

Wisconsin Pottery Association - Business Meeting Minutes

Tuesday, 8 June 2010
Community Center

The Goodman

Attendees:

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|-------------------|-----------------|
| Dorothy Russ | Betty Knutzen |
| Michael Waidelich | Jamie Boone |
| Dave Knutzen | Christine Boone |
| Heidi Hahlen | Rose Lindner |
| Jim Tyne | Steve Dana |
| Ellen Tyne | Jim Riordan |
| Chris Swart | Tim Zinkgraf |

Secretary's Report:

Heidi reported that the WPA currently has 38 paid plus 2 lifetime members, with 11 members still delinquent with dues. Six of those delinquent members are expected to renew their membership but 5 are uncertain. Betty reports that she contacted Joanne Anderson and she is no longer interested in being a member. Jim R. also contacted Alex Zanello but has not yet heard back from him. Heidi will continue to email or mail membership reminders until the end of 2010. Those still delinquent at the end of December will be removed from the membership list.

Heidi also contacted Ori-Anne to ask if she had determined newsletter publishing dates. She has not yet specified any dates but asks that content be submitted to her 2 weeks prior to the publish date. Heidi suggested that the following dates be considered for publish dates, with content due 2 weeks prior to the deadline: publish Feb 1, content deadline January 15; publish May 1, content deadline April 15; publish Aug 1, content deadline July 15; publish Nov 1, content deadline Oct 15. Everyone agreed with this plan but will defer to Ori-Anne if she has other suggestions.

Heidi mailed a 'thinking of you' card to Gordon Landphier on behalf of his friends at WPA. Betty noted that Gordon (age 84) passed away on May 18, 2010.

Treasurer's Report:

Dave reported WPA's current account balance is \$6725.99, with the second payment of \$1800.00 due to the Alliant Center.

Annual Pottery Show Report:

Information: Jim T. reported that the contracts have been revised, emails sent out to past dealers and the mailing of the contracts is ready to go, probably this weekend. Jim has already received a contract and payment from the Wisconsin Pottery Co, Columbus. Each dealer provides their own table linens.

Publicity Report: Jim R. reported the Steve and Tim have updated the website with a revised press release. Jim asked that everyone solicit for 'box' ads to be included in the WPA Show brochure. The \$40 ad includes name, address, phone and website.

Jim also reviewed the budget of last year's publicity (\$1200) in periodicals and asked for recommendations:

- 1) Auction Action Antique News/weekly/hardcopy & online; \$500 for ad x 4 weeks, includes press release in the 6/10/10 issue, 3 issues in July and a feature article; suggested that the feature article be delayed until July so it is closer to the date of the show
- 2) Antique Explorer, Princeton, WI; every 2 months, ad in 1 issue, \$93;
- 3) Antique Weekly, national publication 1 issue (August) and calendar, \$139
- 4) Old Tymes, 2 issues, \$200
- 5) Treasure Map, Illinois edition, \$36; free publication widely distributed in Illinois
- 6) YesterYear, Princeton, WI; 2 issues (July, August), \$203

Rose reported that last year, the 9 day classified ad in the Antiques and Collectibles column of the WI State Journal cost \$412.99. Despite advertising in the WSJ, getting a feature article in the newspaper is next to impossible. We are still hoping that Cindi Reyes, who previously worked at the WSJ can provide an inroad to the WSJ Weekend Community Calendar since we're a non-profit organization and getting an article published. Rose also investigated a website advertising package in the Isthmus, The Daily Page, for \$95, and it features a revolving ad for one month.

After a discussion of the pros and cons of the different avenues of advertising, everyone agreed that Rose should pursue an ad in the garage sale section of the WSJ for a \$39 package deal of 3 weekends in August (Thurs, Fri, Sat) instead of the Antiques and Collectible section, 9 successive days for \$412.

The local hotels will also have the show's brochures in their lobbies, the Madison Ceramic Arts Studio Collectors Society includes information about the WPA show on their website and in their newsletter, and Dorothy will continue to update the Madison Craig's list with both meeting and show information.

A short discussion focused on where the show attendees come from and how they may have heard of the show. Previous surveys done during the show have not yielded much information. Ori-Anne has manned a WPA in the past but she will have a dealer table this year so will be unavailable. Heidi volunteered to man a WPA table to solicit membership, getting mailing addresses/emails for future advertising and to survey people about how they heard about the show. Everyone agreed that most attendees are past attendees so the focus needs to be on the first-time attendee.

Exhibit: Steve and Barb Huhn opened up a discussion about how to proceed with determining where show's exhibit pieces will come from. Most of WPA members have examples of Wisconsin pottery in their collection, but the issue of whether or not to allow contemporary potters to submit their wares for the exhibit was debated. The concern is whether it would be perceived as advertising for the pottery company and if other Wisconsin potteries that did not submit their wares would be irritated. It was also recommended that if companies are allowed to submit pieces to the exhibit, a limit be determined for the number of pieces. The final decision is pending.

Jim R. will talk with Tim about including the paid advertiser's map again in this year's exhibit program as it was eliminated for space and cost concerns.

New Business:

Dorothy asked if anyone had experience with Facebook or YouTube as she sees these free websites as opportunities to continue growing WPA's exposure. She suggested putting a video on YouTube featuring the show's exhibit and sale floor and featuring pictures of members, meetings and pottery on Facebook with links to the WPA website. A short discussion ensued about whether the dealers would agree to be included in the video; Jim T. reports that the contracts don't include any disclaimers for video and pictures so he does not think that most dealers will have any issues with being filmed. If a dealer does not want to be filmed, we should be able to keep him/her out of the pictures/video.

Dorothy also proposed a summer meeting to discuss issues that we haven't been able to cover during the monthly meetings. All members will be invited to attend and possible topics for discussion include bylaws, the workload involved in website maintenance, membership drive, suggestions for next year's presentations and speakers. At this time, Saturday, July 24, 11 – 3 pm has been suggested as a tentative date for a meeting, location to be determined. Christine volunteered their home, and a meeting room in a restaurant was suggested.

Meeting adjourned.

The Show & Tell was well attended with some interesting pieces of pottery.

As the presentation began, Dorothy asked everyone to introduce themselves as there was good attendance. Steve Schoneck provided everyone with an outstanding review of matt green pottery from the late 1800's to the mid-1900's. His expertise and dedication to collecting what he loves is wonderful.

Respectfully submitted,
Heidi Hahlen

REMINDER
Next meeting
Tuesday, September 14, 2010

Business Meeting: 5:30 pm

Show & Tell: 6:30 pm

Presentation: 7:00 pm

Red Wing Advertising, presented by Jeff and Sue Jones Tagliapietra