

ARTIST ENCLAVE OF HISTORIC KENWOOD

JANUARY 12, 2016

Meeting Minutes

Attendance: Susan Rohr, Maurice Bartikofsky, Ron Jackson, Mike Baker, MJ Baker, Melinda Bartlett, (Martha) Joy Rose, Curtis Sneary, Susan Williams, Bob Jeffrey, Mary Hausler, Grandy Smith, Rich Pollin, Kim Alderman, Sallie Hackett Brown, Ray Luck, Barbara Lewis, Dwayne Shepherd, Dianne Caton, Jan Richardson, Lisa Presnail, Jeff Schorr, Linda Kellett, Brenda Gordon

I. Call to Order: The meeting was called to order by AEHK Liaison Brenda Gordon at 6:00pm

II. Welcome and Introductions: The group welcomed new members. Mike Baker (Fine art, craft art and design), MJ Baker (costuming, puppets), Ron Jackson (glass, mosaics, painting), Melinda Bartlett (wood working, photography), Martha Joy Rose (performance art, rock music, theater). Everyone in attendance introduced themselves and the type of work they do.

III. Coordinator Updates:

a. Membership: Mary Hausler reminded everyone it is time to renew membership for 2016 - \$10.00 dues. She will be sending reminders out to everyone. Checks can be mailed to the AEHK (c/o HKNA) P.O. Box 15134, St. Petersburg FL 33733-5134. AEHK notecards, printed with welcome message created by Ray Luck, will be placed in all HKNA new neighbor welcome baskets, introducing new residents to the AEHK and to consider joining if an artist or supporting as a Patron if not an artist. Many in the group have run out of AEHK business cards, which they give to potential new members. Brenda will order a new supply.

b. Face Book: Brenda shared message from Perry DeVick, FB coordinator – to remind everyone to message her to let her know of your upcoming events so that she can spread the word via the AEHK Facebook.

c. Website: Brenda shared message from David Foote, www.kenwoodartistenclave.org webmaster, to get photos or recordings of your work to him to upload on the website. Each member has their own page on the site, which can be linked to their personal website. Please let him know of any content or announcements to put on the website.

d. Patrons: Bob shared that he, Linda Kellett, and Kim Alderman met to develop ideas for the Patron program. They are creating a brochure “how to become a patron” and initiating a membership drive at the \$25.00 Patron level. They also are looking for sponsors for upcoming events. Brenda announced that Jim Longstreth, Realtor agreed to a \$1000 sponsorship level for the upcoming Historic Kenwood Studio Tours. Barbara Lewis asked for sponsorship support from Florida Print Solutions and will follow up. Bob invited anyone who’s interested to join their group and efforts.

e. Events: Barbara reported that a press release has been created for the upcoming Historic Kenwood Studio Tour. Seventeen artists so far have indicated they’ll participate. Of those, 9 who live in the Studio Tour area will host artists who live outside that walking area to set up their work at their homes or yards. The Events Committee will work on assigning artists to sites. **If an artist prefers to show their art at their own studio outside of the walkable area, their address can be noted on the promotions as well. Participants simply can drive to their studios.** Brenda has sent a couple of reminders to the membership and can send again to ask for participation. Bob, Sallie and Mary offered to work on criteria

for events to help guide artists in how to display, set up their work. Jan Richardson and Laura Albritton also have some guidelines that can be shared.

IV. Historic Kenwood Studio Tours: Curtis Sneary updated the group regarding the Historic Kenwood Studio Tours. The plan is to have a quarterly walking tour through the neighborhood to coincide with the Brocante Saturday market. The highest concentration of AEHK artists live on Burlington Ave and 3rd Ave N. The walk will therefore concentrate in that area. Curtis developed the graphics for a colorful postcard and wrote a press release and article for the upcoming HKNA newsletter. \$1000 sponsors will have their sponsorship noted in color on the front of the card. Sponsors contributing lesser amount will be noted on the backside of the card. Participating artists will be noted on the card. Curtis encouraged everyone to sign up to participate sooner than later so that your name can be printed on the card and used in promotions. The group agreed that we should focus on branding these quarterly events as "Historic Kenwood Studio Tours" and avoid use of the term "art walk" as that already is used extensively in this area and well branded for other organizations/events. The first Historic Kenwood Studio Tour will be March 5. Participating artists must pay a \$25.00 entry fee for each of the tours in which they participate.

V. Artist Studio Signs: Brenda reminded the group the Enclave zoning ordinance allows artists to have signage, no greater than 2ftx2ft and affixed to their homes. At previous meetings, the group agreed it would be best to have consistent signage to brand the Artist Enclave of Historic Kenwood and assure recognition of home studios in the neighborhood. They also recommended 18" x 18" size which seems large enough considering the small homes we have in the neighborhood. Artists may choose to design their own signage, opt out of signage, or join with having consistent sign design. Brenda provided examples of PVC and banner materials to print the Artist Enclave of Historic Kenwood logo and personalize with the artist name and medium along with pricing - which is much less costly than materials like wood or stainless steel which cost over \$140 per sign. Melinda offered to look into what she might be able to produce for a wooden sign. Brenda's pricing for PVC is \$25. There is a donor who is willing to contribute to off set the costs if artists and HKNA will match.

VI. AEHK Member Only FaceBook: Grandy Smith updated the group that the Members Only FaceBook page is being used to announce calls for artists and to share info between artists. To join one must message and be approved by Grandy. He also shared invitation cards from Graphi-ko Gallery 669 Central Ave to participate in an event on 1/23 at 10am. He and Mary are participating in this event. Contact Grandy for more information.

VII. General Announcements: Dwayne Shepard updated the group on the Davidson's show – several artists sold work at that show. Everyone thanked Dwayne for his hard work in organizing that show. Ray reminded everyone to renew their AEHK membership. Brenda thanked Jeff Schorr for accommodating the group inside the Gallery due to cooler weather.

VIII. Adjournment: the meeting adjourned at 7:00pm. The next meeting will be Feb. 9 at 6:00pm at the Craftsman House Gallery.

Minutes recorded by Brenda Gordon