

MHAAA 6-18-16 Meeting Minutes
(after potluck at the home of Tom and Earlene Laudin)

Promotions and Publicity

Tamlyn passed around examples of publicity for the 2016 Spring Art Tour, including Isthmus, Wisconsin Arts Guide, News Publishing publications and more. WPR and WORT promoted the event on the radio. Press releases was sent to many TV, radio, and print publications. DeWitt, Ross & Stevens Sc purchased an ad for \$500 to promote the event also.

Donations of approximately \$200 (collected in receptacles in artists' studios) will support the mission of the MHAAA.

Artists' sales were about \$25,000. Estimated visitor number is 525. The reason could be because of fewer artists on the tour. (See visitor stats sheet prepared by Tamlyn.)

Coordinator's comments

Coordinator Tamlyn Akins suggested figuring out a way to geographically expand the tour to encourage additional artists to participate in the 2017 tour.

Open discussion

Ask for major sponsorship from Duluth Trading Company, possibly including billboard support and a SAT link on their web site. John Pahlas volunteered to check into it.

Everyone agreed that expanding the geographical boundaries of the tour is a good idea, and after some consideration, decided that the area to be included need not be a perfect circle, but possibly an irregular shape. Emphasis could be placed on including existing "hot spots" such as Wollersheim winery, but not to expand so far that the tour is diluted. Tamlyn will check her notes regarding which artists requested to be notified if the bounadries changed.

John Pahlas had several ideas including local art walks scheduled throughout the year (possibly 1 time per month on a regular day) and sponsorsip by local businesses in the form of featuring artists' work in their spaces leading up to the tour. He also mentioned the possibility of artists demonstrating their skills at different locations for a couple weeks leading up to the tour to capture the interest of locals and any visitors who might consider returning to the area for the event. No decision was made about this suggestion.

Sue Medaris said we could use social media to our advantage and offered to set up a Facebook event page for the SAT, initiating it on May 1, 2017. She'll let artists know how they can plug into this.

It was suggested that an evening music event be scheduled during SAT weekend in order to encourage visitors to stay overnight, potentially boosting our visitor numbers, and gaining additional support from the community (ex. restaurants, hotels, etc.). A volunteer is needed to find a business sponsor for such an activity.

A discussion took place analyzing the use of the term "guest artist." Some thought it implied that the guests were from another region and not members of MHAAA. No one came up with a better description.

Meeting adjourned at 9:30 PM. Our thanks to Tom and Earlene Laudin for hosting our potluck at their beautiful home! The drive home included a nearly full moon to light the way.

Minutes submitted by Aimée Gauger

