

Wisconsin Pottery Association - Business Meeting Minutes

Tuesday, 11 May 2010
Center

The Goodman Community

Attendees:

Dorothy Russ, President
David Knutzen, Treasurer
Heidi Hahlen, Secretary
Barb Huhn, Ex-Officio
Ann Waidelich
Jamie Boone
Christine Boone
Sue Jones Tagliapietra

Betty Knutzen
Barb Reed
Steve Dana
Jim Tyne
Ellen Tyne
Cindi Reyes
Steve Dana
Jeff Tagliapietra

Jim Riordan – absent/ill
Michael Waidelich, absent/recovering

Meeting called to order: 5:45 pm by President Dorothy Russ.

A. Secretary's Report:

April's meeting minutes were reviewed and accepted by those in attendance. Chris Swart has continued to pick up the WPA mail, has ensured that the annual PO Box rental fee has been paid each year and has submitted the receipt to the treasurer for reimbursement.

Heidi announced that 19 WPA members attended the April meeting/presentation and there were 3 visitors; one young lady checked the WPA website for the date and location of the meeting (several members remember that she has visited a meeting in the past), the second visitor was someone (a potter) who lives in the Schenck-Atwood neighborhood and the third visitor was a friend of John Magon.

Membership: Heidi announced that there are currently 38 paid members (including both singles and couples); 11 people remain on the current membership list but their dues are expired. Heidi reported that a meeting and membership reminder post card was mailed to Joann McCormick and Gordon Lamphier. A meeting and membership reminder email was sent to Alex Zanello, David & Mary Neuhaus and Peter Flaherty. Peter Flaherty called to report that he considers himself to be a WPA member even though his dues are expired and he hoped to be able to attend the May meeting. Jim T. volunteered to contact Alex Zanello, and Betty Knutzen will contact Joann McCormick to invite both of them to rejoin the association. A friend of Gordon Lamphier also called to report that Gordon is residing in a nursing home and will be unable to continue his membership. Heidi volunteered to send Gordon a card on behalf of the WPA. It is expected that the remaining members with expired memberships will renew.

A discussion was held about providing a complimentary membership to Bruce Breckenridge (the April presenter who graciously donated his speaking fee to the WPA) and local potters Kevin Hicks of Ephraim Faience Pottery and Scott Draves of Door Pottery. Everyone agrees that these 2 potters continue to support the WPA and this would be a way to extend our gratitude.

It was also suggested that consideration be given to a developing joint membership between the Wisconsin, Iowa and Minnesota Pottery Clubs for networking.

B. Treasurer's Report:

Dave reports that the current balance in the WPA account is \$6940.99. The second rental payment will be made to the Alliant Center in June.

C. Annual Show Report:

1. Jim T. reported that he brought boxes (10 thousand) of this year's single-sided show card to the meeting for everyone to help distribute. This year's printing cost was \$215 and if it is decided to combine the show card and membership card next year, the cost for a double-sided card is expected to be around \$300 for the same 10 thousand cards.

Jim T. is updating the contracts for this year's booth rentals and hopes to mail them around June 1. He reminded everyone that those dealers who need electrical access will need to send the electrical contract directly to the Alliant Center. Each dealer is expected to follow the 90/10% rule (90% pottery, 10% miscellaneous). Last year dealers (38 booths, 40 dealers) rented a total of 132 tables resulting in \$5610.00 (average of \$42 per table) income. The cost of rental depends on number of tables each dealer requests (single table - \$60.00). Jim also announced that 3 or 4 key dealers who have always participated in the past are quitting so anyone knowing a pottery dealer is encouraged to recruit to fill the void.

Betty passed around the list identifying the need for volunteers. Everyone is asked to participate in whatever manner they can to support this annual show.

Christine announced that the 2 local hotels, the Sheraton and the Clarion, have determined their convention room rates. The Sheraton's rate is \$99 per night and does not include breakfast. The Clarion's rate is \$89 per night, and includes breakfast. The Clarion will not allow WPA to post its group rate on the website, but the rate is good Thursday through Sunday as long as reservations are made 3 weeks in advance. The Rodestar Inn (7 miles from the Alliant Center) is also available at \$39 per night.

2. In Jim R's absence, Cindi Reyes was asked if she had any contacts in the local newspaper/TV communities with whom she could contact regarding feature articles, community calendar, TV and radio ads. The Antique Trader provides free advertising for the show and the WPA show will be included on the website calendar of the American Art Pottery Association.

D. Speakers/Presentations

No change in next 5 meetings and presentations.

E. Membership

Jim T. brought 2 old membership lists to the meeting. Jim has done some cross-referencing but more needs to be done to identify those past members who might be interested in re-joining WPA. These 2 lists will be combined with the list Dave had from 2007. Everyone agreed that this would be a good project to discuss at a later time.

Newsletter

Dorothy asked if everyone received the first newsletter that Ori-Anne Pagel emailed to the membership in mid-April. Most everyone received it but several did not. A hard copy of the newsletter will be mailed to those members who do not have email service. Dorothy also asked if anyone had any ideas for the next WPA newsletter. One of the past features of the newsletter was to highlight a WPA member. Jeff and Sue Jones Tagliapietra agreed to write an article about themselves and forward it to Ori-Anne Pagel. The deadline for the next newsletter is unknown at this time but will be shared with everyone when Ori-Anne determines the deadlines.

Heidi will send highlights of the meeting minutes for inclusion in the newsletter. Everyone understands that the minutes will not be reviewed and approved before inclusion in the newsletter so there may be inadvertent errors.

The meeting was adjourned at this time, acknowledging that the remainder of the agenda will not be addressed tonight.

Meeting adjourned.

Respectfully submitted,
Heidi Hahlen, WPA Secretary