

Tour Committee
March 23, 2026

Present: Veronique, Carrie, Kim, Sue, Shirley

The group thanked Veronique for her leadership and dedication in leading the effort to organize the 2026 tour. Her enthusiasm and organizational skills were instrumental in making the tour an overall success.

Veronique shared that based on feedback from visitors, the tour was positively received. Guests shared they were impressed with the energy and positive attitude of participating artists as well as with the variety of art being offered. There were positive comments about having several sites within walking distance along the Avenue of the Fountains; visitors appreciated the clustering without having to drive to further locations.

We discussed the restriction of 3 artists per location; there is no indication that restriction limited sales and there was consensus that the logic behind it makes sense. We discussed however, that if space allowed to comfortably display work of more than 3 artists in the future, we could be flexible.

Disability access was a factor; several sites were not ADA accessible. We agreed it would be important for future tours to indicate on the brochure which locations are ADA accessible.

We discussed whether there were too many locations (18 this tour). There was consensus that a maximum of 15 locations should be recommended for future tours.

Balloons were not considered helpful, participants recommended not using them in future tours.

There were several suggestions made by artists for ways to improve marketing; we welcome those ideas and Carrie is working to follow up on those suggestions. We agreed we should encourage tour artists, (actually league members in general) to self promote their work. We agreed offering a program to educate and encourage self advertising/marketing would be worthwhile.

We agreed "save the day cards" were not worth the expense.

The raffle was appreciated by artists and guests. Suggestions were made to have raffle information on the front of the brochure for future tours and that raffle prizes be art focused gifts. We discussed the idea of asking each participating artist to donate one art piece to be used in the raffle gifts. We also discussed having artists donate art pieces to be used in a silent auction fund raiser. No decisions were made.

The tour has always been in March. We agreed it would be worthwhile exploring the calendar of events for the city to see if offering the tour before the city wide art fair would be possible.

Feedback from the artists questionnaires indicates that the majority of participating artists prefer the 3-day event; this was closely followed by preference for a 2-day event.

We plan to survey businesses who participated in the tour to better understand what impact the tour had on their business and if they would want to participate in future tours. We discussed that some business locations seemed crowded and wondered if the art display interfered with their regular business. Examples were Snow Bird that seemed congested and Mountain View Kitchen where tour guests had to overlook seated restaurant customers to view art. There were comments that in The Gallery, we might indicate which of the various displays were artists participating in the art league tour to better promote the art league.

We agreed the number of directional signs (frames and inserts) that we have on hand is adequate. We suspect that many tour guests located the artists with their phones as opposed to signage. We recommend that as the budget allows, that inserts be updated with the new logo. If in the future individual artists need more signage, we will suggest that they are free to purchase signage as they need to promote their location.

We have noticed that the Dark Sky has visible advertising around town. We will discuss with the city that we want those same advertising privileges for the art tour in the future.

We had a written contract with the business hosts this year with agreement as to what the businesses were responsible for and what the guest artists were responsible for. We agreed that in future years we should consider having a written contract with tour artists clearly stating what the artists are responsible for. The artists own the tour, not the Board; it needs to be clear what the artists are responsible for.

The group discussed how to proceed with choosing a tour committee for the next tour and how to share with them the recommendations agreed upon at today's meeting of the 2026 tour committee. We unanimously agreed that future tours will be planned by a tour committee that will report to the Board; the Board will not be responsible for planning future tours. There are art league members who have indicated on their membership applications that they are interested in helping with the tour. We will put out a call for tour committee volunteers; those volunteers will be interviewed and a committee will be designated. The recommendations we agreed upon today will be presented to the future tour committee for their consideration as they plan the next tour.

Respectfully submitted,
Shirley Anderson