

Harte Trail Studio Tour Meeting Minutes

May 4, 2023

Attendees: Beth Maurer, Annmarie Layman, Ray Christopherson, Jocelyn Plett, Jo-Ann Day, Debbie Lawson, Rosella Farmer, Shirley Rayner, Dot Harapiak, Michelle Paterson, Arlene Cherepak, Terry Murray, Chris Boulton, Worth Hayden, Diane Levitt, Rick Ross

Absent: Stephen McLean, Joanne Harris, Phil Brake

Minutes

Approval of minutes

- Chris makes motion to approve minutes
- Jo-Ann Day seconds approval of minutes

Advertiser Update/Financial Update (Arlene/Shirley)

- We are now up to \$5,000 in advertiser revenue with a new ad of \$250 from Jo-Ann Day representing A&W on Portage Ave.
- Only outstanding payment from advertisers is Marty Morantz; payment will be made once they've seen their ad in the brochure.
- Unexpected this year was a \$250 donation from Speaker Myrna Driedger. Shirley read the letter from Myrna Driedger.

External Promotion Update (External Promotions Committee - Rick, Jo-Ann, Diane)

Executive has reviewed the external promotions document indicating which items are approved.

Jo-Ann went through each item in the document

- *Digital network* - will do shorter 7 sec ad
- *Hold the date cards* -
 - There was much discussion on this topic. Some members could use cards in the near term so it was suggested we could use the cards already created by Debbie Lawson's brother. At the end of the discussion it was agreed that we would still go ahead and create new cards consistent with our brand. In the meantime, people could go ahead and use the cards from Debbie.
 - **Decision: We will proceed with creating Hold the Date cards. Members may use D.Lawson cards in the interim.**
 - Update since meeting: These cards have been approved, ordered and received.
- *Neighbour magazine*
 - Each community has its own magazine; all done by same company. Rick proposes that beyond free ad, we should have an artist feature from different communities; suggests a cover article. He proposed doing for August issue but it was suggested to Rick that we should go for the September issue. Dot suggested summer issues get thrown away. Chris advised that submission date for that issue is July 25.
 - **Decision: Rick to pursue cover article for September issue. The submission date is July 25. We will still pursue the idea of getting a free event ad.**

- *TV spot*
 - Rick is still awaiting contact info from Lori Miller. Terry asked Rick to send a reminder; Terry will follow up if no answer. Executive will recommend people for article.
- *Billboards/Banners*
 - The billboards were too expensive so proposing banners. The committee is proposing a few locations plus others were suggested: CMU fence near grant/shaftesbury, Headingley ?? , Portage Ave A&W. Dot pointed out that Shelmerdine's wasn't too receptive to brochures. Beth offered her yard for a banner. Charleswood Dog Park ... they don't allow it; Diane suggested we could try putting a banner up there. Promotions committee can make final decision on number of banners/silver boxes. Executive agreed to us putting up a banner on dog park sign a week before. Michelle suggested a banner at horse stable at Shaftesbury and Sterling Lyon.
 - Arlene raised the issue that there are now 2 artists on Sterling Lyon Parkway and suggested that we could use some signage in this area. It's also a very dense area with the cluster of new apartments/condos and shopping.
 - **Decision: Promotions committee may proceed with putting a banner up at the Dog Park in Charleswood the week before even though it isn't allowed. They may decide what combination of silver box ads and banners they should procure based on best location available.**
- *Silver boxes*
 - Diane says we have 7 or 8 locations that are good but she can't promise due to election. She can't save them for us.
 - Proposing doing for a month. \$300 for each month for each box. Hoping to have a couple in place. Want one near stop sign or lights.
- *Radio Ad*
 - Rick inquired but haven't responded but thinks it because it's too early. Chris advised that radio tv won't talk to you until August.
- *Free Press Ear Lug Ad*
 - **Decision: Ear Lug ad will be run the weekend before for 2 days.**
- *Free event listings*
 - Chris has provided a list; too early to book everything as yet. Jo-Ann will revisit this in July.
- Joann looked briefly at influencers in Winnipeg art space ... targeted ads on FB Chris advised.
- Rick acknowledged that he's got good people but wondering if lost person will be replaced. Dot is coming on and will be approaching Phil Brake about assisting in area of making contact with radio/tv. Terry suggested maybe committee should look at mobile signs and followup to see if we could use. Ray and Worth will go out and identify mobile sign locations that may allow us to use them.

Brochure (Rosella)

- Brochure is pretty much in the final stages and once approved and advertisers have approved it will be sent to the artists for proofing.

- Everyone's number has changed except for two people. Number is in the brochure at bio and the marker on the map.
- Rick raised the question of the brochure being the limiting factor ... we will continue to review each year as to whether format of brochure should be changed.

Distribution List (Debbie)

- Debbie had distributed and didn't get any feedback from members. Terry asked Debbie to resend the email and give people a deadline.
- Each member is given 500 brochures. The process was explained to members. Bonnie suggested an old VHS box to put up in yard for brochures, Shirley has HTST purchased plexiglass boxes (about 10) available for people to take if they wish.
- Michelle raised the issue of hard brochure vs the use of the digital brochure ; maybe we could cut back on brochures.

Member Support (Chris)

- Chris asked if everyone is familiar with website. Chris provided a sheet and the password to the members only section on the website. Chris went through what's available.
- Mentioned that the first template can go out now. We want to increase our enews database list.
- Website images will be updated again June 30-July 7. These are the images that will be on the website for four time.

Social media (Michelle and Jocelyn)

- Jocelyn prepares images that Michelle posts on Social Media.
- Growth slowly increasing. 400 on IG and almost 480 on FB. Encouraged all members to engage with posts on social media.
- Terry commented on how good the posts look.
- Dot mentioned that she got an order based on social media post.
- Jocelyn raised issue that she's run out of artists 2023 images. It was again stressed the importance of updating the website with new images.

CMU Proposal - Annemarie Layman

- Ann suggested everyone should read the proposal that went out. She thanked all for sending images and Chris/Shirley/Terry/Jo-Ann for assistance in drafting proposal.
- Michelle pointed out that her last name was misspelled ... should be Paterson with one T.
- Beth and Dot mentioned there's weren't in the proposal. We chose to provide a sample only of artists.
- Terry and Chris talked a little bit about managing the artwork ie what to put in show given that people have multiple shows and need to decide whether artwork should be held back, etc.
- Anne mentioned that there's the Pavilion Gallery show late in the year. Dec/Jan Feb is the pavilion show - this is a cancellation spot that we got. Usually 2 paintings from each artist is required. There is a fee of \$15 per painting for this show. An announcement will be made about both shows.

** Chris has specs of the MHC gallery available.

Lawn Signs

- Beth will be sending out inventory list for people to confirm what signs they have.

Next Meeting - For planning purposes, we will likely schedule the next all member meeting for the last week in June; the 26th, 27th or 29th.