

**Harte Trail Studio Tour
General All Member Meeting –
February 19, 2026 6PM
Charleswood Library**

Meeting Minutes

In Attendance: Chris Foster, Jo-Ann Day, Arlene Cherepak,, Anne Marie Layman, Terry Murray, Shelley Mollot, Rosella Farmer, Ann Rallison, , Lori Cote, Beth Maurer, Carin Jette, Ray Christopherson, Greg Fritz, Debbie Lawson, Hans Arnold, Susan Smith, Giuliana Grande, Tony Yakovenko, Orysa Stein

Absent: Phil Brake, Joanne Harris, Diane Levit

Acceptance of November 13, 2025 general meeting minutes (Shelley)

NOTE NEW PASSWORD FOR WEBSITE: 2026HTST

Membership Update:

- New members: Orysa Stein, Hans Arnold, Giuliana Grande, Tony Yakovenko and Susan Smith
- Non returning members: Shirley Raynor, Pam Gerbrandt, Steve McLean, Marjorie

Changes to the Executive

- New executive:
 - Chair: Rosella Farmer
 - Vice Chair: Carin Jette
 - Treasurer: Jo Ann Day
 - Secretary: Shelley Mollot
 - Past Chair: Chris Foster
- RBC bank account updated to reflect new executive with respect to new signatories as well as a change of branch

Financial report year-end 2025.

- Budget presented by JoAnn with a handout of Income and Expense Statement for 2026
- Changes for upcoming year:
 - No renewal of Zoom subscription
 - 50 Brochure stands purchased to try this year
 - No Art City donation this year
- Budget accepted and passed

Sponsorships for 2027

- Discussion about whether there is an interest to have sponsors for the tour as well as advertisers
- Increased revenue may be needed to replace signs that were stolen last year

Action item: Beth to take inventory of existing signs and flags to determine how many more we may need.

New ideas to get our name out in our areas - for 2026

- Carin provided a handout with several suggestions that might help get our name out so that we are recognized and spoken about and to expand our exposure in different areas in the city.
- Please take some time to read the handout and provide feedback or new suggestions to Carin or Lori via email
Carin.windsongstudio@gmail.com
Loricote50@gmail.com
- Membership needs to get info out on our personal instagrams. Collectively we have 10,000 followers. Looking for tutors to help advise on how to go about this
- Orysa volunteered to review social media with anyone interested

Action Item: Lori and Orysa to determine a date and send to the group, to let Shelley know when to book the library

Brochure distribution

- Should we expand distribution to newer areas of the city?
- This is the most expensive thing on our budget and we need to ensure it's being passed out and not thrown out.
- Please think about places in your area that might take brochures
- To be reviewed with committees and discussed next time
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General meetings for 2026: Feb, May, Aug, Nov, reduced to 4 this year

2026 Committees:

1. Advertising - Arlene, Phil, Greg
2. External Promotions - Diane, Joanne H.
3. Free Online Event Listings - Susan Smith
4. Outreach & Media (TV,radio, newspapers) - Terry, Shelley, AnnMarie
5. Social Media - Carin, Lori, Hans Arnold-Meta Ads
6. Website/Newsletter - Chris,Tony Yakovenko (other Canva tasks as needed)
7. Brochure content & design - Chris, Debbie
8. Brochure distribution list - Debbie, Hans (all members distribute their own area)

9. Ideas for new businesses to distribute brochure to - Debbie, Giuliana, Orysa

Passports :

- Concern that passports are not being filled out and we need the info for our analytics to determine where to target our marketing
- Ideas to improve this would be:
 - Make the passport larger so all info is on one side so it's easier to see if it's been filled out
 - Add a line on the passport that states only completed passports will be entered in the draw, contact Terry for wording.
 - Art assistants need to be encouraging and monitoring what's being handed in
 - Possibility of increasing the prize with donated art

Signs/flags inventory –

Action item: Beth M to email group to see how many signs and flags they have

- Diane Levitt has ordered signs in the past

Membership cards

- Shelley to make new cards for upcoming year as date will expire
- Action Item:** Chris to provide template as well as instructions for this