

November 15, 2016
Mount Horeb Area Arts Association
2nd floor Welcome Center; 7PM
Meeting Minutes
by: Vicki France

Attendees:

Heidi Clayton, John Pahlas, Mary Bauschelt (new member), Sue Medaris, Tamlyn Akins, Louise Kubista, Mary McCormick-Wixson, Audrey Handler, John Martner, Julie Raasch and Vicki France

Introductions of everyone in attendance.

Wrap up of Beloit Fine Art Incubator Show:

Four artists did sell pieces and BFAI will be sending out checks to those artists. Julie said the BFAI people were impressed with how well organized we were. They suggested we make it a traveling show. We decided not to do that. But Audrey said she would contact Promega and the UW Hospital about the possibility of an MHAAA Exhibit in those locations.

Spring Art Tour Business:

We talked about the expanded territory and not getting other artists to sign up to be participants and suggested handing out information at some of the big area art shows and area galleries for the following year. We will have 23 artists on the tour next year.

Recap of "best practices" for fundraising during Spring Art Tour:

We discussed the pins how they did not work, and what did work on the tour (Sue Medaris' free book offering with a donation was a home run) and we came to the conclusion that we can improvise and use what creative measures we can to ask for donations.

Dane Arts Grant Review Results:

Dane County Arts gave us \$760 a lot less than last year. They gave Tamlyn a review of our grant and gave her a list of what we are doing right and what we are doing wrong. They felt we relied too heavily on our brochures for promotion and suggested branching out our advertising strategies.

All other efforts looked good.

WI Garden Expo Booth:

Volunteer sheets were passed to everyone for the WI Garden Expo. Julie Raasch is organizing our MHAAA members for this event.

Raffle Drawing Event:

We went back and forth with discussion on venues to hold the raffle party/drawing and ended on the note that Heidi Clayton would call Grumpy Troll and see what they could do for us. UPDATE: We are on to use the upstairs of the Grumpy Troll.

John Martner suggested we have Sunn Cafe display our artwork and sell raffle tickets and Tamlyn followed up with calling them to see if this was an option. UPDATE: Yes they will display artwork and sell our raffle tickets.