

**34th Annual Uxbridge Studio Tour Sept 14th & 15th, 2019
Planning Meeting Feb 24, 2019**

Meeting held at the studio of Colin Whitebread, 5005 Sideline 34, Claremont

2019 Leadership & Assignment.

Chair: Lesley Wilkins opens meeting

Co/Assistant Chair: Fly Freeman

Important Reminder: Belonging to the tour requires members to join in on at least one organizing component or committee. If you have performed a task this past year and are willing to keep going with it for 2019, please let us know. If you have not had any significant involvement of more than an hour or two contribution, (besides attending our meetings), we would LOVE for you get more involved in this truly great tour.

Financial:

Treasurer: Lynda Cunningham – provide update

Below is the financial report from fall wrap-up meeting

Beginning Balance	Jan 1/18	\$ 3922.97	3922.97
<u>Revenue</u>			
Studio and guest artists (31 +44)		18750.00	
Brochure ad's		2575.00	
Reimbursed for extra artist banners			<u>847.50</u>
Total cash before expenses		\$ 22172.50	26095.47
<u>Expenses</u>			
Visitor Ballot/draw		1000.00	
Brochure 12,000 copies		6096.35	
Brochure layout/design /cover options x 31		1384.51	
NEW website/design (75 artists/info/images)		2183.16	
Ad's/print media/		3056.24	
Digital media/ signage		1857.80	
2 nd wedge opening		397.16	
Donations/memberships		30.00	
Artists banners 2017/2018 (1 per)		4096.25 ** only 2 artists left to get banners / 31	
2017 radio ad's		678.00	
Bank fees annually		39.60	
<u>Flowers Jeannine</u>		<u>79.04</u>	
Total expenses 2018		\$ 20898.11	<u>20898.11</u>
<u>Balance for 2018</u>			<u>\$ 5197.36</u>

Lynda has more detailed budget documents which she will make available to anyone who wishes to see them. See last page for estimates of 2019 budget.

General:

With the lower number of studio artists participating this year do we want to consider the idea of jurying in artists on a one year basis?

Vote: Yes/No

Do we want to jury in any regular studios this year?

Vote: Yes/No

The following artists have expressed an interest in being juried in: Stuart Blower (sculpture), Cathy Lombard (pottery), Nancy Newman (purse designer)

Artists Looking for a host studio for the 2019 tour:

Stuart Blower (sculpture), David Clubine (watercolours),

Signage (January – May):

Committee Members:

Sharon Nielsen, Gayle Temple, Sandra Reiner, Anja Kooistra, Cynthia Cupples

Sign Committee has been hard at work and done plenty of research.

Gayle Temple to present the findings of the signage committee and give recommendations on how we can improve signage for 2019.

Areas of concern regarding signage include:

- a) Applying for bylaw exemptions (if we choose to do so)
- b) Gather specs for new signs as per existing bylaws in each region
- c) Larger signs *June/July Cynthia to get quote from her contact
- d) A Frame sandwich boards Colin

Banners - new and existing (October – July):

Banners Administration

(1 volunteer) * - NEW VOLUNTEER REQUIRED

Mark Ruchlewicz will not be on the 2019 tour, however he did apply to have the banners hung in town by the township.

We will need a volunteer to touch base with the township in July and October as laid out below.

Connecting with township officials for dropping off banners to be hung.

- a) Early to Mid July email township to confirm.
- b) Early October thank you to township for hanging banners and request put forward to be included in the budget for following year. Follow up.

Banner Design & Fabrication (May): Lesley

New Individual Artists banners are required for Rashmi Baird and Judith Tinkl.

Design and send to Booth's Signs to be fabricated.

- Last call for anyone else who would like an extra banner at their own expense.

Pickup, Delivery and Communications with Shear (Company that hangs banners)

1+ VOLUNTEERS REQUIRED

- Schedule for hanging banners (following Thomas the Tank banners)
- Request that Shear remove (not hang) banners of artists not participating in 2019
- New banners will need to be Picked-up banners from Scarborough and dropped-off at the Township Offices
– **Mike Wilkins or Bert Liverance (?)

Large freestanding banners (September):

Mark Puigmarti :- (Mark to confirm)

- Co-ordinate with sign committee and artists regarding where large banners should be displayed
- Set-up
- Take down

Brochure & Insert Ballot Postcard:

Ballot Postcard (Immediately – May) :

At the fall meeting it was agreed that we would use an insert postcard as the ballot.

Fly and Lesley met to brainstorm options for postcard/ballot design.

- How to make it work best:
 - for our visitors
 - for our advertisers
 - for our studios

We concluded that a map on one side which shows the locations of restaurant (sponsor/advertisers) in our area would generate the money to create the insert and help visitors.

Reverse side will be our ballot, leaving the brochure intact for collectors, and allow us to have extra ballots on hand.

Tracy Walker has agreed to design the postcards for us for the very minimal charge of \$500. See budget for details.

