

## Welcome New Board Members!

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- Heidi Clayton, President, thanked Vicki France (former secretary) and Peggy Zalucha (former treasurer) for their service on the board as they leave the board.
- Heidi welcomed new board members Julie Raasch as secretary and Rick Ross as treasure to the board.
- Current board includes: Heidi Clayton, President; Tamlyn Akins, Vice President; Julie Raasch, Secretary; and Rick Ross, Treasure.

## Spring Art Tour 2018 Review

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### Sign Placement

- Heidi asked about how sign placement is decided. Julie Raasch, Sue Medaris, Audrey Handler, Jane Varda, and Tamlyn Akins spoke about how they decided where signs are placed to direct visitors to their studios and how they coordinate placement between studios. Those with rural studios have to do more than simply put a sign outside their studio. — Visitors often mention how fantastic the sinage is and how well placed it is.

### Traffic

- Traffic and sales was about the same as past years overall per Tamlyn Akins. Handouts with stats were distributed.

2018: Total visitors signed in = 574 | Estimated total visitors - 600

2017: Total visitors signed in = 631 | Estimated total visitors - 650

2018: Total artists income = \$41,606.61 | Estimated average spent per visitor - \$69.34

2017: Total artists income = \$39,898.34 | Estimated average spent per visitor - \$61.38

- Not as many out of state visitors.

(See SAT 2018 Vistor Stats.pdf for details & SAT 2017 Vistor Stats.pdf for comparison.)

### Advertising

- Tamlyn Akins detailed the advertising done for the 2018 tour. Press releases, bulk mailing, magazines, brochure, Isthmus inserts, WI Tourism & Welcome Centers, distribution at WI Garden Expo, brochures sent with Visitor Packets from MH Chamber, Wisconsin Public Radio, emails, social media, website calendars & listings, posters, and road signs.
- Additional advertising options for next year were discussed. Ideas mentioned included: more online advertising and promoting through Trip Advisor. Future discussion to include how to reach a younger audience. People looking to decorate their first home?

### Price Increase

- Grants are decreasing or going away. Should we increase cost for artists? It was determined that the tour fee will go up to \$130. Membership will remain at \$20 a year.

## Committee Selections (2 Years)

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- Heidi presented 2018-2020 Committees. Please review the committees you're on. Still need members for some of the committees. (See attached.)

## Garden Expo Coupons

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- Only 5 coupons collected. Not the right venue for us. We will not be doing it again.
- Alternative fund raising methods were suggested and discussed. Bonfire t-shirts with artwork on them? Crowd funding? Discussion to be continued in the future.

## Holiday Art Sale - Venues/dates

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- Heidi Clayton proposed doing a Holiday Art Show. She had looked at possible locations and suggested doing something at the School House in Mount Horeb. She looked at several dates. Piggybacking on Small Town Holidays was suggested as an ideal possibility if the date was available. Alternative venues were thrown out for a group show.
- Heidi will send out a doodle poll to determine which MHAAA artists are interested and what dates might work best.

## July 2018 Art Walk

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- Looking for artists to participate in the Mount Horeb Art walk Friday, July 20 from 5-8 pm. Contact Heidi Clayton if interested at hac731@gmail.com.

## Guest Artist Series at Center Ground Studios

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- Heidi Clayton proposed the possibility of having a Guest Artist Series in Center Ground Studio space. To teach classes. More to come.

## Artist recruitment

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- A discussion was held on recruiting more artists into the organization and to the tour.
- Hang a poster in artist's studios during the tour promoting MHAAA. (Possibility)
- Call for artists.
- Recruiting at Art Fairs and Festivals. (Possibility)

## Raising funds for organization and tour

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- Finding sponsors via crowd sourcing.
- Crowd sourcing for fund raising
- Bus trip to museums, specific shows, etc. Fund raiser or just something to do? Will be looked into.

Members present:

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Heidi Clayton, Audrey Handler, Nancy Bruins, Tom Laudin, Sue Medaris, Aimée Gauger,  
Jane Varda, Tamlyn Akins, Julie Raasch