

ARTIST ENCLAVE OF HISTORIC KENWOOD



Workshop
April 11, 2017

John Collins, Organizational Advancement Consulting

City's AEOD Ordinance Purpose

The purpose of the Artist Enclave Overlay District (AEOD) is to encourage a mix of small-scale, home business uses oriented toward **supporting the visual, performing, and cultural arts, while maintaining the residential character of the underlying residential neighborhood.** This overlay district establishes enclaves predominately within single family residential neighborhoods where artists may live, create work, and market their art. Regulations are established to promote and achieve optimal conditions for artist functions, while maintaining adequate protection for the adjacent properties.

AEHK Mission Statement

As a Committee of Historic Kenwood Neighborhood Association

**The mission of the Artist
Enclave of Historic
Kenwood is to advance the
professional development
of resident artists.**

AEHK Vision

*The vision of the Artist Enclave of
Historic Kenwood is to become the
resource for resident artists.*

Positioning Statement

Brand Promise

The Artist Enclave of Historic Kenwood delivers the personal experience of meeting diverse artists in their live/work spaces.

AEHK Tag Line

Discover Where Art Lives!

Strategy – What Now

What are our short-term goals?

Set Committee Structure

Determine Committee Responsibilities

Determine Committee Leadership

AEHK Steering Committee

Responsibilities

Steering Committee coordinates activities of AEHK's committees..

Committee Membership

- 1. Events Committee:** Co-Chairs Jan Richardson & Deb Voncannon
- 2. Membership Committee:** Annnamarie Dotson
- 3. Marketing/Social Media:** Laura Albright
- 4. Liaison to the HKNA Board:** MJ Baker

1. Events Committee

- **Chair:** Jan Richardson
- **Co-Chair:** Deb VonCannon

Responsibilities

Coordinates the various AEHK events such as the Artist Studio Tour and Exhibits with volunteer leadership

2. Membership

Chair: Annnamarie Dotson

Volunteers: Matt Albright & Jim Lewis -- Member profiles

Responsibilities

Conduct Annual Membership Drive

- Artists pay \$10 annual fee – Maintained in HKNA bank account.
- On-line registrations go to HKNA pay pal account. Checks mailed to HKNA PO Box.
- HKNA Treasurer keeps detailed ledger for the AEHK line item income & expenses of the overall HKNA budget.
- Overall report available to review at monthly HKNA meetings

Member Orientation/Reception

Liaison keeps roster and communicates with Susan Rohr for roster back up

3. Marketing-Social Media

Chair: Laura Albright

Facebook administrators: Steven Kenny and Laura Albright.

Website: Deb VonCannon, Matt Albright
Melinda Bartlett

All members are editors so they can post their own news.

