



Brainstorming Idea, OGP Meeting May, 2017

1. Meetings and Membership

- Short presentations of what people do, where they are going
- New members bring in a piece of their work to introduce themselves
- Daytime meetings
- Change the minute format to be more exclusively “action items” and topics discussed (Not word for word)
- Like the presenters at each meeting – more focus there (Collator’s note – mentioned by 3 separate groups)
- Stay with the present
- Be on time running mtgs
- More presentations per mtg, less time spent on business
- Make them more social (separate events?)
- Show and tell
- Start meetings at 7:00

Use the website more – all the info about *all* the members (bio, images of work)

- (Collator’s note – mentioned by two separate groups)
- (Webmasters Note: This is available to all members. Members must provide information. See the website for requirements.)

Membership structure – one fee for all, plus an affiliate membership

- Although we have 100 members only half are participating (normal)
- Can’t mandate volunteerism
- Member spotlight in newsletter can be via an interview – 1 person assigned to do that for the newsletter
- Student outreach in high schools, to the teachers, to Loam, to Gladstone etc.
- Studio tour
- Generate more informal connections via demos at the sale

2. Workshops

- “Hands –on” experiential vs just presenting – people need more than what you can get from watching a video etc.
- Visioning – discuss where you want your work to go, perhaps a one day
- Visioning workshop
- Individual members presenting ongoing work

- Local potters
- Professional assistance – how to pack pots, how to write bios, photos, etc
- (Collator’s note – mentioned by 2 separate groups)
- Return to members workshops – in member’s studios, chance to socialize, only for members and thus an incentive to join
- (Collator’s note: 3 different groups mentioned using our own members more, for inside workshops)
- Provide “an experience”
- Education of our members and community – promote our good work
- discussion to get paid?
- Have a hands on workshop in the guild mtg – ie how to write a bio, how to photograph a pot
- Bus trip
- Social get together
- Offer excursions to a gallery, an opening, visit other guilds, museums
- outside of Ottawa – eg Syracuse and the Everson
- 1001 Pots for the Opening
- Mentorship programs between old and new potters in the guild

3. Sales

- Use the sales to educate the public. Keep the demos
- (Collator’s note – mentioned by 3 separate groups)
- Have the artists who are participating in the sale be the demonstrators
- Farmer’s market and/or 613 Flea – take out a booth, ongoing all summer, vary the sellers
- Change the format – potters stand by their booths and help sell, with a central cash (Collator’s note – mentioned by 3 separate groups)
- 3 day sale – make it shorter?
- Put a big banner outdoors
- Take flyers on the days of the sale to the other venues at Lansdowne and hand them out
- Separate sections for non-functional art
- A featured professional potter
- Co-ordinate with other guilds (weavers etc.) to generate more traffic
- Have a theme for the sales, and for the guild in general
- Remove TD Billboard from the cost of advertising – too expensive
- Invite a high quality potter to come and speak at the sale, in exchange they sell their
- Work at the sale and give a small commission to the guild
- Quality is key ; Standards can be one way to decide who participates? Must meet “standards”

- Have a “One day Juried Sale”, do a higher level sale (Collator’s note – this idea mentioned by 2 separate groups)
- Studio sale – “Ottawa Clay Day”
- Pottery Box – sell a subscription and subscribers get a piece sent to them once a month – “Pottery of the Month” club

4. Communication and Community

- use mailing list to engage people in our activities (already do this)
- network with organizations and the public eg The Ottawa Art Gallery
- attract people who have an interest in pottery
- direct marketing to the general public
- promote other craft groups on our website
- support the exhibition by participating
- displaying member’s work in the community
- active recruiting for exhibition pieces
- build on the Populace momentum
- Karsh mason Gallery?
- Ottawa General Hospital display cases?
- Profile the guild as a conglomeration of professional, non-professional, emerging artists
- Great Bowls of Fire – costing the guild too much, let the Food Bank administer all the organizing of the \$, members could still volunteer, * people are getting tired, and it is costing us way too much in professional fees to service GB of Fire
- (collator’s note – mentioned by 2 separate groups)
- Use the exhibition for artist’s talks, talks by artists/members given to the public
- Guild forum – can studios promote on the guild forum?
 - -access – are there limits?

Wishlist

- Wish the Guild had a studio space. Grant writing to create this space?!
- Partner with Capitol potters, Gladstone Clayworks?
- One of a Kind – area for Guild members to show

Prepared by the Workshop Committee
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