

## **Harte Trail Studio Tour Minutes Aug.16,2023 (home of Stephen McLean)**

**Attendees:** Stephen McLean, Terry Murray, Arlene Cherepak, Beth Maurer, Rosella Farmer, Shirley Rayner, Joanne Harris, Anne Layman, Worth Hayden, Diane Levit, Jo-Ann Day, Michelle Paterson, Jocelyn Plett, Phil Brake

**Absent:** Ray Christopherson, Rick Ross, Debbie Lawson, Chris Foster, Dot Harapiak

### **Minutes**

#### **Approval of Minutes**

- Jo-Ann Day approves minutes
- Arlene Cherepak seconds approval of minutes

#### **Social Media Updates (Michelle)**

- Michelle has an eight point count down created to post before the tour. She has used an AI app. She will ask businesses that follow us on social media if they will take some brochures.

#### **Ads and Promo**

- Terry filled in for Chris who was absent with a report. Two templates are created and will be sent out for members to use on their email contact lists. Chris will be sending a press release to tv, print and radio around Winnipeg and surrounding areas. More ads will be used on Instagram and Facebook. We will be doing a countdown on social media 10 days before the tour. It was decided not to do funny reels this year due to summer absent members and time constraints.

#### **External Promotions (Jo-Ann Day)**

- Banners have been made for three locations, A&W on Portage Ave., dog park and the fence where Grant and Roblin meet.
- New promo will be silver bins - Grant and Kenaston west bound, Grant and Haney east bound, Moray and Roblin.
- City of Winnipeg digital ad which will be on city locations such as libraries, community centres, television screens etc.
- Mobile signs such as Rich's Auto etc.
- Free Press ear lug will be in paper two weekends before show in the Arts and Entertainment section.

#### **Members Tool Kit**

Chris has created sheet called [Valuable items - attach to your computer](#). To get on to our members only section of our use password **2023htst** to get onto members only section. All the documents you need for the tour are here to be printed out for your own use by you.

### **Brochure Distribution list (Terry for Debbie)**

- Debbie has distributed the brochure distribution list and would like everyone to take a look at locations still needing brochure distribution and add if possible. Let Debbie know of any you can do. Also if you take brochures to a new business let her know and she will update her list.

### **Upcoming Events (Anne)**

- Our next place to show if you wish is Fort Whyte Orthopedic Center on McCreary Rd. Date to be determined after the tour. The show length of time will be up to artist group and at least two pieces are possible.
- Assiniboine Community Gallery (formerly the pavilion in Assiniboine Park) Dec.2023-Feb. 2024. Two pieces of work can be hung by each artist at a cost of \$15 per painting. We will have an opening night reception. The gallery also takes 10% of any sale.

### **After the show (Terry)**

- **Passports are to be delivered to Terry's home 42 Chiswell Cove right after the tour on Sunday so that the draws can be made.** Your tour signs and flag should be taken down every night after tour so they don't go missing. You store them yourself after the tour unless you aren't in tour next year.
- **When dropping off passports also put your sale amount total on a piece of paper that Terry has. This is anonymous.**
- Windup at home of Joanne Harris on Sept. 21. Food will be served. Bring your own beverage. Great time to share the tour experience with other artists.

### **Other**

- Charleswood library (Beth) Monday Aug.21 small pieces of art or sculpture or pottery to be dropped off at the Charleswood library. Small items such as cards and bookmarks are also needed. Beth has sent out an email with details of shelf sizes available. Art will be removed before the studio tour.
- Shirley mentioned that we have paid for liability insurance for everyone on the tour. This covers the two day event and is identical to last years policy from Co-operators Insurance.
- Brochures, passports and card stock poster to be put up of our advertisers were picked up by artists.