and hopefully lighten the load for the VP
 - Rack Space – we don't have room to unload bisque and glaze – they would be placed as cap ends – Tom gave the o.k. to purchase them
 - Gas kiln – sometimes people come in and ask for their work to be bisque fired in “four days” – Liz will be implementing the first up shelves so that things are moved up and someone is not moved off for quite a few weeks in a row. If people are firing in the gas kiln, they can sign up for the kiln to bisque.
 - Tom will talk to facility assistants about this issue and get something out to membership.

4. November show and Discussion of liability of having alcohol at shows - Shanel

- **Dates and budget set for marketing –**
 - Cindy Dalton is assistant
 - Christina will help with food and mugging
 - Date is usually the second week of November
 - Shanel proposed to hold the show on Thursday, Friday, Saturday and Sunday October 9-12th
 - Change times on Thursday and Friday to – 4:00 pm -8:00 pm
 - Saturday and Sunday times – 10:00 am – 4:00 pm
 - These times were approved unanimously.
- Input received about times:
 - Feedback from people participating in the show was that they did not have negative feelings about adding Thursday to the schedule
 - Feedback from people attending was also favorable to the additional times

- Shanel also said that another option would be to open at 2:00- 9:00 on Friday and not open Thursday
- Shanel would like to continue with Thursday to gather more data
- **Marketing – Fall show \$1,320.38**
 - Shanel gave Christina some ideas on marketing
 - \$62 on Facebook and Instagram marketing
 - Most people from the spring show said that they heard about it through the postcards
 - Fewest heard about it through the email (we wondered if it is going to spam email)
 - Knowing a potter was another one of the top marketing
 - The third was the studio tour
 - Shanel would like to keep the budget about the same amount as last fall
 - There was only one negative comment about not liking the spring postcard
 - Christina said that it would be a good idea to show multiple pictures of potters' work
 - Marketing will be discussed further at a date closer to the November show.
- Shanel proposed have another demo site upstairs at the November show. it was successful at the spring show.
 - It was discussed and determined to not be the best fit for the November show.
 - There will not be an overflow because of issues it created in the past.
- Shanel shared that in the spring show some potters wanted tables instead of a rack.
 - The consensus of the board was not to move in tables for potters who drew a space for racks, but to continue to use racks in those locations.
- Shanel would like to continue to have one guest artist
 - Diedre suggested having high school students share their work. Perhaps the “guest potters” could be senior stand-out potters.
 - Discussion included that the Guild would still take 30% of their sales
 - Ruth said that she really liked the idea because it is giving back to the community
- Diedra suggested that all tables upstairs and racks downstairs
- **Bar issue**
 - a. If we have a bar at the show, our liability insurance does not cover us.
 - b. When insurance was called to ask the cost, there was no reply because they will not cover the show if alcohol is served.
 - c. If we increase our insurance to cover the bar, it would mean less profit
 - d. It was voted to not have a bar at the November Show 5-2

OTHER ITEMS/BUSINESS

Tom will send out an email to membership regarding help with the researching options for the hand-building floor upstairs.

MOTIONS AND VOTES FOR MEETING:

- **Shanel's** suggested the dates to hold the show would be on Thursday, Friday, Saturday and Sunday October 9-12th
 - Change times on Thursday and Friday to – 4:00 pm -8:00 pm
 - Saturday and Sunday times – 10:00 am – 4:00 pm
 - Amy made a motion to accept – Christina seconded - Vote was unanimous
- Deidra made a motion to say that we not have alcohol, Ruth seconded – passed 5-2

REVIEW OF ACTION ITEMS:

ACTION ITEMS CARRY OVER

ACTION ITEMS FROM APRIL MEETING

1. Tom will go to the bank to discuss online payments

ITEMS FOR AND FUTURE BOARD MEETINGS:

July: Review of pre-show guild clean up - consequences for members who do not participate
Hand building floor and "window in hand building wall"

August: Review Facility Assistance proposal with Lead FA and schedule

September:

October

November

December