

CBBAG - OTTAWA VALLEY

Minutes

June 13, 2018

Theme: AGM

Chair

Steve welcomed and thanked everyone for coming out on a rainy evening.

In his summary report of the year's activities, he said: The Ottawa Chapter of the Guild has had another great year. As one of the few Chapters that hold monthly meetings like this, I believe we offer members a little more group activities and a chance for members to share their experience, talent and interests. You should all be proud of your contributions. Our membership has remained stable; the city facilities we use for meetings and workshops are good; and we continue to have good attendance at our workshops and meetings. We held nine workshops with an average attendance of seven and a Bookbinding I course with five students. Our meetings have averaged seventeen members this year, down slightly from nineteen the previous year. You will get a more detailed breakdown from the various committee coordinators, but I'd like to summarize here a few of our accomplishments for the past year.

We held one group exhibition in November, as part of the Canada 150 celebrations, to show off our skills and creativity. It was held at the Shenkman Arts Centre in Orleans and went well. Our web portal has been revamped and the feedback is that it is usable and useful. Roxanne has gone above and beyond by making the site bilingual, another outstanding achievement.

But the highlight of our year was the very successful Book Arts Fair in May due to the outstanding leadership of Spike, assisted by a great group of volunteers. While things are still fresh in your memory, please let us know your thoughts on the Book Arts Fair—what went well; what didn't; what should we change for next time; or any other comments.

As a last point, I would like to express my thanks to our long serving Guild secretary, Susan Pinard, for keeping our little administrative engine turning month after month. Thank you Susan.

Financial Report

The Chapter remains financially sound with a stable bank account, and no outstanding liabilities. Although we did not get a CBBAG grant this year for the Book Arts Fair, we were able to cut back on some expenses, mainly advertising, and managed to break even. Our proposed budget for 2018/19 is provided for review. We have included a few of the core courses, hoping that there will be enough interest to run the level II and/or III. Again, it is for the members and we want to provide you with the best training opportunities.

Discussion of the proposed budget took place, as we are required to submit one to National. Noted that we are unable to buy large things, like presses, because we need a place to keep them. Spike informed us that our closing balance was \$10,000, as of June 13, with a starting balance last year of \$9400. (Numbers have been rounded up.) Roxanne asked if we could have a little more for the website. The proposed budget was approved by the members.

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Workshops

Nine workshops were held, and one core course, resulting in a revenue of \$700. Almost all were well attended. The selection of workshops was good. Spike would like to see more people taking Bookbinding 101.

Book Arts Show

Another highly successful show was held on May 12. The bottom line showed a profit of \$155.84. Advertising was reduced for this show, however, it is recognized that we need more of it, especially on social media. National was unable to help us out this year; previously they gave us \$1,000 for each show. We are also interested in feedback. It was noted that the weekend of the show was a busy one in Ottawa. Better to choose another weekend? Some people want to contact the vendors, so Spike will put links to them on the website.

Program

Wendy handed out two sets of lists for ideas. There were some topics that were suggested last year, which we didn't get to. We had a good mix/balance of programs. However, we have not sought feedback for these either. With a small group, it is easier to gauge the audience's reception of the presentation. Roxanne proposed doing an online survey. In the past, we have had presentations by conservators, however, most of these people have retired. We need to reach out to other artist groups.

Wendy realized that presenters at the next meeting should be reminded at the end of the current one. Reminders one week before or no reminders is not adequate.

Website

It is great to see how many visits are being made to our website. 8,000 visits have been made in the last 30 days, with the two most visited pages being tools & supplies and the Book Arts Show & Sale. Roxanne wants to work on a resources page, such as books. She will start with the books she owns, which many of us also likely own. The need to categorize things is clear, such as events. There is a new tab for the BASS, which might attract more people. Discussion about having a permanent tab for a biennial event took place. The year could be removed from the tab, as long as there was a note about its not being held every year. Information about the past and future shows could be included. The psychology of shopping was mentioned and doing something else on the off years, to let people know that we were still around. The online exhibit page should be for exhibits only, meaning that the gallery of monthly challenges will have a different page.

Affiliated links were mentioned. These may not apply to the Chapter, since we are a non-profit organization. Evaluations on paper were discussed, which may not be needed after meetings.

