

March 2024 Arden Artisan Collective Steering Committee Meeting

Date: Tuesday, March 26th **Called to order:** 7:17 PM **Location:**

Rachel's house; 1614 Harvey Road.

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

(Highlighted passages indicate action items to be followed up on)

1. **ADMINISTRATIVE:** We approved February Meeting Minutes
Reviewed Finances: \$ 1,388.28 in bank; details are on website in members section
2. **MARKETING:** Jill put an ad in ACRA Phonebook and had Evergreen Postcards designed (by David Gerbec) and printed. Next Steps: Megan will talk to Stuart Craig about Searchable Database for our artisan directory. Jill will talk Will about Calendar/Events page. We want to separate out calendar (perhaps in members area) and an events section which lists upcoming events without the calendar view. Jill will design half page advert for upcoming June Artisan Tour. Megan/Jeanne will design the same for the upcoming Baby Grand Show. Rachel will Print 1/2 page them out to have available at the reception for the Earth Day Art Show. Earth Day Art Show is up and happening. Acceptance letters going out for Baby Grand. Marketing will start in May.
3. **EXHIBITIONS:** Earth Day Art Show was hung by Jill, Betty O'Regan, David Burslem, Sadie Somerville. Looks great. We have a place for business cards. All works have gallery tags with QR codes leading to the artist website. We are putting out the call for refreshments for the reception. We have graphics to advertise for artists to use on social media. Jill made reusable nametags for our events. For the Baby Grand Show, first round applications have been reviewed. Need to send out the acceptance emails. There will be a second call, due May 1. Jill will include details in April newsletter.

4. **NEXT STEPS ARDEN CLUB:** Jill had a phone call with Kathleen Organization Support at the Delaware Division of the Arts. SHE gave us lots to think about going forward. With this information, we would like to have a full group AAC meeting at the Arden Gild about the pros and cons of joining the Arden Club, with Pat (president of Club) in attendance to ask and answer questions. Jill will talk to Pat about scheduling such a meeting in early May. Alternate location—steering committee has authorized money to rent a room at the Buzz if we can't get the Gild Hall.
5. **FUTURE EVENTS:** Shay Seaborne has stepped forward to facilitate the Spring Arden Artisan Social on Tuesday, April 23 from 7-9 PM. We have secured the Buzz for the event and put announcements in the upcoming Arden Page and on the bulletin boards. David Burslem is organizing an Artisan Studio Tour on Saturday, June 9th. Jill reached out to Gordon Hesse about doing a writing workshop for artists, but has not heard back from him. She will follow up. Linda Toman was looking into having a T-shirt design workshop with Space Boy. She was looking into it.
6. **YOUTH ART:** Jill is putting out a call for Youth Artist Coordinator in April Newsletter. We want someone who can facilitate relations between youth artists and the AAC, possibly lining up 1-to-1 mentors or creating workshops specifically for youth, perhaps in conjunction with ACRA.
7. **PUBLIC ART:** Bethany Rees is continuing to lead this charge. Although the effort is ongoing, she has no new updates at this time.
8. **ARDEN FAIR:** Jill will put out the call for artisans who are interested in being in the Arden Fair booth. We will try to get a sense of who want to do it before the June 1st deadline for the booths. We are thinking that 5 artisans per booth is a doable number. If we have 5 will artisans, we

will have one booth. If we have 10, we will get two booths—etc. Rachel is organizing this effort.

9. NEXT STEERING COMMITTEE MEETING: Wednesday, April 24
7 PM Stevie's House; 1613 Orchard Road

Meeting adjourned 8:40 PM