

February 2024 Arden Artisan Collective Steering Committee Meeting

Date: Monday, February 12th **Called to order:** 7:09 PM **Location:** Jill's house; 2110 Hillside Road, Arden

Present: Jill Althouse-Wood, Shay Seaborne, Rachel Kantner, Stevie Nolan, Linda Toman, Megan King **Absent:** Cookie Ohlson

Welcome & Introductions

- We went around introducing ourselves and saying why we were there. While no definitive roles were decided, Linda said she wanted to help facilitate Gild inclusion, Jill said she like communication roles rather than leadership.
- Schedule future monthly meetings of steering committee and plan location first or second Tuesdays/Wednesdays?

Review Financial Statements:

- Roughly \$2,200 in bank
- Broke even small art show (Got \$100 in commission. Spent little less on postcards and signs)
- Profited \$87 on Artisan Retreat (Though profiting was not the goal.)

Come up with a Calendar for 2024 and beyond:

- Review the priorities we came up with as a group during retreat:
 1. Artisan Socials
 2. Website with a searchable directory of what each artisan does
 3. Designated Gallery Space
 4. Arden Fair Booth
 5. Spring Show before Mother's Day
 6. Workshops
 7. Field Trips
 8. Showing outside the Ardens
 9. Walking studio tours of the Ardens

10. Public Art in the Ardens

- **Sketch in a calendar with these priorities in mind**

2024:

March: Hang Earth Day Art Show, First deadline for the Baby Grand Show

April: Earth Day Art Show Art Loop event, Group meeting with Pat to ask questions and vote on being a gild

Late April, early May: Artisan Social

May: Space Boy T-shirt workshop—how to design print-ready T-shirts

July: Hang Art Show Baby Grand

August: Art Loop Baby Grand

September: Arden Fair Booth, Arden Fair Backstage Gallery (Take over from Linda Celestian), T-shirt (Linda Celestian), Artisan Social

November: Speaker from Philadelphia Fashion Incubator ? (Could end up being early 2025)

December: Artisan Trail (possible include 3 open artist studios in conjunction with Holiday Market), Small Art Show (At Buzz?)

Thinking Ahead to 2025:

Spring Market in May

Group exhibitions

Speaker—Psychology of artists

Ongoing ideas to explore—timeline to follow

Public Art exploration: Painting the utility boxes. Mural by I95 exit

Group outing to Delaware Contemporary

NEXT STEPS

- Identify possible champions for each event: Jill will put out email to group to solicit champions for the things we need.
- Volunteer spreadsheet; resource for Champions: Shay will create

Merging with the Arden Club:

- Linda presented group with information on Gild creation and what needs to be submitted
NEXT STEPS
- Jill will work on proposal which will include purpose, objectives, financial responsibilities, use of building
- Jill will meet with Pat to go over proposal
- We will have a group AAC meeting ahead of presenting proposal to board to talk to Pat, ask questions, and vote to become a gild should we be accepted.
- Plan to present at April or May Arden Club Board Meeting, second Tuesday.

Upcoming Events

- Earth Day Art Show: All planned out. Next steps are drop off and hanging of the show.
- Baby Grand Art Show: group Shay, Cookie, Jeanne, Megan Submission due by March 1

Marketing/Outreach/Communication

- Committee gave permission to spend funds on creating an all-purpose postcard for AAC to have at events. David Gerbec is designing.
- ALSO to buy a page or half-page in Arden directory. Jill will design and write
- Not enough time to discuss other strategies: Social Media, Newsletter, Arden Page, Website Tabled for next time.

Meetings will be 4th Tuesdays at 7 PM, rotating houses. Next Meeting is Tuesday, March 26, at 7 PM at Rachel Kanter's House; 1614 Harvey Road

Meeting Adjourned 8:41 PM