

HTST –All Member General

November 13 ,2025 – 6 PM
Charleswood Library

In Attendance: Chris Foster, Jo-Ann Day, Arlene Cherepak, Joanne Harris, Anne Marie Layman, Terry Murray, Phil Brake, Shelley Mollot, Rosella Farmer, Ann Rallison, Diane Levit, Lori Cote, Beth Maurer, Carin Jette

Absent: Steve McLean, Greg Fritz, Worth Hayden, Debbie Lawson

Shirley Raynor and Pam Gerbrandt will not be continuing on for 2026.

Acceptance of August 14, 2025 Meeting Minutes - (Jo-Ann)

Last meetings minutes revisions corrected by Arlene as the revision had been made by Arlene, not Terry, and the name of the new advertiser had been misspelled. The correct spelling is Kim Rosner. Moved as corrected by JoAnn, seconded by_____, vote unanimous.

- **Finance (JoAnn) - Draft Financials for 2025**

- **Revenue and Expenses to date**
Outstanding expenses \$29.11 – Terry's Gift

Estimated Expenses for remainder of 2025

- **Estimated Balance for 2025**
Current balance is \$3990.20

Collect Dues and Signed 2026 Exhibitor Contracts

Dues collected with contracts tonight, emails to be sent tomorrow to those who are absent

2025 Tour Review and Analytics – Chris

- Overall a great year, our second highest attendance only down 0.15%
- Sales this year \$48,188, a decrease of 1% of the highest on record
- Accumulated sales over the past 6 years (minus covid year) \$261,262.00
- 1/3 of visitors went to 5 studios
- 80% went to between 5 and 8 studios
- Passports: only 293 turned in, this is the lowest ever, down 27%
- Of those, 86 didn't fill in any personal info

Suggestion was made by Chris to make a change that would involve only including the passports with all info filled out to be entered into the draw to help improve this

This year's winner was Dana Stockton who chose Terry

Attendance Demographics:

- Charleswood continues to be the biggest group at 25%
- River Heights 2nd at 17%, up by 7%
- St James in at 3rd
- Increased traffic from Fort Garry and St Vital, also some outside of Manitoba this year from Sask, Ont, BC, and Australia

Marketing Efforts:

All avenues of marketing are proving to be successful.

- Comments were received on all avenues of our advertising – including billboards, and bins. Banners did not seem to be as noticeable.
- Lots of comments on the posters, more than in previous years
- Top draw is word of mouth, brochure, signage. After that is Facebook and Instagram ads, then newsletters
- The articles in 8Free press, Community news, Radio/TV spots have all been seen and help direct traffic to our website
- Great work by our Social Media committee, our Instagram followers are up this year by 23% to 630 followers, facebook is up 8% to 625 followers
- Our email list is also up by 27%, with 3,118 contacts that our newsletters go out to. This number will increase as it doesn't include the people who requested to get added to the list from the passports this year
- 18% increase in brochure downloads from website, 1026 downloads
- From August 20-September 21 (30 days prior to the tour) we had 3596 people checking out our website, total number of 5124 visit. 90% were new people
- **2025 Tour – Member Observations and Suggestions**
- Overall impression that it was fairly busy for a rainy Saturday, most were busier on the Sunday
- There are 2 inquiries for new members, to be interviewed after February
- Some concern was expressed with the possible location of the new members being close to each other resulting in more visitors viewing the studios that are clustered together
- Others commented that more artists in the group generates more interest and stimulates growth which is beneficial

Action item: all members - We currently have space for 3 new artists, there would be a possibility of sharing space with someone in the area, if anyone knows an artist who may be interested please reach out to them

The possibility of opening up new areas like River Heights was mentioned, This is not in our bylaws and would need to be voted on by all members.

Several ideas were mentioned to improve the passport info:

A possibility of increasing the reward, or possibly a scavenger hunt with things to collect at different studios

A general agreement that moving forward the passports must be completed in full to be able to enter the draw, the passport to be modified to reflect this

Action Item: Phil, Ann, Carin and Terry have been asked to brainstorm ideas for improving the passport issue and present at our February meeting

- **Website Updates – Chris**
- **Chris reported that the third website update will take place this month and requested all members to review and update their images as needed.**
- **Action Item 1 – Chris will send out email regarding updates**
- **Action Item 2 – all members are to review and update as needed and submit to Chris**

- **Proposed Slate of Officers for 2026 – based on member discussion and volunteers – presented by Phil**

Proposed slate of officers for 2026:

Chair: Rosella

Vice Chair: Carin

Treasurer: Jo-Ann

Secretary: Shelley

Past Chair: Chris

- **Nominations from the Floor**
No further nominations, declared closed

- **Vote on 2026 Officers**
Unanimous vote, the slate of officers is elected

2026 – Upcoming Highlights Rosella Farmer

- **Tour dates – September 19-20, 2026**
- **Committee Structure**

Action item 1 : Committees to be determined at the January exec meeting.

Action Item – Rosella will be contacting all members regarding their committee participation

- **Meeting Structure**

Next general meeting dates to be determined by incoming chair, Rosella

Chris recognized f Joanne Harris, Shirley Raynor and Ann Rallison for their time spent on the Executive. A special recognition and gift was presented to Terry Murray for her commitment for the past 6 years on the Executive and fulfilling Chair and other roles.

Action Item: Shelley will mail a card to Shirley to thank her on behalf of the group for her 8 years as Treasurer.

Meeting Adjourned 7:00 pm