

Wisconsin Pottery Association - Business & Membership Meeting Minutes

Tuesday, 13 April 2010 The Goodman Community Center

Business Meeting Attendance:

Dorothy Russ, President	Betty Knutzen
Michael Waidelich, Vice-President	Jim Riordan
David Knutzen, Treasurer	Barb Reed
Heidi Hahlen, Secretary	Steve Dana
Barb Huhn, Ex-Officio	Jim Tyne
Ann Waidelich	Ellen Tyne

President's Report: Dorothy Russ:

Dorothy had already emailed everyone an agenda for the evening's business meeting. Additional copies of the agenda were distributed as needed.

Secretary's Report: Heidi Hahlen

Betty Knutzen forwarded last month's meeting minutes to OriAnne Pagel and she emailed them to all members so the minutes were not reviewed by the board members at this meeting.

A quick review of the current membership card, probably printed in 2006, revealed that there are several changes that need to be made. Jim T. will revise the card.

Heidi also distributed a copy of the current membership list and the report submitted to the Wisconsin Historical Society to the WPA officers for their review.

Treasurer's Report: David Knutzen

The WPA account balance is currently \$6825.99. The first deposit has been paid to the Alliant Center for the August Show. The next deposit is due in June, and the balance will be due following the Show. Dave also announced the tonight's featured speaker, Bruce Breckenridge has generously donated his speaker's fee back to the WPA.

WPA Annual Pottery Show

Jim Tyne reviewed the progress made on the draft of this year's show card; it is almost ready to go to the printer. Jim has the printing done locally in Dekalb for cost and convenience and the number will be decreased to 10k this year from 12k last year. Jim will bring the cards to the May meeting for members to take and distribute. There are several members who, in the past, have taken on the bulk of responsibility for delivering/mailling the show card to antique malls & upcoming pottery and antique shows, but everyone will be asked to help promote the show if they are able.

A suggestion was made to combine the membership flyer and the show card to reduce printing cost and have the flyer serve 2 purposes. Jim T. will investigate how to combine the 2 printed products.

Jim Riordan reviewed the periodicals in which he places the show ad every year: YesterYear, Antique Week, Old Tyme, Auction Action News, etc.

It was suggested that we include information in the monthly Goodman Community Center calendar, and that we ask member Cindy Reyes if she would be willing to contact her friends in the TV and local newspaper community for inroads for meeting/show advertising and press releases. It was recognized that while the small town newspapers are looking for new sworthy articles, the Madison newspapers are hard to penetrate. There is the weekly community calendar that may be a potential avenue for the monthly WPA meetings as well as the Annual Pottery Show. Other low or no cost sources of advertising should be investigated, such as Craig's list.

Steve Dana confirmed that this year's show title is "Wisconsin Pottery: 1930 - 2010". Pieces from the Pittsville Pottery, Madison Ceramic Arts Studio and the Century House will be the foundation for the show. He and Barb Huhn will be contacting contemporary Wisconsin ceramists to loan at least 2 of their pieces for display at the show. A list of the known Wisconsin ceramists was distributed for everyone to review.

Steve also announced that unfortunately, Barb Budig will not be available to assist with the acceptance of pottery and exhibit set-up on Friday, August 27. Everyone realized that this will be a real loss of experience and expertise this year. This will require one or more people to meet at the Alliant Center on Friday morning at 9 am and be prepared to spend the day. Mike and Ann Waidelich and Barb Huhn volunteered to assist on Friday. Tim will also be there taking pictures of the exhibits. Additional volunteers would be greatly appreciated.

Remaining 2010 Monthly Meeting Presentations

The May, June, September, October and November meeting speakers and the title of their presentation was reviewed. Suggestions for speakers for the 2011 meetings were encouraged. It was noted that this year's calendar was finalized quite late last year so a separate meeting will be held soon after the August show to determine the calendar of 2011 presentations. The goal is to have the presentation calendar set and ready for the WPA website by (no date set).

Dave Knutzen informed everyone that speakers are offered an honorarium based on how far they travel, but it is usually \$50 to \$75.

Jim R. reminded everyone that the remaining meetings will be held in the Bolz Room, and that while it is smaller than the room we met in today, he will ask the Goodman Community Center staff to set up the room with 4 rectangular tables with chairs for the board meeting and show & tell tables and additional chairs for membership seating for the presentation.

Membership

As of 4/1/2010, there are 30 paid members, 2 lifetime members, and 18 past members on the current membership list whose membership have technically lapsed. By the end of the meeting, three of the lapsed members paid their dues, and new member John Magon, paid his.

