

# ARTIST ENCLAVE OF HISTORIC KENWOOD

JANUARY 10, 2017

## MEETING MINUTES

Attendance: MJ Baker, Mike Baker, Paul Barr, Maurice Bartifkosky, Sallie Hackett Brown, Dianne Caton, Annamarie Dotson, Brenda Gordon, Steven Kenny, Richard Pollin, Jan Richardson, Joy Rose, Deborah Von Cannon, Jim Woodfield, Guest: Kristen Clifford

1. Welcome & introductions: The group welcomed New York art professor Kristen Clifford to the meeting. She is on sabbatical in St Pete writing a book and is staying in Joy's guest cottage.
2. Annual Membership Renewal: Brenda reminded the group it's time to renew membership. The fee is \$10 and can be paid on line, or by check (send to P.O. Box 15134, St. Pete 33733), or cash. Although individual membership in the Historic Kenwood Neighborhood Association is not a requirement, Brenda shared annual membership renewal is underway with the HKNA as well and encouraged everyone to consider joining the neighborhood association (\$15 individual, \$20 couple).
3. Spring Artist Tour: Jan Richardson led the group in discussion of the next Artist Tour.
  - a. Dates: Saturday 3/18 from 10am- 5pm and Sunday 3/19 from 12noon – 5pm
  - b. Artist Application Deadline: 1/15/17
  - c. Entry Fee: \$25: Send to Brenda
  - d. Performance Artists; Last time, Jan hosted musical entertainment in her back yard after the Saturday event for two hours and charged a \$5 "donation." The group agreed it would be great for Historic Kenwood performance artists to participate in the Spring event. They could play at Jan's after the event on Saturday and also could line up artists to play at the tour stops. Funds to pay the artists could be accrued with sponsors. Jim Woodfield offered to be the first to sponsor a performing artist. Brenda will put call out for artists on the Members Only Facebook and also via email communication.
  - e. Planning needs & assignments:
    1. Publicity Committee: The group talked about Social Media and the need to post as much as possible on the Artist Enclave PUBLIC page (not just the members' only page). That page is open to all to use! At this time, the Artist Enclave doesn't have an Instagram account and that should be considered in the future as younger artists and patrons often use Instagram more than Facebook.
    2. Press Release: Jan shared that Yael Kelly agreed to write the press release for this event. Jan asked for the group to send updated photos that could accompany a press release. Dianne Caton's photo was published in the Tampa Bay Times.
    3. Postcard creation: Jan shared that Kim Alderman & Barbara Lewis will work on the postcard. They plan to use the same design idea and need new photographs from all of the artists. Please get the photos to Jan as soon as possible.
    4. Postcard distribution: Participating artists did a good job getting postcards out for the last event and will need to distribute again to their contacts, customers, and throughout the City.
    5. Map: Brenda will ask Carolyn Gambuti to create the map again this time. The group agreed that we should not number the stops (as was done last time). The map will be posted on line. If there is room, perhaps it could be included on the postcard. Otherwise, artists should make copies and have at each stop. Brenda will also make copies to share.
    6. Signs: Brenda will pick up new directional arrows. These will need to be stenciled with "Artist Tour."
  - f. Artist preparation:
    1. Home and garden preparation/ambiance/food: The group spoke of the importance to assure homes and gardens are well prepared, clean, clear of clutter, and easy to access. Creating a warm, welcoming ambiance is the goal to assure a positive visitor experience.

2. Exhibit set up: Sallie Brown and Jim Woodfield are willing to offer advice for an effective display to best showcase the artist's work. Jan recommends the group standardize the pricing/titles using the AEHK cards like was done with the BungalowFest Artist Showcase. The group agreed it shows cohesion and looks very professional. Jan and Dianne will see how many cards we have left and Brenda can order more if needed.

3. Volunteer help: Artists should assure they have at least one volunteer at all times to welcome guests and maintain flow. Family members are great volunteers. If an artist doesn't have friends or family to engage we can put out a call for volunteers with other Enclave members and with the HKNA.

g. Pre-show tour? The participating artists would like, if possible to view the stops the Friday before the event to see the exhibits. For those setting up outside this might not be possible.

h. Raffle: Dianne Caton suggested artists offer a piece of work as a raffle in order to collect contact information for patron mailing list. The group agreed this is a great option for those who would like to participate. Dianne will email raffle guidelines to the group.

4. Monthly speaker topic suggestions & ideas: Hopefully we will have Terry Thompson, owner of Webtivity Designs as our guest speaker next month to discuss effective use of social media to market events and promote sales. Please give Brenda speaker suggestions.

5. Public art: Brenda shared there is a small working committee working through a Historic Kenwood Public Art program proposal. More info to come.

6. Founder's Day: Picnic on 3/11/17. Paul Barr volunteered to staff an AEHK table to reach out to potential new artist members & patrons.

7. Next meeting: February 14, 2017 at 6:00pm. The group agreed that even though this is Valentine's Day the meeting time shouldn't adversely impact Valentine's celebrations and will be over no later than 7pm.

8. Adjournment: the meeting adjourned at 7pm.

Minutes recorded by Brenda Gordon, AEHK Liaison