

Wisconsin Pottery Association - Business Meeting Minutes

Tuesday, 14 September 2010
Community Center

The Goodman

Attendees:

| | |
|-----------------|-------------------|
| Dorothy Russ | Michael Waidelich |
| Christine Boone | Jamie Boone |
| Heidi Hahlen | Jim Riordan |
| Jim Tyne | Ellen Tyne |
| Tim Zinkgraf | Ellen Reed |
| Chris Swart | |

Treasurer's Report:

Jim T. gave the treasurer's report in Dave's excused absence. The WPA's current checking account balance is \$2844.58 and the savings account balance is \$6187.95 for a total of \$9032.53, which is ahead of last year's total balance at this time of \$7976.48. There are a few bills to come in yet but overall, Dave expects WPA to be in better shape than last year. The improvement this year is partially due to the lower rent at the Goodman Center as well as the positive ending income of this year's show.

While the attendance was down this year (362 to 480 in 2009), the gate was \$2232 compared to \$2400 (-\$168) last year due to the \$1 increase in entry fee (\$5 in 2009 to \$6 in 2010). Jim T. also reports that there was an increase in dealer rent of \$620 so between the gate fee and dealer rent, the overall ending balance in income was \$452.

Secretary's Report: (not presented during the business meeting but included in these minutes)

The June business meeting was attended by 14 members, and 30 members attended the show & tell, then stayed for Steve Schoneck's presentation of matt green pottery.

As of 9/1/10, WPA has 43 paid members, and this includes 1 new member and 3 renewals from the annual show. There are 2 lifetime members, and 4 members whose membership has expired. One dual/couple members are expected to renew and 2 singles will probably not renew. The Neuhaus' did respond to a membership reminder email and are no longer interested in a membership with WPA.

With the change in membership period, 34 single and dual memberships will be due for renewal on 1/1/11 and the remaining 9 single/dual membership will be due for renewal on 1/1/2012. The dues renewal reminder will be included in the December, January and February meeting notices.

Annual Pottery Show Report:

Jim T. handed out a report that compares the number of dealer tables, number of booths and rental income from 2002 to 2010. Column 2 is the number of tables rented. The plus or minus shows the net change from the previous year. Column 3 is the number of booths rented.

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|------|------------|-----------|----------------|
| 2002 | 167 tables | 52 booths | \$7385 |
| 2003 | 154 (-13) | 48 (-4) | \$6505 (-880) |
| 2004 | 166 (+12) | 51 (+3) | \$6995 (+490) |
| 2005 | 167 (+1) | 50 (-1) | \$7320 (+325) |
| 2006 | 157 (-10) | 48 (-2) | \$6910 (-410) |
| 2007 | 128 (-29) | 37 (-11) | \$5510 (-1400) |
| 2008 | 142 (+14) | 41 (+4) | \$6170 (+660) |
| 2009 | 132 (-10) | 38 (-3) | \$5610 (-560) |
| 2010 | 132 | 41 (+3) | \$6230 (+620) |

While there has been a steady decline in dealers in the past 8 years, 2010 held steady with 2009. We also had 9 new dealer-booths this year, with 11 new dealers and 6 contemporary potters: Door, Ephraim, Tim Eberhardt, Mary Pratt, Wisconsin Pottery and Judy Laubmeier.

Jim T. reported that there were no problems arising from the elimination of security this year; no one seemed to notice. There were microphones in each of the show rooms this year. It was recommended that next year,

announcements be made hourly with reminders to complete the attendee questionnaire and the awarding of door prizes, attendee must be present to win.

Chris distributed copies of the 2011 contract to the WPA officers and to the show managers. This contract included a savings of \$150 for early signing.

Publicity Report:

Jim R. brought copies of the Auction Action News with Brian Mahoney's follow-up article for everyone to read. Everyone agreed that despite the drop in attendance, the extent of this year's advertising was great with several new platforms (Isthmus website, Madison Magazine, Channel 27 interview with Dorothy and Dave and Larry Meiller's radio show interview with Dave and Jim R). There were also 15 businesses that sponsored this year's show.

Jim asked everyone who shopped his booth how they heard about the show. Two women traveled from South Carolina after seeing the show on the WPA website and one attendee was from Washington State. Heidi passed out copies of the attendee questionnaire – not one negative comment from the 40 attendees who completed the questionnaire. Heidi also announced that winner of the \$25 gift certificate (drawing for those who completed the questionnaire) is a gentleman from Oregon, WI. It was suggested that everyone who completed the questionnaire this year be emailed/mailed a show card for next year's event. Heidi will keep the list of those who completed the questionnaire.

Tim will review the WPA website hits and identify from where the hits came.

Jim T. suggested that WPA ask Donald-Brian Johnson, CAS to review next year's press release and ask for his editorial comments.

Wendy Dederich of the Madison Magazine has requested a list of the dealers who participated in this year's sale. Everyone agreed that this list is private and not to be distributed. Dorothy and Heidi spent time talking with Wendy at the show and she mentioned a high end design show the Madison Magazine was sponsoring. They may be interested in having dealers provide decorations. Everyone agreed that there is enough high end pottery within the membership of WPA. Heidi volunteered to contact Wendy for more information.

Exhibit:

Everyone agreed that this year's exhibit was again outstanding, thanks to Steve, Barb, Ann Waidelich, Mike, Chris and Tim and everyone else who donated their pieces of pottery from their private collections. The exhibit brochure was well written, thanks again to Tim, but he is asking that someone else take over the responsibility for writing next year's brochure. Christine volunteered.

Traveling Exhibit:

Christine announced that the Roscoe Antique Mall in South Beloit IL will provide 2 locked showcases near the front desk of the mall that we can use to display 30-40 pieces of Wisconsin pottery Oct-Nov. It is intended that this will include not only samples from the recent 1930 to 2010 exhibit, but also earlier Pauline, Edgerton, Norse, etc., and info about WPA.

For the exhibit, we will need: 1) pottery examples - 2 or 3 pieces of major potteries, with some examples of key (especially earlier) studio potteries and 2) placards indicating name, city, dates of production. Anyone who can contribute any of the above should contact Christine (potry9@ix.netcom.com) immediately so we can get started working on this.

The Wisconsin Antique Dealers Association's Fall Show is scheduled for the first weekend in October. Jim T. will contact someone about further extending the Wisconsin Pottery: 1930 – 2010 exhibit to either their February 2011 show or the October 2011 show.

New Business:

Jim T. recommended that WPA hold its March 2011 at the Rock County Historical Society on Saturday, March 21, 2011 in order to tour the exhibit: Pickard China: An American Company with Local Roots. More information to follow.

Reminder: Content for the next WPA newsletter is due to Ori-Ann by October 15th.

Respectfully submitted,
Heidi Hahlen