

ARTIST ENCLAVE OF HISTORIC KENWOOD

MARCH 8, 2016

Attendance: Maurice Bartikofsky, Susan Rohr, Jim Woodfield, Melissa Yungbluth, Melinda Bartlett, Steven Kenny, David Gruskin, Jan Richardson, Sallie H. Brown, Kim Alderman, Barbara Lewis, Bob Jeffrey, Linda Kellett, David Foote, Mary Hausler, Annamarie Dotson, Joanna Lee Miller, Perry DeVick, Robin Dana, Dwayne Shepard, Rich Pollin, Brenda Gordon

I. WELCOME: The meeting was called to order at 6:00pm at the Craftsman House Gallery. The group welcomed new member Annamarie Dotson, fine artist and introduced themselves.

II. COORDINATOR UPDATES:

A. MEMBERSHIP: Mary Hausler stated she will soon send reminders to current members to renew annual \$10 dues for 2016. Benefits of membership include page on the website and participation in AEHK events.

B. PATRON PROGRAM: Bob Jeffrey and Linda Kellett stated they're working on a Patron brochure and will soon host a reception for \$50 and above patrons to encourage further donations. Bringing in more connections and messaging needed to promote this program.

C. WEBSITE: David Foote encouraged members to update their profiles on the webpage, especially prior to the next event as people may review work ahead of time on line before coming out to the event. Photos of artist's work sometimes are not clear and need to be of higher quality. Perry Devick and Melinda Bartlett offered to photograph for artists who're "technically challenged" and Kim Alderman offered use of her backdrop for photos. David asked the group to send him content for home page (workshops, announcements, etc)

D. EVENTS: *Barbara Lewis, Laura Lewis Albright and the Events Committee were congratulated on organizing the successful first Artists of Historic Kenwood Studio Tour with estimated 300+ in attendance!!* The group shared a number of accolades:

- artists' works were great and people really enjoyed seeing everyone's studio, house and yards
- strong feeling of community, positive energy, fun, festive signs/balloons
- professional quality of the work and display (nationally known artists showed up and were impressed)
- marketing good with great Facebook postings, postcards in multiple locations, blogs
- guests enjoyed Historic Kenwood neighborhood and many came from outside St. Pete

Suggestions included: changing the time of day for the June event due to expected heat, assure participating artists know what to expect and have additional volunteers to help with flow, if studio inside home consider roping off rooms to encourage flow straight to the studio, consistency of refreshments, directional signage, recommend prints to increase sales, time for participating artists to go on tour, set up info table at each house, insert postcards in the June

newsletter, invite friends to like Facebook page, ask how people heard about the event, price sheets.

Additional: Barbara suggested developing newsletter and use of mail chimp for distribution, AEHK hosted workshops, and she will write article for upcoming *Historic Kenwood News*.

E. AEHK home signs: Brenda again reviewed the PVC option for home signs and group discussed background color and framing.

F. BungalowFest: Brenda suggested consideration of an elegant event the night before BungalowFest, similar to the 2014 successful event.

G. Craftsman House Gallery: Jeff Schorr announced upcoming events at the Gallery.

H. Adjournment: the meeting adjourned at 7:00pm

Minutes recorded by Brenda Gordon, AEHK Liaison