

HTST General Meeting Minutes
October 30, 2024
6:00 pm, Chris's house @ 27 Monarch Mews

Attendance: Chris Foster, Jo-Ann Day, Arlene Cherepak, Joanne Harris, Donna Cuming, Beth Maurer, Shirley Rayner, Ann Rallison, Carin Jette, Steve McLean, Rosella Farmer, AnneMarie Layman, Ray Christopherson, Terry Murray, Phil Brake, Debbie Lawson, Pam Gerbrandt

Absent: Margery Koop, Diane Levit, Worth Hayden

1. Acceptance of August 15, 2024 Meeting Minutes

Moved by Jo, vote unanimous.

2. Finance (Shirley)

- Shirley provided a handout summarizing 2024 cashflow. Estimated year-end balance of \$6,200.

3. 2025 Executive

Ann Rallison presented a slate of officers for 2025. She asked for additional nominations from the floor. There being none the slate presented was voted in favourably.

- Executive next year will be:
 - Chair - Chris Foster
 - VP - Joanne Harris
 - Secretary - JoAnn Day
 - Past Chair - Terry Murray
- Some discussion took place regarding our succession plan after 2025 Tour dates. Chris and Terry will work to separate out Chair from marketing activities.

4. Results & Insights from 2024 Tour (Chris)

- Winner of the 2024 draw - Samantha McDonald - purchased a piece from Phil Brake.
- Total sales from 2024 tour - \$47,500
- Chris provided a handout summarizing this data.
- Brochure downloads from site is up 21% from last year.
- 27% increase in passports turned in
- Website visitors indicated that we had 86% new visitors, 14% returning visitors but based on passports turned in - it was 51% new, 37% returnees with 11% left blank.
- For those that attended - Top areas remain Charleswood, St. James and River Heights – new areas that are gaining some increased attendance are Fort Gary and St. Vital.
- We now have 2,445 people on our email list.

5. Passport Discussion

- Carin brought up discussion about the Passport stamps all being the same to stop anyone from creating a fake stamp. Carin was asked to do the leg work in finding out the cost of having us purchase the same stamps for everyone.
- A vote was taken that in 2025 we will be increasing the number of studio visits (to qualify for the draw) from 3 to 5. Vote unanimous.

6. Member Survey Results (Joanne H)

- Joanne reviewed the survey results. Most members satisfied with the tour.
- Discussion re individual artists doing a prize draw at their sale. This is fine, but it cannot be advertised. **Action Item: Chris will draft something and will send out.**

7. Website Updates (Chris)

- Chris reminded everyone that this was now the time to update your web page – the email was sent out on October 15 with a requested by date no later than November 15. The next time images will be changed is in February. Updates were received by only 2 people.
- Chris reminded everyone that while it was always important to have an updated web page – the most important update is for June/July. We had over 40,000 views of our website within the 30 days of our tour dates.

8. CMU Exhibit – No Place Like Home (Chris)

- Invitations have been sent out, including several Wpg dignitaries.
- Press release went out last week.
- Opening reception starts at 7:30, remarks at 8:00.
- Classical guitar player from CMU.
- Terry in charge of refreshments.
- Scavenger hunt – draw will be made at the end of the show on Dec. 21.
- Anne R. will be doing a workshop on Nov. 23, 1:00 – 4:00.
- Keep sending your videos to Chris.
- Tin for the bin.

Meeting Adjourned 7:40 pm.