

## **MINUTES - JUNE 14, 2013**

Location: Sears residence

Thank you, introductions and meet the new President, Louise Kubista.

### **AGENDA:**

#### **New Business**

- C David Sear suggested the use of "Roberts rules of order". Some MHAA by-laws established and articles of incorporation established and are available on MHAA website. President, vice-president, secretary and treasurer present. Quorum established. Motion made to adopt Roberts rules or order. Second established. Motion carried. David Sears distributed ROR document and discussed how he would like to see the meeting ran more orderly.
- C Review by-laws and articles of incorporation suggested.

#### **Wrap up report of art tour**

- C Many new people on tour. Advertising and marketing. Growing mailing list. Visitors found artists through brochure marketing. Visitor statistics distributed. Madison was our largest draw (see hand out out from Tamlyn for detailed numbers).
- C Signage caused interest. Adding more signs suggested. Suggest routes?
- C Print bigger artist location map larger for each artist to better advance people on the the next artist on the tour? Vicki offered to print artist location maps (size: 11 x 17).
- C Baraboo, Wisconsin Dells and Spring Green put advertising (printed by February) and posted in various locations in these areas by (March/April). Give to chamber of commerce in these areas.
- C Facebook event (this is being done). Share event. Post pictures of your event.
- C Marketing and self-promotion ideas for will be discussed in the November meeting.
- C Peggy Zalucha suggested we have Facebook, poster, brochure distribution, sign, and map committees. Motion and second. Motion carried.
- C Data summary report distributed. Sales increased by 3000 with fewer visitors.

#### **Treasurers report**

- C About \$6000 in bank (not all bills have been paid yet). Two hundred more signs will be purchased this year for \$560. Motion to accept report. Second. Motion carried.

#### **Secretary report**

- C Starting today: Vicki France. Notes from previous meeting sent as an e-mail. Motion to accept, seconded and carried.

#### **Impact of Frolic**

- C Artists on parade route. People came in during parade. Artists outside of MH. Cannot determine if there is an impact. Motion made to stay on second weekend of June. Second. Motion carried.

#### **Sponsors**

- C Posters and a letter of thanks will be given to Outstanding (Platinum) and Super (Gold) sponsors. Aimee Gauger will help Louise Kubista with this.

#### **Artist experience of tour.**

- C Video of demonstrations or a slide show worked for people that could not demonstrate their process.
- C Visitors tapping brain of artist (trade secrets). Be confident in your creative process. Tell the story of how you got the art to where it is. Build it. Don't describe detail of process. This is a studio invite (educational experience).
- C Some people wanted to know where to get tickets for the art tour. An artist saw a drop from 240 visits last year to 80 this year.
- C Credit cards for spring art tour. Many people unhappy that artists do not accept credit card. Should let people know of acceptance of cc or not by the individual artist. Use some method to indicate use of cc footnote to each artist on the brochure. Suggest use of square cc reader. Motion made to indicate use of credit cards in artists listing on brochure. Second. Motion carried.

**Next meeting August 13 will be at Tamlyn Akins' studio.** Meeting adjourned and we toured David Sears workshop.