

**Harte Trail Studio Tour**  
Minutes of All Members Meeting  
February 13, 2025

In Attendance – Chris, Terry, Shirley, Arlene, Debbie, Rosella, Anne Marie, Ann, Ray, Beth, Shelley, Pamela, Carin, Lori, Rosella, Margery

Absent – Joanne H., Steve, Phil, Worth, Diane, JoAnn

**1. Approval of October 2024 minutes**

- proposed by Chris, seconded by Terry

**2. Change in membership and welcome of new members for 2025**

- Chris introduced and welcomed:
  - Lori Cote - Lori's favourite medium is watercolour which she uses to paint beautiful landscapes and animals.
  - Shelley Mollot - Shelley uses pour painting to create lovely abstracts with vibrant colours.
  - Shirley will be on sabbatical for 2025
  - **Action Item** - Stephen to confirm participation for 2025

**3. Executive addition**

- Chris discussed the addition of an executive member for 2025. Ann Rallison was proposed by Chris and seconded by Terry for 2025. A consensus vote was taken, and Ann is now part of the 2025 executive. Ann had shown a willingness to step up in the future to take on a larger administrative role and this would be a good learning ground. Her role for this year will be working with the 3 promotion committees.

**4. Financial Reports:**

- 2024 Year End Statement
  - Shirley reviewed our 2024 Year end statement with the group. This report has been filed on our Member Only webs page for your review.
  - 2025 Proposed budget
    - Shirley provided an overview of the proposed budget for 2025. She explained that the numbers were reached based on historical spending. Increases this year have been allocated to external promotions should there be an opportunity for billboard placement as well as paying now for a two-year license on our domain and website.
    - We will be donating to a charitable organization related to art again this year. **Action Item** – if any member has a suggestion other than Art City – please let Chris know ahead of our April meeting.

- Shirley proposed acceptance of the budget, seconded by Margery and approved by all members. This has been filed on our Member Only Web Page for your review.

## **5. Timeline Review**

- Chris had sent out an email with the timeline attached in advance and explained that though this document was primarily for the executive use – it may be something all members would like to see. She reminded all members that if they would like to see the timeline – to please refer to that email sent this week.

## **6. HTST Bylaws**

- Chris had sent out a draft of HTST Regulations as they have been passed along from year to year. She explained that while most were common knowledge – by having them in written form – it allowed both new and older members a definitive answer should a question arise.
- Changes to the draft document:
  - Sabbatical leave can be taken once every 4 years instead of 5
  - Added in a clause that allowed merchandise based on artists own artwork to be sold – for example, cards, mugs, calendars, bookmarks, prints etc.
  - Added in a clause – Demonstrations of each artist's process was allowed and encouraged if the situation fits.
  - The document will now be called the HTST Bylaws and any changes to the document will be proposed and voted on by the current membership.
- Chris proposed acceptance, seconded by Shirley and approved by the artists. **Action Item** – Chris will update the bylaws to be emailed out and will also be available on our Members web page.

## **7. Committee Updates**

- **Advertising** – Arlene, Phil, Steve - Arlene advised that we will have \$5,000 in advertising revenue again.  
There is already \$4500 confirmed, and Arlene expects us to reach \$5000 as usual.  
**Action Item** – Arlene will provide the information to Shirley for invoicing.
- **Promotions** – has been broken into 3 committees – Ann R., will be working with the timeline and chairs for all 3:
  - External Promotions – Diane and Joanne
  - Print and Media – Terry, Shelley
  - Free Online event placement and Meta Ads – Pamela
- Possible new initiatives for this year:
  - External Promotions may engage in billboard ads if pricing allows and will also be looking for assistance from other members to help with banner placement.
  - Print and Media – may look at placement in Wellness paper
  - Meta Ads – Chris will assist Pam in the creation and placement strategy
- **Social Media** – Joann, Carin, Lori

- **Website and Newsletters, Toolbox** - Chris will continue to do this but will train Lori to take on some responsibilities. **Action Item** - Chris will be sending out an email requesting updated photos and/or bios from artists. She will include information on how to name files. Website updates will continue to be February, June and October.
- **Brochure Text Submissions** - Lisa has agreed to do our brochure. **Action Item** - Debbie will send out an email requesting images for the brochure as well as a 50-word bio in third person. Artists will also be asked to provide their address and a method for people to contact them.
- **Distribution of Brochures** -Debbie, Margery - Debbie will be reviewing the brochure distribution list to realign who delivers brochures. Margery will lead a brainstorming session to look for new opportunities for brochure distribution at our April meeting.
- **Inventory Distribution** - Beth will do this again at our August meeting – proposed location will be Beth's home for this meeting.
- **Brochure, Poster and Passport design** - Chris will continue to work on these and other files as requested by promo committees.
- **Community Outreach** - Anne Marie and Rosella will with come up with a proposal for showing our art for 2026 and subsequent years. **Action Item** - They will present their findings to be voted on for 2026 at our August Meeting.
- **Post Event** - Chris and Shelley will do the analytics – collecting data from passports and website. Shirley and Rosella will do the email data entry from the passports. Beth volunteered to join this group.

## **8. Additional Business**

- MHC Update – Brief update of our 6 week exhibit at MCU – Chris relayed that MCU had very positive feedback on our show.
- Chris let everyone know that Greg Fritz had applied to be part of 2025 tour after the deadline – however as a previous and well-regarded member known to many and there being room for an additional member – the artists members voted full consensus for Greg to be a member artist in 2025. **Action Item** – Chris will email Greg to let him know.
- Membership Cards - Chris handed out membership cards which can be used to receive a 20% discount at Artist Emporium.
- New Member Only Website Password - 2025HTST

**9. Next Meeting** - The meeting will be held in April and will focus on breakout session by committee - Promotions, Distribution, Social Media, Outreach - Date TBD

Meeting adjourned at 7:20 PM.

Acting Recording Secretary  
Terry Murray