

Pottery Studio Brainstorming Meeting 2/3/00

• **Present:** Abby O'Connell-aoc@cel.com,
Phil Conoly-phil@aits-online.com,
Brenda Chinn-brenda_chinn@hp.com,
Sue Vincent-suesorginls@earthlink.net,
Zea and Pete-zzzhmelton@worldnet.att.net,
Irene Jenkins-irenej@ihot.com

• **Agenda:** Welcome
Introductions
Brainstorming Vision
 Perfect studio
 Things to avoid
Next steps
Conclusion

• **The Perfect Studio:**

Physical plant:

Spacious, well-lighted, clean area
Large enough for workshops / classes
Reserved area for Emerging Artist / Technician
Attractive sales area that presents work in an positive manner
Lockers, Kitchen, Cot, Shower (To allow members to come straight from work to the studio and Emerging Artist/Technician to be on site to monitor kilns.)
Adequate parking
Library, Computer area, E-mail, Office
Cat

Equipment:

X number of electric wheels
X number of kick wheels
Kilns capable of firing a variety of styles / types / cones
Electric, Gas, Raku, Salt
Kilns that could be rented and fired by an individual
Pugmill
Safety equipment

Supplies:

Variety of clays
Wide variety of glazes

Environment:

Safety conscious
24 hour access
Fostering growth as artists with instruction in:
 Throwing
 Glazing
 Kiln firing
 Pricing of ware / art
 Basic business skills; museum / gallery operation
Sponsor guest artists (local professionals) presenting workshops open to the community at large. (opportunity to raise money)
Sponsor field trips
Supporting and encouraging each other as people and artists
Network with local schools and universities.

Offer student artist internship opportunities (ask schools to grant credit), Lab Tech. or Emerging Artist / Lab Tech. positions.
Give Emerging Artist the opportunity to teach classes and split the income with the studio
Be open to a full spectrum of artists- beginner through professional, functional through sculptors and encourage creative co-mingling
Classes for youth / beginners / disabled
Use the gallery area to showcase emerging artist, present special events student shows, attract new participants (area for viewing members at work- window to studio)
Integrate other forms of art - emphasize relationship with ceramics
Flower arrangements
Paintings on walls
Furniture design etc.

Additional:

Sufficient Liability Insurance
Break even or better
Revenue streams:
Memberships
Gallery sales
Classes
Multilevel memberships
Contract for members
Ability to pay by session or day for non-members
Web site for global access
food
Utilize members other talents but out source when needed

• **Things to avoid:**

Too many arbitrary rules
An emphasize on rules rather than creativity
Being run by non-artists / bureaucrats, people we don't like
Hand- slapping
Difficult access
Poorly maintained or crappy equipment
Long firing turnover time
Slackers
Overpriced materials

• **The Next Step**

Our next meeting is tentatively set for February 17th at the home of Pete and Zea.

Be prepared with:

Your thoughts on what policies should govern the organization,
What you can offer in the way of skills, time and money

To Do list:

Define skill sets needed
Write business plan
Write operating plan, policies, governances
Talk with professionals for advice
Investigate options for legal status
Not for profit
Institute
Guild