

## AEHK MEETING AGENDA

March 14, 2017

Attendance: Mike Baker, MJ Baker, Paul Barrera, Maurice Bartikofsky, Melinda Bartlett, Sallie Hackett Brown, Charla Cribb, Annamarie Dotson, Brenda Gordon, Mary Hausler, Bob Jeffrey, Yael Kelley, Steven Kenny, Barbara Lewis, Mary Long, William Long, Carol Multer, Rich Pollin, Susan Rohr, Joy Rose, Dwayne Shepherd, Mike Toth, Amanda Turner, Jim Woodfield

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 William Long and new member Amanda Turner and everyone introduced themselves.

III. Artist Tour Media Response: Yael Kelley reported good response to the press release sent, including Procreate Project, Green Bench, Boston Globe, Arts Tampa Bay, City of St Pete, St Pete Arts Alliance, Creative Pinellas, Creative Loafing, GCDA, Historic Kenwood News, and Channel 10 (will run a TV spot). Barbara Lewis stated she and Laura Albright were featured on Channel 9.

IV. Artist Tour Final Updates: Jan Richardson announced the following:

a. Signage: Whirly gig markers to be distributed at the stops Saturday morning by Brenda and her husband Darrel. AEHK Yard Signs provided to Tour participants in attendance. Brenda will distribute to those who were absent the meeting. Directional Signs (Artist Tour & Studio Tour used interchangeably for this event) distributed for artists to place at key intersections.

b. Name Tags: Jan reminded participating artists to wear their AEHK name badge. Brenda will get name tags to those who don't yet have one.

c. Art work Tags: To assure consistency, participants were asked to label their artwork for sale with the AEHK tags. Brenda will get tags to those who were absent the meeting.

d. Mailing List: All participating artists were emailed a form to use to ask visitors to complete. We would like to compile a mailing list that can be sent out for future events.

e. Raffle: Jan provided instructions regarding the optional raffle which will help to gain visitor contact information and will raise funds for the AEHK.

f. Feedback to obtain: Jan reminded the group to ask the visitors how they learned about the event and their impressions.

g. Maps: Tour maps should be available at each stop. Copies were distributed at the meeting and participating artists can print more out from the website.

h. Continued Marketing: There are still postcards available to distribute. Jan commended the group for all the Facebook posts.

i. Pre-Tour: Starts at 6pm at Jan's home. Maps distributed. Will end at Dwayne Shepherd's home where refreshments will be served.

j. AEHK brochures: distributed and should be made available during the tour. Brenda will get to those who were absent the meeting.

V. April meeting: Visioning session: Bob Jeffrey announced the April 11 meeting will be two hours in length and will be a "Visioning" session to serve as groundwork for future direction of the AEHK. Facilitating the meeting will be John Collins, Executive Director St. Pete Arts Alliance. To prepare for the meeting, Bob provided "homework" for the group: review the Artist Enclave Overlay District ordinance (available as a link at the bottom of the Guidelines Section of [www.kenwoodartistenclave.org](http://www.kenwoodartistenclave.org)), think about what attracted you to become a member of the Enclave, what's important to you to get out of membership, and the purpose of the organization. A base mission statement will be developed using existing language from the Ordinance along with draft purpose, goals, and actions. These will be modified and revised during the meeting. Barbara volunteered to make the revisions on the computer as the meeting progresses and Steven Kenny volunteered to bring refreshments.

VI. Membership Update: Brenda reported we currently have 58 active members. 7 are inactive and she is reaching out again to them. 8 members have moved away from the neighborhood.

VII. Announcements: Joy Rose invited everyone to attend a "Listening Party" at her home on Sunday evening March 26<sup>th</sup> starting at 6pm. Everyone should bring two of their favorite songs to play.

VIII. Next Meeting: April 11, 2017 6pm – 8pm

IX. Adjournment: The meeting adjourned at 6:45pm.

Minutes recorded by Brenda Gordon