

HTST General Meeting Minutes

June 20, 2024

6:00 pm, Charleswood Library

Attendance: Chris Foster, Terry Murray, Jo-Ann Day, Arlene Cherepak, Joanne Harris, Donna Cuming, Phil Brake, Margery Koop, Debbie Lawson, Diane Levit, Beth Maurer, Worth Hayden, Shirley Rayner, Ann Rallison, Carin Jette, Pam Gerbrandt, Steve McLean

Absent: Rosella Farmer , AnneMarie Layman, Ray Christopherson

1. Acceptance of Feb 22, 2024 Meeting Minutes

2. Brochure Distribution (Debbie)

- Debbie emailed the updated list to all members on June 14.
- Debbie advised that the list has been cleaned up and is now sorted by area, by artist.
- Any changes should be emailed to Debbie.
- **Action Item: Jo will send out a PDF version of the list.**

3. Advertising (Arlene)

- All advertising funds have been received. Total of \$5,000.
- Two new advertisers this year – Kathleen Cook and Sherry from On Display Custom Framing.

4. Social Media (Carin)

- Chris has created all posts. Carin has been posting on Instagram.
- Chris advised that she needs more images of artists, more about you, rather than just artwork images.
- **Action Item: All members - Please remember to take some pics on the day of your sale.**

5. External Promotions (Diane)

- Neighbors magazine article has been complete and will appear in the August and September issues.
- We will be doing 5 banners and 4 silver bins.
- Working on Free Press community paper, Lifestyle 55, Rich's Auto.
- New this year – we will be printing 400 posters and have hired Artero to distribute around the city. Total cost for printing and distribution approx. \$300.
- Chris advised that the press release will go out in early September.

6. Mobile signs, Restaurants and Door-to-door (Worth)

- If you have any ideas on additional restaurant locations that could stuff their delivery orders with our brochures, please send to Worth.
- We will hire Terry's neighbor, Gavin, to distribute 1000 brochures in Deer Park and Ridgewood West for a \$200 fee
- **Action Item: Worth/Ray to check with Taverna on whether they will still do bag stuffers.**

7. Website and Member Toolkit (Chris)

- Chris will be sending out a call for new images for our site. This will be your chance to refresh your images, your bio and your contact info. on the HTST site.
- Reminder re the email templates in the member toolkit:
 - Email template #1 – reminder to sign up for our newsletter.
 - Email template #2 – reminder to save the date.
 - Email template #3 – final reminder to attend.
- **Action Item: All members are asked to send these out to your personal contact list. If you have questions about how to do this, please contact Chris.**
- Member password is HTST2024.

8. Community Outreach (Chris reported in Annemarie's absence)

- Charleswood 55 – we will have an article in their newsletter and will have a message on their elec. sign.
- Chris read the thank you card from them.
- Annemarie has been in contact with the Charleswood Library regarding their display case and is requesting small items from our group for an August display time.

9. Distribution of Supplies and Next Meeting (Beth)

- We will have 12,000 brochures printed. (We must print this quantity minimum due to sponsorship commitments.)
- Printed brochures will be delivered to Beth's house.
- **Action Item: All members - Our next general meeting will August 15 at 6:00, at Beth's house, at 4559 Roblin.**

10. No Place Like Home CMU Exhibit (Terry)

- Opening night – November 8th, 7:00 – 9:00 pm
- Shirley and Joanne have been working with artists to gather details re the pieces they have for the show.
- As you complete additional pieces, please be sure to send the details to Shirley.
- We currently have lots of work in the Nature category, may need more in the sentimental category.
- The gallery is providing:
 - 100 cards to distribute
 - Posters 11" x 14"

- Gallery newsletter
- Labels for artwork
- Easels
- Tables with plexiglass covers (sculptures, etc.)
- They will curate and hang artwork
- They provide coffee, tea, punch, cookies on opening night (committee is considering doing a wine and cheese)
- Option to have music students play during opening night – cost \$120

11. Financials (Shirley)

- Banking signatories have been updated – now Chris, Shirley and JoAnn.
- All sponsorship funds have been received.
- Brochure design has been paid.

12. Art City (Arlene)

- Art City donation has been made and Arlene read the thank you card we received.

13. New Business

- Chris posed the question to members re whether they are interested in any more gallery shows, etc. Little to no interest per member vote.
- For 2025 we will be doing our event only.
- Phil suggested that we consider creating a promotional piece about our groups' art to the corporate community. We will take a look at this after our tour dates.

Meeting Adjourned 7:15 pm.