

**Harte Trail Studio Tour
General All Member Meeting Minutes –
June 11, 2026 6PM
Charleswood Library**

In Attendance: Jo-Ann Day, Arlene Cherepak, Rosella Farmer, Ann Rallison, Lori Cote, Beth Maurer, Debbie Lawson, Susan Smith, Giuliana Grande, Tony Yakovenko, Orysa Stein, Phil Brake, Joanne Harris, Worth Hayden, Terry Murray

Absent: Diane Levit, Chris Foster, Anne Marie Layman, Shelley Molloy, Carin Jette, Ray Christopherson, Greg Fritz, Hans Arnold

Acceptance of last Meeting Minutes

Moved by Rosella, seconded by JoAnn, vote unanimous.

Signage

- Beth passed around an inventory sheet. Everyone had an opportunity to mark in how many signs they have and how many more they need.
- **Action Item: All new members (Giuliana, Orysa, Hans, Greg) need to contact Beth and pick up their signs. Any returning members who need lawn signs should also contact Beth to arrange pick up of signs.**

Committee Reports

- **Finance** (JoAnn D)
 - JD provided an overview of the status of our finances. There was a brief discussion regarding the fact that we are typically spending approximately \$1,500 - \$2,000 more on promoting the tour than we are taking in annually. We may need to take in more advertising funds or increase our membership fees (or a combo of both) in the future. JD asked to have this added to the agenda for the next Executive meeting.
- **Advertisers** (Arlene)
 - There are still 3 advertisers whose payments are still outstanding – ReMax, D. Eyolfson, K. Cook. Arlene indicated that her committee will follow up.
- **External Promotions** (Joanne H.)
 - They have looked at the available silver bins. It looks like there are no fronts available so will look at backs.
 - We will not be doing the digital superboard, based on feedback.
 - Banners – may do 1 or 2 more depending on locations.
 - Will continue using Artero for distribution of posters.
 - Free digital signs – Rich's Auto will continue. They will look for other opportunities – Charleswood Legion was mentioned. Giuliana indicated that we could use the Mona Lisa Restaurant digital sign.
- **Social Media** (Lori)

- Currently working through the “Art Is...” section. In July she will start “Tools of the Trade”.
- **Meta Ads** (Tony)
 - Rosella advised that Tony and Chris now handling this as Hans was unable. Tony advised that it is complete.
- **Website & Newsletter** (Chris)
 - Chris will be doing newsletter this month.
 - Chris will be sending out an email later this month asking for your updated images/bio for the website.
 - **Action Item: Chris to send newsletter to Exec. for review.**
- **Online Promotions** (Susan)
 - The online listing have been completed.
 - There were a few suggestions on new items – The Little Art Boutique, St. Norbert Monastery, WAG, Art Junction, Modern Electric Lunch, Paper Gallery, Fort Whyte.
 - **Action Item: Phil to contact the WAG, Paper Gallery, Fort Whyte.**
- **Brochure** (Rosella)
 - The brochure is complete. Rosella passed a copy around the table.
- **Posters** (Tony)
 - The poster is complete and is now available on the member site in 8.5 x 11 size.

Brochure Distribution

- Rosella passed around a copy of the brochure distribution list. Everyone was asked to review and mark in updates.
- **Finding New Businesses for Brochure Distributiion**
 - We need a couple volunteers to research businesses in Ridgewood, St. James, Headingly areas. Need to call the owner/manager to give them info. on HTST, what we are about, dates, etc. and ask if they would display our brochures in their business for customers to take. Giuliana and Orysa volunteered.
 - **Action Item: Giuliana and Orysa to discuss. Any additions/changes to the distribution list should be sent to Debbie/Rosella.**
 - **Action Item: Susan S. to investigate opportunities related to real estate sales.**
- Brochure distribution – additional help needed.
 - We discussed having some extra people who could help with distributing to businesses.
 - **Action Item: Phil, Worth, Ray, Hans will handle.**

Meeting Adjourned 7:30