Communications

Susan Ross asked if the reminders she sent out one week before meetings were enough, and if the timing worked. We agreed that it did. Our Facebook page is sad. Julie Roy offered to help revamp the page. 229 people receive monthly reminders. Spike had a stack of cards with email addresses from people who attended the BASS, to be added to the mailing list. This would help satisfy the goal of exposure, and attracting people.

We don't have Instagram, which young people are using more than Facebook these days. National has an

account, thus we should get one as well. Noted that one can pay to have one's news pushed, which would be good for BASS and BB 101.

Nominations

Steve explained what he did as Chair. Spike was willing to take over this role. Then, Nancy French volunteered to be our treasurer. Spike will continue to organize workshops. Susan Pinard will stay on as secretary; Wendy Feldberg as program coordinator; Susan Ross as communications coordinator; Roxanne Lafleur as website coordinator, and Geneviève Samson as archivist. All present were in favour.

Open Discussion

Regarding marketing, a small group should get together and set goals.

Gayle wondered if we should continue to provide lunch at the BASS for volunteers and vendors. Were there any health and safety issues? Confirmed that lunch was appreciated by the vendors. We will keep on doing it, with the aim to have just enough food to suit the needs. Selling coffee, or having a donation jar beside the coffee urn was reviewed. Vendors would be able to get free coffee.

Wendy asked how much we pay guest speakers for doing presentations at meetings. We present a gift card for \$25 to Chapters/Indigo to guests. Usually not given to members, unless they use their own materials. Wendy paid Anne separately for her talk on gelli printing, at the April meeting. There was discussion on workshops vs. meeting presentations and what people should be paid. A committee will review the policies and fees. A better definition of "guest" presenter is needed. What are our priorities? Can the program coordinator have discretionary funding? No. The rules need to be followed consistently.

Having monthly challenges proved to be too much for the members. More time was needed to complete them. Susan Pinard did nice work, perhaps it could be exhibited? The monthly challenges were meant to be a source of ideas, and could be shown at any meeting. Inspiration is the key here. Some people said they did not have any ideas. Gayle said she preferred to make only one of something, not multiples, as was required in the swap. Final decision: have two challenges only, one to be shown in December, and the other one in May.

Show and Tell

Steve had a small book in a matchbox, *The Tale of Peter Rabbit*. He has started a Beatrix Potter series, which will include the 10 books, with 50 copies of each. The small type proved to be difficult, in that it could not take a lot of pressure. He distributed invitations to his and Gayle's St. Bartholomew Fest in August. Paul had two books showing the Byzantine binding he's been practicing. Julie created some marbling tools, combs (nails through wood). Spike had 3 mini books; she's working on *Alice in Wonderland*. One was a prototype, and one was digitally printed. Each book will be a chapter. There will be 12 chapters, and she will make 15 sets. These books will be bound with leather.

Announcements

Roxanne will be giving a workshop this summer for the University of Ottawa, variations on a pamphlet stitch. It was suggested that she could get paper at DeSerres, or paper on sale. Congratulations were due to her, for her book was selected for the Art of the Book exhibit.

Other Topics

An email was received from someone who had taken some bookbinding instruction. He wanted end papers to be added to a book. No one was interested. Spike took the email.

Spike mentioned how she had bound a book for someone, who wanted it to be a gift for another person. The recipient was very pleased.

Programs/Workshops

One idea that was suggested was how to photograph a book, or take photos for a monthly challenge.

Previously, we would plan our programs for a month or two at a time, instead of considering the entire year.

Last year, Susan Pinard asked if we could have Cheryl Moote come to do a workshop. Spike agreed to contact Cheryl, to see when she would be available.

People can email Wendy with ideas. It would be desirable to have a meeting to plan the year before September. The workshop committee will meet some time over the summer.

How to contact members? One can go to the CBBAG site and find someone's information. Alternatively, we might produce our own copy of the 22 members who regularly show up at meetings, as long as permission is given by those members.

At the conclusion of the meeting, both Maggie and Susan expressed their thanks, on behalf of the members, to Steve for his work as Chair for the last two years.

Next Meeting

September 12, TBA

14 in attendance