

ARTIST ENCLAVE OF HISTORIC KENWOOD

MEETING AGENDA

February 14, 2017

The Burlington House 1950 Burlington Ave.

Attendance: MJ Baker, Mike Baker, Paul Barrera, Sallie Hackett Brown, Dianne Caton, Annamarie Dotson, Brenda Gordon, Mitzi Gordon, Mary Hausler, Felicity Jenkins, Jo Ann Kaiser, Yael Kelley, Steven Kenny, Mary Long, Claude Meyer, Carol Multer, Jan Richardson, Susan Rohr, Jeff Schorr, Dwayne Shepherd, Deborah Von Cannon

I. The meeting was called to order at 6:00pm

II. Welcome & Introductions: The group welcomed first time attendees Mitzi Gordon, Jo Ann Kaiser, Mary Long, and Carol Multer and introduced themselves

III. Guest Speaker: Terry Thompson, President/CEO

WEBTIVITY Marketing & Design
3021 Central Avenue
St. Petersburg, FL 33713
727-386-7216 ext. 102
Cell: 941-376-2759

Terry provided tips and advice regarding effective use of Social Media to market Artist Enclave events and individual artist events. Action: Steven Kenny will create an "Event" for the public Artist Enclave Facebook page. The group voted as well to have each artist included as an "editor" for the public AEHK Facebook page so that individuals can post photos of their work and events. Steven will set this up. Key point is to share and post, post, post.

IV. Spring Artist Tour: March 18 and 19: Jan Richardson, Event Chairwoman

Jan announced that new members Mitzi Gordon, Mary Long, and James Oleson will participate in the Tour. Additionally, Curtis Sneary will participate. Laura Albright & Barbara Lewis will participate on Saturday only. Although they're not included on the postcard, they will be noted on the updated map.

a. Press Release: Yael Kelley created the Press Release and will update it with new number of stops and participating artists. Everyone received a copy.

b. Postcard Distribution: Jan thanked all for their hard work in getting the postcards out. She has more available for pick up on her front porch.

c. Creating Ambiance/Tour Preparation Checklist: Jan reviewed the importance of creating a positive, welcoming ambiance. An updated Tour Preparation Checklist was distributed to all. Jan asked that participants use the AEHK cards to note the pieces and price (to assure consistent event), and that

all artists wear their AEHK name badges. Sign in forms will be created with the AEHK logo for consistent use at all the stops.

d. Assignments: are being made for day of event (signs, markers), etc.

e. Optional Raffle: Dianne reviewed the optional raffle, which was approved at the last AEHK meeting. The main purpose is to obtain contact info from participants to be able to create a robust mailing list. The group agreed to charge \$1 for the raffle, with proceeds to go to the AEHK. Participation is purely optional. Additional information will be emailed to participants.

f. Music: The City granted the permit which can include musical entertainment from 5p-7p at Jan's back yard. \$5 donation will be accepted at the gate with proceeds to go to the performer. Jeff Schorr will look into finding a Historic Kenwood resident musician to play.

V. Historic Kenwood and Artist Enclave: In the News!

a. St. Pete TV: Living Local: Historic Kenwood (featuring artists D. Yael Kelly & Bob Jeffrey)

Link: <https://youtu.be/PEHJTWeTIZI> for the longer version and <https://youtu.be/2ezlK-2BjJk> for short web video

b. *Boston Globe* 2/2/17: "Florida Bungalows the Stars in Historic Kenwood"

Link: <https://www.bostonglobe.com/lifestyle/travel/2017/02/02/florida-bungalows-stars-historic-Kenwood/N3feY22dz6SB7ulml08Sxl/story.html>

(Featuring discussion about the Artist Enclave with dates for the March event)

VI. Adjournment: the meeting adjourned at 7:15pm – the next meeting will be 3/14/17 at 6:00pm

Minutes recorded by Brenda Gordon AEHK Liaison