Vote on this approach (in favour / not in favour)

2019 Cover Image Committee (March): - Unlimited number of volunteers.

Discussion on cover image selection:

- Selection is not a reflection of quality of artwork. If you are on the tour then your artwork has already been juried as high quality!
- Selection is based on quality of image:
 - Compelling image
 - Excellent clear focus
 - Large format
 - Suitability for cropping to cover dimensions, whether zooming in on one aspect (as with Sarah Holtby's cover last year), or fitting full image into the cover dimensions (such as Lynn Bishop's cover last year).
- Images to be selected without artist names attached (although we all know each other's work when we see it)
- All studio artist can submit an image for consideration every year (regardless of whether they have been on the cover before)

Lesley proposes that the opportunity to be on the cover is extended to our guest artists as well as studio artists.

• **Vote: Yes/No**

Brochure Interior discussion:

It has been agreed that the 4 sections per page was too cramped and didn't contain enough contact information.

It was agreed in the fall that we return to 3 per page.

With less studios the 2019 tour Lesley suggests that we try ½ page per studio. See attached 2019 budget for details.

- **Vote: 1/3rd page design vs ½ page design**
- **Vote extra page vs same number of pages**

Brochure Bios & Interior Images: (March through May)

Brochure Interior Images: Francis & Carmel (Confirm)

- Collecting, editing, formatting and sorting Images for brochures, website & social media for all members and guest artists.

Brochure Bios: Judith

Brochure Contact details: Judith ? (confirm)

- Address, phone numbers, email addresses, artist website info

Note: Please review your contact details for out of use phone numbers.

Brochure Advertising (February – April) : 1 VOLUNTEER REQUIRED

(Suggested that perhaps Daniela Boerhof would be a good fit for this task if we are open to having guest artists be more involved in tour organizing)

Quick definition of sponsor vs advertiser:

Sponsorship– local business ad placement within the brochure.

- Approaching our sponsors to encourage appropriate, high quality ads
- Providing sponsors/advertisers with specs for ad
- Following up with sponsors/advertisers to gather ads
- Proof read all ads provided and advising advertisers if changes are required
- Invoicing advertisers and following up regarding payment

A sponsor is mutually beneficial. We promote them with an advertising space, our social media platforms, and blogs. They also promote us in their locations, on their social media, etc.

An advertiser pays their money for us to promote them. They have no responsibility to promote us.

Work with Graphic Designer & Printing Company (May): Lesley

- Transfer of collected information to graphic designer (1 volunteer) - Lesley Wilkins
- Transfer of info to graphic designer for the website (1 volunteer) – Lesley Wilkins

Pick up hard copy proofs from Parker Pad Printing (Last week of May) : Colin - Confirm

Proof reading final draft before hard copy proofs are created (3rd week of May):

COMMITTEE OF PEOPLE WITH STRONG GRAMMER AND SPELLING SKILLS

(Unlimited number of volunteers. As many eyeballs as possible)

Brochure Order Pickup (First Week of June): Bert ? Confirm

- Pick up of brochures from printers and deliver to in town distribution point. (Van/Truck Required).

Brochure Central Distribution Point (June – September): Ross Colby ? Confirm

- Store boxes of brochures for distribution to artists

Brochure Distribution (June – September):

Distribution to Artists & Guest Artists (June) : Hanneke ? - Confirm

- Check with artists to find out how many brochures each artist and guest artist requires
 - Artists with multiple guest artists will need more
- Arrange for pickup of brochures from central location or other

Distribution to public areas, retail and other (August – September) :

Discussion on the brochure stands found by Fly.

Volunteers to keep local businesses, galleries, Libraries, etc. stocked with brochures:-- July and onwards to tour weekend. Confirm names below

- Claremont:
- Goodwood:
- Uxbridge:
- Sunderland:
- Stouffville:
- Markham:
- Toronto:
- Port Perry:
- Oshawa:

Promotions (Late August-September):

Lesley asked for someone to contact the press, draft and send press releases (1 volunteer needed)

In 2018 Shelagh Fitz was paid \$125 to write a ½ page story in the Cosmos about the Studio Tour. Should we do this again?

Posters Lesley will design and get posters printed (same style as previous years), but we need to do a better job of distributing/hanging posters. Do we need to have poster hanging volunteers or does this fall to the brochure distribution team?

Ad Design:

Ads for print media & 1 e-invites (1 volunteer) * Lesley

- Contact graphic designer for a JPG or PDF of the brochure in July.
- Send out e-invite design to members by late July, early August
- Provide ad as per newsprint expectations

Advertising Hardcopy Committee required (any size)

Compare possible advertising options within our budget, and decide where advertising dollars should go.

- To get the best advertising in the papers the sooner the better.
- Where do we want to advertise?
- How big ½ page or full page
- Worth the cost?
- Run for 2-3 weeks prior to tour?

Digital Media Advertising**2 phases:**

- Phase 1: **(now – August)** 1 volunteer to organize (artist takeover schedule)
- Phase 2: **(August – Tour)** Ever Media to handle campaign and Sam du Bois to handle 'day of' social media posts
 - YouTube & Twitter need someone if anyone skilled and interested
 - Facebook, Instagram (Artist takeover and Ever Media)

Add Studio Tour Info to Community Calendars: Everyone add the tour to one calendar that they can think of.

Website: Lesley Wilkins and CMS Intelligence.

- Image sizing – Francis

Connection to Celebration of the Arts: Saunda ? Confirm

Second Wedge Exhibition/Party: Francis & Rashmi ? Confirm

Final Reminder: Guest artists – encourage QUALITY guest artists

- They help pay for EVERYTHING