

WICA Board of Directors Meeting
Attendance VIA Teleconference call
Saturday, October 31, 2015, 9 am EST.

The board members dialed in and the meeting began at 9:15 am EST. Participating in the conference call were Dorothy Riley, Joe Eidukatis, Dennis Contri, Jeanne Atkinson, Dave Klein, Rick Nielsen, Barbara Stewart, Chuck Ulmann, John Schilling, Barbara Tegtmeyer, and Carol Fleischman.

1. Dorothy opened the meeting with a call for approval of the minutes of the board meeting of April 23, 2015. These minutes were approved as written. Dorothy then asked for the minutes of the board meeting of April 26, 2015 to be approved. These minutes were approved as written.
2. Dorothy had previously sent out the Committee Roster assignments along with the Directors/Officers information. There was a correction for Chuck Ulmann as his term will end in 2016, not 2017. Dorothy will verify the ending term date for Chuck.
3. Dave Klein had sent out the Profit & Loss Statement of June-October 2016 showing that the WICA Shoppe earned \$113., dues income at \$6120., and donations of \$375.. This shows a profit of \$6608, and expenses of \$4077. Giving WICA a profit of \$2600., for this six month period. This report was approved. Dave said the membership dues do not cover the cost of the publication of WIN. It was suggested that the Raffle income could be put in the General Fund instead of the Educational Fund. Carol, Dorothy and Chuck will research the By Laws as to the possibility of this change without the membership approval. They will have a report ready by the Annual Meeting.
4. The WICA Shoppe hasn't had any new items for sale, resulting in a smaller amount sold. There will be a new book on Soup Tureens ready for the 2016 convention in York, Penn.

5. The nomination for board members report was given by Dave. In this he stated that there are 3 board positions to be filled. Jane and Wes Diemer, and Barbara Tegmeyer are leaving the board. Suzanne Nielsen has agreed to serve. The position of Vice President needs to be filled.
6. The membership total as of this date is 183. There were 177 renewal forms sent out with 147 members renewing. There are 11 new members and with a carryover of 33 members. These carryover memberships include: 5 life time members

20 for 2016

7 for 2017

1 for 2018

The renewal rate for 2014 was 84%. Chuck included these remarks:

30 members did not renew

71 members do not have or chose not to publish an E-mail address.

The next directory mailing will be in the summer of 2016 for those members that have chosen a hard copy.

Jeanne Atkinson left the meeting at this time due to a furnace problem.

7. Jane Diemer had sent her report for the Recruiting & Retention Committee. In this she stated that 35 persons were sent reminder e-mails for the 2014-2015 year. She received replies from 3 members that did send in payment at a later time.
8. Dorothy discussed the results from her surveys. The overall response for the convention was 50% Very Good and 30% Excellent. The comments on the favorite things about the convention were: Visiting with other collectors and meeting new people and enjoying the fellowship of the members. Dorothy requested Dave Klein to send a donation letter to the members that donated to the Silent Auction & Raffle. Dorothy will send Dave a list of names of the people that had donated items.
9. The regional at Karen Zindel's had 22 attendees. Karen had an art conservator as the speaker which was enjoyed by all.

10. In the report that Rick Nielsen gave his on the White Ironstone Newsletter he said he will follow the thoughts and ideas that the members had relayed to him. He is planning to do a profile of Soup Tureens in a future issue of WIN. The next issue will have a profile of cheese domes and wedges.

11. Chuck Ulmann told the board of the different choices of menus available and their relation to the cost of registration for the 2016 convention. He stated that the cost of food has increased by 25% over last year. There will be one program before lunch on Saturday. This will be a power point on ironstone forms rather than patterns. After lunch Karen Zindel with Graf & Jane Diemer will present a program on how the membership displays their antique ceramics in the home.

Dorothy said she has sent the auction contract to Cordier Auctions.

Auction Off-site coordinator is Rick Nielsen and the On-site coordinators will be Adele & Rick Armbruster.

Any suggestions for the person to receive the Honors Award should be relayed to the Adele & Rick Armbruster or Bill & Carol Lancaster.

12. Dave told the board that the 2016 convention will be at the former Holiday Inn, now called the Wyndham Gardens Hotel. The 2017 convention will be in Syracuse, New York at Embassy Suites Hotel. Dorothy and Dennis will be the co-chairs of the convention.

13. Chuck will send out the electronic directory by June 1, 2016.

There had been a suggestion to have a copy of the A to Z book leather bound for Bev & Ernie Dieringer. As this would be a costly endeavor, Dave offered to check on prices from the original publisher in Davenport, Iowa as they did the original printing for WICA.

Dennis offered to do a program on how to re-purpose a damaged piece of ironstone for the 2017 convention.

Dorothy related that the research that Rosalie Spires is doing on the later years at Kew in England is taking longer. The later years have combined listings in one book, not separate books as the earlier years were.

14. An e-mail was received from the Potteries of Trenton Society (POTS) which is dedicated to the discovery and preserving the history of the Trenton Ceramics industry. They were asking for a co-sponsor for a Symposium in 2016. It was felt by the board that other than a few members that are knowledgeable on the Trenton or other American Potteries that WICA as a club would not participate in this meeting. It was agreed that WICA will put info in the WIN to help advertise the Symposium. Dorothy will notify POT of this decision.

Dorothy gave her report on the results of the survey from the 2015 convention. Some of the comments were:

A. Have a program on food molds or utility and kitchen items. It was stated that a program on food molds had been done in a previous convention.

B. Have a program on information on selling strategies.

C. Send out more detailed information ahead of time on the programs.

D. Make phone calls pre-convention-more personal contact. More advertising in advance.

E. Promote on social media and other clubs.

F. Have a convention with a sister club. This has been discussed before with some feedback about the dating of each of the clubs having been set and not wanting to loose each clubs' weekend convention times.

G. Open bidding to absentee bidders on-line with non-members paying a premium above hammer price. This had been discussed at another time and found there had to be minimum number of callers needed, which would not be viable for WICA.

15. The programs for 2017 have not been decided on as yet. Dorothy offered to do some research on Canadian Ironstone as a possible program.

16. The next scheduled Board Meeting will be April 28, 2016 at 4 pm .EST at the Wyndham Gardens, York, PA.

17. Adjournment was at 11:30 EST.

Respectfully, Submitted
Carol Fleischman-Secretary