

## Artisan Tour Committee Meeting Minutes 8/11/2025

Attendance: Veronique, Carrie, Lori, Kim

Veronique handed out marketing cards (that Carrie made) for the “Call to Artists” for members to use when talking to new potential artists. The digital version of the cards is also available to use when promoting the Tour seeking new artists. When distributing the cards, it will be important to “follow up” with whoever you gave it to. The goal is to have 30 artists participate in the tour.

### Discussion Questions:

1. When setting up new member account, is it possible to require double entry of the newly created password to ensure it was entered correctly-no typos-what the member wants it to be? Carrie will look into seeing if it is possible to revise the process & also to see about ‘autofill’ once the password is completed for future logins.
2. Should there be more verbiage included within the Tour registration form regarding a “hold harmless” agreement between the participating artist & the league? The decision to continue the liability insurance or not is still pending. However, it was decided by this group to enhance the current verbiage to ensure the league & home studios will not be held responsible for any damage or accidents. Home studios will need to look at their own personal home owner’s policies as well—that is already written out on the Tour page.

The draft letter letting past Tour participants know about sign up will go out today (8/11/25). The letter indicates that they get “1<sup>st</sup> Chance” to sign up; a letter announcing “open registration” to the entire league membership will go out on Friday, (8/14/25). Veronique will create a narrative to include with the marketing cards for members to have “words to use” when they talk to their friend & fellow artists about participating in the Tour. This narrative will be included with the letter.

Places to find ‘new artists’ was discussed. FB ads are active; Carrie will track when they go out & the # of views the ad has gotten. Lloyd still needs to delete the old FB account so not to cause confusion on where individuals go to register. Carrie will reach out to Lloyd again to explain how important it is to delete the old FHAL FB account.

Clarification surrounding lifetime members, sponsorships, & league membership was discussed. Lifetime members do not have to pay annual membership dues to the league, however they do have to pay to participate in the Tour. Pat gave Carrie a list of the Lifetime members & she will assist in making sure there is no confusion for members signing up. Lori will be tracking membership & Tour sign ups to make sure all Tour participants are League members.

A breakdown of registrations etc:

\*Sponsorship contribution includes an annual membership for the sponsor.

\*Tour registration is a separate process that requires league membership to be eligible.

\*If there are Sponsor/Artists, they will need to pay their sponsorship contribution separately from their Tour participation fee & from their league membership fee.  
We want everyone to be treated equally & to follow the same guidelines.

Current methods being used to market the Tour:

- \*Social Media
- \*New 'Call to Artists' postcards
- \*Letter to Members

Sponsorship: this item is one that the entire board needs to advance on ASAP. In the meantime, Carrie will re-send the draft sponsorship letter out so the board can review & revise as needed. Once the content of the letter is agreed upon, Carrie can make the "Sponsorship" Tab live on the website. The goal for sponsorship is \$10,000.

The local Print Shop will be doing the printing. They will need to re-do the map & entire brochure. Final version of the information needed for the printing will need to be submitted to the Print Shop no later than mid-November. The brochures can then be ready to distribute in December.

Participating artists will need to be registered & paid by Sept. 30<sup>th</sup>. Sponsors can continue to give & Carrie will be able to insert their information quick & easy. We want to allow as much time for sponsors as possible. Although garnering sponsorship is an on-going part of the league since it supports the entire league.

Further discussion on the difference between "Arts & Crafts" was held. Veronique re-wrote the artist registration form that included what will be & will not be acceptable. It is a sensitive topic as we all want to encourage new artists. The decision was made to see how it goes this year with the verbiage on the registration page; the \$100 entry fee; & the member artwork that is on the league website. Hoping this will help in clarifying the art that the Tour is wanting.

Brainstorm of thoughts on how to highlight FHAL's involvement with students & the local schools: Possibly include a Tour stop on Saturday only to see what the students have been doing with the FHAL funds—work with the teachers/school to see what would be possible.  
No decision was made.

Submitted by:  
Kim Roewert  
FHAL Secretary