

Quarterly Meeting of the Mount Horeb Area Arts Association, May 10, 2016

Meeting comes to order 7:06 - Louise Kubista presiding. Others in attendance, Mary McCormick-Wixson, Tamlyn Akins, Karen Watson-Newlin, Tom Laudin, Jane Varda, Julie Raasch

Scholarship Update: Mary reported: There were 8 applicants from Mt. Horeb, Verona & Wisconsin Heights High Schools. 4 out of 8 of the entries were strong. Aimee Gauger, Gene Summers and Karen Watson-Newlin were judges and Mary supervised and commented. The winner is Brooklyn Doby, Verona High School, who is going to Edgewood College to study Art Therapy. The scholarship will be presented by Karen Watson-Newlin at Verona High School on May 11th. The dropoff and pickup were done the same day as judging and was held at the Mt. Horeb Library. This worked well.

Promotion: Tamlyn showed magazines that have articles about the Spring Art Tour; Wisconsin Arts Guide, Wisconsin Visual Artists and the Driftless Explorer magazines were passed around to view. She distributed the Driftless Explorer and Mt. Horeb Art Fair Posters for us to put out during the Tour. Magnets, pins, Note Cards & posters are available for pickup along with road signs soon (date TBD).

Beloit Fine Arts Incubator Show: Hanging date 10/1 - Opening 10/7 from 5-8 - Exhibit 10/1 to 10/26 Need a committee to handle the exhibition. They will decide the application and curation process.

Fundraising Committee: Need to resurrect the committee. First need is to create a collection container for each participant on the tour to raise a few extra dollars for MHAAA. Committee signup sheet was sent around. Other duties include help with Mt. Horeb Art Fair (July 16 & 17) booth signup & Sponsors mailing in October.

Spring Art Tour Road Signs: Need people to distribute signs along with John Pahlas and Heidi Clayton. The committee will guide people with number and locations of signage. The pickup time will be determined.

Committee: Tom Laudin, Pahlas and Clayton, Peggy will help if possible. Committee Signup sheet was sent around.

Policy for future lending of signs. Let the sign committee decide.

Membership Committee: A membership committee is needed, duties include Mailing of annual membership renewals in October, mailing of Spring Art Tour Applications (August) and to develop membership. There was a discussion of how to get more members. (1) Expand the radius of the tour (2) encourage artists to get together to make pockets of artists. (3) promote the Beloit show to be an opportunity to exhibit for new members. Committee Signup sheet was sent around.

Discussion of Scams: Discussion of how to identify scam emails and how to identify real opportunities. It is suggested that we have a program about that in the future.

Constant Contact: We are now using an Email online service for our subscribers. Many members were not receiving Tamlyn's emails so she subscribed to Constant Contact. Featured Artist emails are not being opened at a high enough percentage by our subscribers (over 400). She will change the subject line to generate higher interest from recipients. There is also a form on our website where people can subscribe to our email list. We could then send a survey out after the tour for feedback.

Mt. Horeb Gallery: Short discussion on the idea of developing a gallery space in Mount Horeb to promote area artists. The idea was floated by Planners who were hired by Mount Horeb to create a cohesive community. Anyone who is interested in owning or running such a gallery should contact Peggy of the Mount Horeb Area Economic Development Corporation to discuss and receive assistance if needed. The members of MHAAA who were present were not interested in owning or managing such a space.

Meeting adjourned at 8:27

Notes taken by Peggy Zalucha