Dorothy questioned whether more of the members are local or on-line. There is one new member who lives in S. Carolina, otherwise, the remaining members are from Wisconsin, Illinois or Iowa, with most living within the Madison area.

Jim T. reminded the attendees that a discussion was held during last month's meeting about whether to leave the membership as 12 months from date of joining versus one specific period of membership, such as January every year. Having 12 months of membership start at the time of joining means that membership reminders are required throughout the entire year. Membership that is annual January 1 – December 31 requires 3 – 4 months of concentrated work. Heidi made a motion that WPA change to an annual membership Jan 1 – Dec 31 and that those that join WPA between Jan 1 and June 30 will have membership retroactive to Jan 1 of that year and it will expire on Dec 31 of that year. This motion was seconded by Jim Tyne. The membership of people who join/pay dues between July 1 – December 31 will extend from Jan 1 – Dec 31 of the following year. While this means that those who join or pay in the first 6 months of the year will realize less than 12 months of membership, it was agreed that the people who are attracted to this organization will not find it financially difficult to accept this membership plan.

It was suggested that a letter from Dorothy be sent to all past members inviting them to rejoin the Association. She also suggested that 'exit' interviews be done to identify the reasons why members are not continuing their membership. Dorothy also informed everyone she put a notice on Craig's List about this month's meeting, and she distributed about 75 meeting notices to homes surrounding the Goodman Community Center. It was recognized that there are several people on the current membership list whose membership lapsed for some time ago and who will probably not become active members again.

At this point in the business meeting, further discussion was put on hold so that the evening presentation could begin. Professor Bruce Breckinridge, a WPA past member, had another commitment that he needed to keep this evening. Barb Huhn agreed to summarize Professor Breckinridge's presentation, Contemporary Ceramics, for inclusion on the website and the new sletter.

After the presentation, the attendees' attention was turned to the pottery items brought for show and tell. About 15 pottery items were discussed. John Magon brought a very large Haegar vase that he had purchased on Ebay, designed by Sascha Brastoff of California.

After the show and tell, the business meeting resumed and included the presence of the members who had come for the evening's presentation. Total attendance at the meeting was 19 members and 3 visitors. The first visitor found the meeting announcement on the WPA website, the second visitor was from the Goodman Community Center neighborhood (thanks to Dorothy who distributed meeting announcement just prior to the meeting) and the third visitor accompanied new member, John Magon.

New sletter

The last WPA new sletter was written in 2006. Since then, while there has been interest, no one has volunteered to assume responsibility for the editing and publishing of the new sletter. Last Fall, Ori-Anne Pagel volunteered to edit and publish the new sletter providing that the members assist with providing content. The plan is for Ori-Anne to distribute the quarterly new sletter (May, Aug, Dec, Feb) by email and Heidi will mail a hard-copy to those few members who do not have email.

Dorothy questioned the need for the new sletter, its objectives and who will benefit. The discussion focused on how a membership to the WPA only benefits those members who live close enough or are dedicated enough to drive to a meeting in Madison. The overall feeling was that in order to grow the WPA and remain viable and worthwhile, the organization needs to benefit those who are unable to physically attend the meeting for whatever reason. The consensus was that a new sletter would be a good communication tool for the membership.

Several suggestions were made for new sletter content: President's message, financial report, membership report; meeting minutes, pictures and summary of monthly presentations, annual show updates, chronicles of member's trips to shows or shopping excursions, special finds, ebay purchases, etc. Keep in mind that content can be provided by any member, especially those who do not attend the meetings. A nother suggestion was to revisit articles that were printed in past new sletters.

New Business

A brief discussion about the current status of the website centered on the complexity of updating the content and the time required to maintain it. Everyone recognized the excellent job that Tim Zinkgraf has done over the past couple of years with the current website but Tim announced that he will not have enough time in the next 12 months make the necessary updates. In addition, the current website design does not allow anyone else to add or update content. Everyone agreed that the website needs to be needs a new design program that is more user-friendly. Members were asked to make contact with anyone they might know who can create and maintain a website. The issue of cost was acknowledged but no decisions were made.

The remaining agenda items were tabled because time was short.

Future Items for Discussion

1. Website and expanding technology
 - a. Facebook, YouTube
2. Revisiting mission statement: promote knowledge and appreciation
 - a. Periodic exhibits
 - b. Permanent displays
 - c. Publish articles

Meeting adjourned.

Respectfully submitted,
Heidi Hahlen, WPA Secretary
Corrections submitted by Jim Tyne