

HTST General Meeting Minutes

August 14, 2025

6:00 pm, Chris's house @ 27 Monarch Mews

In Attendance: Chris Foster, Jo-Ann Day, Arlene Cherepak, Joanne Harris, Anne Marie Layman, Terry Murray, Phil Brake, Debbie Lawson, Shelley Mollot, Greg Fritz, Rosella Farmer, Ann Rallison, Diane Levit, Lori Cote, Worth Hayden, Ray Christopherson, Beth Maurer

Absent: Shirley Raynor, Carin Jette, Steve McLean, Pam Gerbrandt

1. Acceptance of June 20, 2025, Meeting Minutes

Terry raised one revision to the June 20th meeting minutes re two new advertisers this year – Winnipeg Fine Art Fair and Kim Rosher. Moved as corrected by JoAnn, seconded by Diane, vote unanimous.

2. Finance (Chris for Shirley)

- All expenses/invoices have been paid and are up to date. Outstanding expenses/invoices include insurance and Artero. We are close to budget as some expenses were slightly over budget offset by some expense under budget.

3. Committee Updates

- **External Promotions** (Diane)
 - Rich's Auto – sign is up.
 - City of Wpg silver bins – 5 silver bins went up today. We purchased 3 fronts and 2 backs.
 - 6 banners will be going up soon. **Action item - Greg, Ray, Worth will be putting up the banners and submit photos.**
 - Artero has completed the poster distribution of 300 14 x 11 posters.
 - Digital Pattison sign will be active for the 2 weeks preceding the sale. Display will be once per minute for 6 seconds. The location is the large billboard on the east side of Kenaston by Ikea and the train overpass.
- **Online Promotions** (Ann R. for Pam)
 - Ann advised that they received several replies from the out-of-town galleries, and all materials have been sent out.
 - Ann reported that Pam has completed all online event postings.
- **Media & Print Promotions** (Terry)
 - HTST will be on the cover of the Tuxedo Neighbors magazine.
 - We will have an article in the Charleswood Neighbors magazine for September. We already had a feature in the August issue.
 - Winnipeg Digest – registered.
 - Shaw Community News – Lori, Steve and Ann R. did an interview at Steve's home with the Shaw Community station - spotlight to air in September.
 - We have not heard back from CTV News. – **Action Item – Terri to follow up**
- **Press Release - Action item - Chris will be issuing a press release in the beginning of September and a follow up will be sent the week of our event.**

4. Social Media

- Postings (Carin)
 - Social media posts will continue up to the sale.
 - **Action Item – Carin** to tag the IG and FB account of the person she is posting about so that person can share it on their story.
- Advertising (Chris)
 - People can now submit their email on our website to have the brochure sent to them.
 - **Action item – Chris** will begin Facebook/Meta advertising.

5. Member Tool Kit

- All items have been updated and can be found in the members section of our website. Please read documents for setting up your studio, volunteer duties and all printables can be found here if needed.
- **Action Item – All members** are encouraged to review these items. Go to <https://www.hartetrailstudiotour.net/> - click on Member Area and input password **2025HTST**.

6. Bulk Brochure Distribution

- We still have 2200 brochures to distribute. **Action Item – all members** were asked to let Terry know if you have any ideas for distribution that will reach a wide audience.

7. Passports

- a. Chris advised that the passport has been updated and will be distributed this evening.
- b. If you need more passports – Log into the Members Login section on our website and download the Passport template – make sure you are printing both the front and back.
- c. **Action Item – All Members** – It is especially important that you ensure that both sides of the passports are completed. – Assign a volunteer to ensure all passports turned in at your location have info completed

8. Buddy System (Chris)

- a. Buddy pairings are as follows:
 - i. Jo-Ann/Carin/Rosella
 - ii. Anne Marie and Debbie
 - iii. Stephen and Joanne
 - iv. Chris, Ray, and Phil
 - v. Diane, Arlene and Worth
 - vi. Terry and Shelley
 - vii. Lori, Greg, and Pamela
 - viii. Ann R and Beth

Action Item – All Members - please ensure that you communicate with your buddies how you can cross promote each other's studios and review directional signage so that is not conflicting with other studios and causing confusion.

9. Lawn Signs and Flags (Beth)

- a. All have been distributed to new members and collected from past members.

10. Event Day Requirements – Chris

****** IMPORTANT Action Item – All Members ******

- a. **Must display Advertiser Thank you poster.**
- b. **Must display Poster of how to apply as an artist for 2026 – Deadline for submissions is Feb. 1, 2026**
- c. **Complete time sheet for each day of visitor attendance**
- d. **Ensure someone is assigned to have passport info completed if left at your studio.**

If you require extra copies of Art Assistant Nametags, passports, advertiser thank yous etc. – all can be found on the Member Log in portion of the website.

11. Event Closure Procedures (Chris)

a. **** IMPORTANT Action Item – All Members ****

After 4PM on Sunday, September 21st, please drop off the following at Chris's house (27 Monarch Mews):

- a. All your completed passports that have been left at your location
- b. Your completed head count sheet by day and hour
- c. A slip of paper with your total sales. (No need to include your name.). Please include any commissions that came because of the show.

12. Wind-up Meeting

- a. During the meeting we discussed holding our wind-up at Sorrento's on Roblin. However, following the meeting Diane Levit offered to host the wind-up at her house.

UPDATED - **** IMPORTANT Action Item – All Members ****

Our wind-up will be held on Thursday, Sept. 25th at 6:00 pm at Diane Levit's house at 2226 West Taylor Blvd. – Please bring your own beverage of choice.

13. Post Tour responsibilities – due by November 1

- a. **Action Item - Chris and Lori – Tour analytics collected from time sheets and passports.**
- b. **Action Item – Rosella and Shirley – Email collection from Passports**

14. External Art Display Opportunities – Anne Marie

- a. Canada Life Building - AnneMarie advised that we are booked for Dec. 10/26 – Feb. 2/27 Info will follow within the year...
- b. Anne Marie confirmed we will not be using the display case at the Charleswood Library.

15. Next General Meeting

- a. Thursday, November 6th, at the Charleswood Library at 6 PM
- b. **Action Item – All Members** - Still looking for 2 new members to join our 2026 Exec – please contact Chris.

Meeting Adjourned 7:00 pm.

JoAnn Day
Recording Secretary