

AEHK MEETING MINUTES

DECEMBER 13, 2016

Attendance: Mike Baker, MJ Baker, Paul Barrera, Melinda Bartlett, Debra Cooper, Annamarie Dotson, Brenda Gordon, Bob Jeffrey, Jan Richardson, Susan Rohr, Jeff Schorr, Mike Toth, Jim Woodfield

I. The meeting was called to order at 6pm at the Craftsman House Gallery.

II. Welcome & Introductions: Fashion designer Debra Cooper was welcomed to the meeting as a first time attendee. She is new to Historic Kenwood and was warmly welcomed!

III. Artist Tour Review & Recommendations: Jan Richardson led the group in discussion of the Artist Tour event. The event was perceived overwhelmingly as being a very positive, excellent showcase for the AEHK artists, and very well organized. Special thanks go to Jan & Barbara Lewis for leading the event; Jan, Barbara & Kim Alderman for creating the beautiful postcard, and Laura Lewis for expert social media posts. Yael Kelly was especially recognized for her excellent press release and its broad distribution. The Tampa Bay Times article with Dianne Caton's photo brought in lots of attention for the event. Brenda provided written summary report of survey results. 14 of the 20 participating artists, 3 non-participating artists and 7 patrons provided input. The group discussed most of the points and recommendations and these will be used for future planning. Key takeaways include having enough volunteers to greet visitors and manage flow and also to have scheduled demonstrations. Of note, the group by a wide margin agreed to a twice/year event. By a close margin the group agreed to 2 day event. The City ordinance we believe limits the Enclave to only one multi-day event per year. Brenda will confirm with the City. We think at least 14 of the 20 participating artists had sales during the Tour event.

III. Spring Tour Date: The Spring Tour Date will be the weekend of 3/18 and 3/19/17. The Event Committee to plan the Spring Tour will be led by Jan Richardson. Committee planning members will include Melinda Bartlett, Sallie Hackett Brown and Dianne Caton. Others are welcome to serve on the planning committee. Jan & Brenda will send call out for participants. Participants will need to assist in the planning and/or logistics of the event. Jim Woodfield is willing to help advise artists on their display set ups. Brenda will obtain the permit from the City. This time will ask for extended hours to include participation from our performing artist members.

IV. Committees:

Event Committee: Barbara Lewis is stepping back from Events responsibilities for a while. Jan Richardson agreed to lead this committee. Jan has excellent experience in planning art tours.

Membership Committee; Annamarie Dotson agreed to join Mary Hausler on the Membership Committee.

Patron Committee: Bob Jeffrey and Brenda Gordon will work together to plan a 2017 Patron Event.

Social Media: Laura Albright is stepping back from social media responsibilities for awhile. Steven Kenney and Melinda Bartlett agreed to serve as Facebook administrators and will help to market Artist Enclave members and events.

V. New meeting location: With the continued growth of AEHK membership, the beautiful Craftsman House Gallery front porch is just too small for our meetings. Starting with the January 10th meeting, we will have our monthly meetings at the Temple of the Living God's Burlington House. This is the same location utilized for the BungalowFest Artist Showcase and offers comfortable classroom space. We hope

to offer short instructional classes at our meetings. Suggested topics include Social Media marketing and Show display and set up.

VI. Additional agenda items:

- a. St. Pete Arts Alliance & the Greenhouse offer artist instructional classes on a regular basis. We will try to update membership when these classes are available.
- b. BungalowFest Artist Showcase: this Showcase was very successful, and elevated the recognition & reputation of the Artist Enclave. At least 11 of the 22 artists had sales that day, with others making good connections with potential customers. Additionally, the Artist Tour postcards & Artist Enclave brochures were distributed to hundreds of visitors. The group discussed the possibility of having another artist event along with next year's BungalowFest.
- c. AEHK signs need new wire stands and also need new directional signs stating "artist tour."
- d. Many thanks to Frank Clemente for loaning the "whirly gig" markers for each stop.

VII. Meeting adjourned at 7:00pm.

Minutes recorded by Brenda Gordon Liaison