

HARTE TRAIL STUDIO TOUR MINUTES CHARLESWOOD LIBRARY JUNE 15,2023

ATTENDEES: Terry Murray, Shirley Rayner, Chris Foster, Joanne Harris, Beth Maurer, Jo-Ann Day, Annmarie Layman, Debbie Lawson, Ray Christopherson, Phil Brake, Stephen McLean, Worth Hayden

ABSENT: Michelle Paterson, Dot Harapiak, Diane Levit, Rick Ross, Arlene Cherepak, Rosella Farmer, Jocelyn Plett

MINUTES:

Approval of Minutes

- Shirley approved minutes seconded by Chris

External Promotions

Jo-Ann Day presented and discussed the following for their committee.

- City of Winnipeg Digital Display - Shirley has created the graphics and its been approved. Will be used 4 weeks prior to tour and will be displayed in various city locations such as community centres etc.
- Hold the date cards- have been distributed to members to give out.
- Free Press Ear lug ad- will be developed and will run weekend before the tour
- Neighbour magazine- an article of 1/2 or full page will submitted. We don't qualify for the cover as they only use it for families
- Radio and tv stations- Chris says it's best to do a press release and send it in to different media locations before the tour.
- Banners- 3 spots are suggested. Portage Ave. A&W, Corydon and Roblin (fence), Shaftesbury and Grant. Bill boards decided as being too expensive.
- Silver Bins- to be used closer to the tour. Locations to be decided and might be difficult with elections using some also.
- Ricks Auto is letting us use their sign.

MEMBERS WEBSITE CONTENT

Chris has a print out for members website. This includes a password so members can obtain printouts for tour, information on setup etc. Valuable info especially for new members.

WEBSITE PHOTOS

Chris would like members to send photos in for our website by end of June. Please look at the website for the format needed for submitting. These images will be on for the tour.

INVENTORY DISTRIBUTION

Beth discussed the inventory and she needs to know how many signs you have.
PLEASE VERIFY YOUR SIGNS WITH THE INVENTORY ATTACHMENT AND LET
BETH KNOW ASAP IF YOU HAVEN'T.

More signs will be available at our August meeting.

BROCHURE DISTRIBUTION

Debbie encourages everyone to add to the current brochure distribution list. Please let her know which locations you will be taking brochures to.

Jo-Ann Day who owns the A&W near Polo Park has kindly said they will add a brochure to each take out bag close to tour.

CMU UPDATE

Shirley read the letter from Sarah at the gallery. She gave us potential dates for 2024 but we are waiting for a response

Annemarie also discussed the Pavilion

at Assiniboine park. We have a spot Dec.2023,Jan. and Feb. 2024. It costs members \$15 per painting and we can display 2 each.

OTHER

Shirley mentioned she attended a luncheon at Breezy Bend golf course. She was invited by office of Myrna Dreiger (Charleswood). She found the speakers informative and passed out some save the date cards.

NEXT MEETING AUGUST (date to be determined)

Adjourned 6:55 pm