

Harte Trail Studio Tour Members Meeting

Meeting Minutes
February 27, 2023

Present: Arlene Cherepak, Jo-Ann Day, Rosella Farmer, Chris Foster, Hayden Worth, Debbie Lawson, Annemarie Layman, Diane Levit, Beth Maurer, Stephen McLean, Lori Miller, Terry Murray, Michelle Paterson, Jocelyn Plett, Ann Rallison, Shirley Rayner, Rick Ross, Dot Harapiak

Absent: Maria Givner, Phillip Brake, Ray Christopherson, Joanne Harris, Sabbatical members Margery Koop, Donna Coming and Ainsley Price

Terry welcomes all to first all member meeting of the new year. Terry welcomes all new members; Worth Hayden, Jocelyn Plett, Jo-ann Day. New members Maria Given and Phil Brake unable to attend.

Members on sabbatical are Margery, Dot, Donna and Ainsley.

Short Introductions were done by all.

Minutes approval

Arlene Cherepak approved last minutes. Annemarie seconded the motion.

Introduction by New Members

- Worth Hayden - a sculptor; brought an award winning piece; carves mostly northern animals because they don't have long legs/antlers to break off. Being a member of group will help him become a better salesman. Carves in a variety of stones
- Jo-Ann Day - started 2 1/2 years ago; water-colour is her medium; paints flowers, sports figures, family pictures; architectural; showed piece of w/c of a 59 Cadillac. In the past has done a lot of fibre art, playing with alcohol inks.
- Jocelyn Plett - Textile and natural found objects artist; produces wearable art; showed a quilted dress that she was wearing; Lived in Madagascar for more than 10; Jocelyn is very good at selling and telling stories particularly of other people's work
- Phil Brake - dye on silk; quite large pieces; shows at Soul Gallery; art teacher for 29 years
- Maria Givner - graphic illustrator/designer

2023 Budget

- Shirley presented the draft 2023 budget. Shirley made a motion to accept the budget as written. Rick Ross seconded the motion and the motion was carried.

Review Timeline

- Terry presented the timeline to the group; reviewed the focus for the first three months.
- Membership responsibilities have been allocated to committees.
- Each timeline item shows what committee is responsible
- March is important month as we need to get images/bio, etc to Rosella for the brochure
- External promotions will be meeting to decide on promotion activities

New people will be asked to join committees.

Committee Updates

Promotional Materials (Rosella)

- Rosella reviewed Harte Trail Artist brochure submissions
- **Action Item:** New members are required to submit an image and a bio. Existing members required to submit an image image for the brochure. All members can submit an extra image for consideration to be used on the cover of the brochure. Please name images as described in the attachment of the handout by Rosella
- Returning members should identify changes required to bio
- Watch out for problems ie too small or not cropped properly (300 dpi)
- Handout will be attached to the minutes to ensure everyone gets a copy

Brochure Distribution (Debbie)

- 260 business on list; several will still need to be filled in
- Some businesses will not accept brochures for several reasons
- Presented some new ideas for brochure distribution; created a “business card” for Harte Trail with a QR code - scan will link to that artist on website could put on “business card” on bulletin board; created some business cards for each HTST member
- QR code to take people to HTST website
- Rick asked if QR code could be put on brochure; Chris said yes
- **Action Item:** Terry suggested we take this idea and discuss it further outside of this meeting.
- Terry pointed out that all members will be getting 500 brochures to distribute. The blank spaces on the distribution list will be filled out by members as to where they’re going to drop off brochures.
- Rick suggested QR sticky to put on tour sign

Website - Chris

- **Action Item:** Chris has asked for updated website images and process shots. Process shots will be used for Social Media
- Chris offers 3 times a year to update images; next update will be June/July and will be the last update prior to the tour dates
- **Action Item:** Terry suggested that we should send out tour analytics to new members
- Chris showed new section on website; Members Login. It will contain all the support material available to members. This will reduce the number of emails that we send out. The password to this login is 2023member.
- Chris asked if there are other people that could perform website backup.

Social Media - Michelle

- Templates have been created so we have a consistent look and feel to social media; consistent with website also
- 2 posts for every artist; one post will be on a template that shows 2 pieces of artwork and the second will be a process piece. Process shots could include the artist doing their craft, holding one of their tools, at a show, etc
- goal is to post one a week.
- As we get closer to tour date, more frequent posting will be done for eg countdown
- People can also submit special material and ask Michele to post like awards received
- Can suggest new hashtags to Michelle also.
- Asked members to engage ie comment on posts

Advertising - Arlene

- We lost three politicians last year \$1250 due to a blackout period prior to the election
- Two new ones came on today; Evan Duncan and Reg Keller; councillor for Charleswood
- Other new advertisers being pursued

Lori Miller announced that CTV will do an interview for morning show prior to the tour and is FREE due to being community interest piece. Lori will follow up in August. The executive will decide how we will use this spot and who will appear.

CMU Proposal/Assiniboine Park Pavilion Gallery/Others

CMU Proposal

- **There is no Place Like Home** is the theme
- May to June next year is first choice with March being second choice
- Will require 5 paintings from each artist for show
- Ann asked for a show of hands of who would like to participate
- **Action item:** Would like an image from 10 artists with a few sentences about how their work fits with the theme' this is due for Mar 2 and should be sent to Ann-marine Layman.

Assiniboine Park Pavillon Gallery

December/January/February at Pavillion gallery is set. There is a minimal charge to artists to cover the cost of wall repair after the show.

Fort Richmond Medical Clinic

- Chris got email about hanging at Fort Richmond Medical Clinic.
- This is hold for now