

HTST General Meeting Nov.2, 2023

Minutes all members meeting

Attendance: Anne Layman, Jo-Ann Day, Ray Christopherson, Beth Maurer, Margery Koop, Chris Foster, Terry Murray, Arlene Cherepak, Worth Hayden, Shirley Rayner, Debbie Lawson, Diane Levit, Donna Cuming

Terry did a brief introduction and welcomed Donna Cuming and Margery Koop back (on sabbatical).

1. Acceptance of Last Minutes

Approved by Jo-Ann Day, seconded by Arlene Cherepak

2. Nomination and Election of Next Executive

Arlene put forth a slate of the new executive board as

Chair, Chris Foster
Vice Chair, Joanne Harris
Past Chair, Terry Murray
Treasurer, Shirley Rayner
Secretary, Jo-Ann Day

Arlene then called for additional nominations from the floor. There being none - the slate was elected for the upcoming year's executive board.

Terry thanked Arlene Cherepak, who is leaving the board, for all her hard work. She was an integral person in the formation of the HTST. Arlene received a gift of an orchid as a thank you. Arlene then thanked the executive present and past for all their tremendous work in making the HTST a success.

3. Results and Statistical Analysis from 2023 Tour

Chris went through our third year of analytics. These help us know what we need to hone in on and how we move forward. Some points in the statistics were as follows:

- Our numbers of visitors were up Saturday but declined on Sunday (possibly due to Bomber game).

- Location of attendees mostly from Charleswood seconded by River Heights. Conclusion: more focus in marketing in areas with greater attendance.
- Marketing tools that work best are still our brochure (hard copy and physical) being our strongest form of drawing attendees followed by word of mouth. Silver bin and banners gave us lots of new exposure also.
- Passports gave us 315 emails (new) an increase from 2022. Chris suggested we should maybe remove advertising on passports so there is more room for questions.
- Newsletters showed our followers are steadily growing and engaging. Valuable way for people to find our website.
- Social media ads- Chris explained the order of Facebook (Meta) ads and how we targeted various demographics of people and locations.

4. Finances

Shirley went over our income and expense statement. Our revenue was budgeted at \$4500 but we ended up with \$5000 with advertising revenue and also a donation from Myrna Driedger. Under expenses we made more money available for promotions such as Meta, digital ads and silver bins. Brochure prices increased slightly. Revenue covered our expenses and presently we have a surplus of over \$8000 for next year which places us in a healthy position. This upcoming year we may source out some of our workload to lighten duties of executive board.

5. Artist Responsibilities and Original Art

Terry spoke that members are expected to come to meetings and work on a committee. She also spoke about problems created for other organizations when artists used work that wasn't completely their own original idea and creation. The executive is afraid of this creating problems of liability if work isn't an artist's own creation. All members will now be asked to sign a membership contract on an annual basis highlighting responsibilities as a tour member along with an agreement to show and sell only original work.

The document was read and signed by members at the meeting and submitted with the \$100 membership cheque.

6. New Committee Responsibilities

The executive will be taking a look at the overall committee structure. Every member is expected to be on a committee. Chris will be in touch

with everyone about committee participation. Our committees stand right now as:

- Advertising
- Social media and creative content
- External promotion
- Promotional Materials
- Website/Newsletter
- Member Support
- Outreach/other exhibits

7. Other

Chris will be updating the artists page on the website so if you want a photo added or removed send your cropped image or images to Chris.

Chris will also put a newsletter out for Christmas so if you want anything highlighted for holiday sales let her know and she will mention it in the holiday newsletter.

8. Assiniboine Park gallery show

We have 12 artists participating in the gallery show. We will be hanging Dec. 1. We will have an opening reception on Saturday Dec. 9. 2-4. It was decided to not have food or coffee due to safety issues as well as cost as food and drink was quite pricey having to be purchased from the park restaurant. A memento of the show will be designed and given out instead (possibly a postcard). Terry will be contacting artists about working at the show on various dates. The park gallery will be looking after sales and will take a 20% fee from each sale. A pop up sale may happen if enough artists are interested.

Ann will check to see what the park's expectations are regarding pop up sales. There is a fee to putting the room back in order at the end of the show, which will be divided among participating artists. Terry mentioned that we should be cautious hanging and eliminating as much damage to the walls as possible to keep costs down. Terry and AnneMarie will estimate after taking another look at gallery space how many pieces of art each artist can hang. Art is expected to remain until the end of the show if purchased unless client is out of town. An arrangement to hang another replacement piece is then possible.

Meeting Adjourned 7:30 pm.