

# MHAAA Spring Art Tour 2015– Meeting Notes and Agenda for June 27, 2015

Meeting Notes by Vicki France

## Review of our data collected from the Visitor Sheets and artists' sales total.

- 2015 was record year in sales: \$34,000 +
- *Tamlyn* will make stats and other information available in pdf for our website.
- We had four Grants this year: *Tamlyn* noted that some of the other grant money will soon becoming to an end.
- *Tamlyn* spoke about about the estimated number of vistors we had this year on the tour.
- *Tamlyn* announced that she is resigning from her work at the Chamber of Commerce.

## Sharing of advertising and articles about the Spring Art Tour.

- *Tamlyn* passed around copies of the ads that she created for the SAT and a sheet of where the ads were placed.
- *Tamlyn* also noted that we got some free press due to press release.
- Several artisits thought that Isthmus insert worked very well.
- We talked about where the tour brochures were distributed.
  - *Julie Raasch* has offered to begin a “brochure distribution commitee” to discuss places to have our brochures available to the public.
- We discussed how much money sponsors give us and what they get in return for sponsorship. Dewitt Law Firm contributing the most at \$1000.00. (Levels and sponsors are listed on the back of SAT brochure)

## Collection of Artist Evaluation sheets.

- *Tamlyn* noted that a couple artists have not returned theirs sheet and she would like to have them.

## Discussion of what worked and what didn't work with the Spring Art Tour.

- Several artisits commented that the Isthmus insert worked very well for them.
- *Tamlyn* noted that a few artists would drop the tour if our fee was to be increased.

## Fund raising issues and concerns.

We went back to our discussion from the last meeting on making money selling posters, notecards and raffle tickets. *Tamlyn* does not believe the mugs will work, due to lack of storage space and the cost we would need to make from each mug. *Julie Raash* researched some numbers for us on the costs of mugs and felt perhaps it was doable, but the storage space would be an issue as we would have to order quite a few to make a profit.

- We discussed changing the poster size and quantity printed. *Tamlyn* felt the poster size was good, but that we could print fewer.
- *Vicki France* suggested that the SAT note cards be made without the tour dates. *Tamlyn* suggested the date be put on the back side. Everyone seemed to agree (no vote was taken)
- We also went back to the idea of designing buttons from the last meeting. Asking the artisits if they felt comfortable having them available for a small donation to the Spring Art Tour/MHAAA. *David Waldera* has offered to let us use his button making devise and teach us how us how it's done.
- *Sue Medaris* has offered to design the buttons.
- *Tamlyn* noted that MHAAA will pay for any supplies and printing costs needed to make the buttons.
- *Sue Medaris* and *Louise Kubista* are forming a “commitee to research fundraising” (possibly magents or buttons)
- A brief discussion on continuation to sell raffle tickets was brought up and no one objected a few people said they do not like selling the tickets. It is noted that they sell well at the Mt. Horeb Chamber of Commerce Social in Nov.

## • Handouts were given out with information about the submission process for the 2016 Raffle and Poster artwork selection.

## • Collection of receipts from the sale of posters and note cards to Peggy Zalucha.

## • Collection of SPRING ART TOUR signs were given to Margie King