

FHAL Tour Committee
Minutes
September 29, 2025

Present: Veronique, Kim, Carrie, Sue, Lori, Shirley
Guests: Mary Lou Mulloy, Bonnie Schweihs, Nancy Grahlmann

After introductions, Veronique invited the guests to ask questions and provide input.

Bonnie wanted to better understand the increase in sponsorship fees. Sue, the treasurer, provided information about increasing costs for Community Center rental as well as increasing costs overall. She also explained that sponsors will be getting benefits in the way of advertising and exposure that they haven't received in prior years. Sponsors will be supporting all efforts of the art league; in prior years they only supported the tour.

We discussed how to assist sponsors (and members) who do not have access to the website or are unable to complete registration online. Anyone needing assistance can contact any board member for assistance in completing the process. Forms can also be printed, completed then forwarded to a board member for processing.

In prior years, Mary Lou helped distribute brochures and spoke about the frustration of going to places that had already been given information or going to businesses that have policies against displaying brochures. She discovered that her time was more efficiently spent distributing brochures further out from Fountain Hills, i.e. Scottsdale or neighboring communities. We will explore the possibility of being able to track where brochures have been placed.

Kim is monitoring sponsorship activity. She will email all artists participating in the tour encouraging them to contact sponsors they have had in the past asking them to sponsor again. She will attach the document that has been created to give information to sponsors and friends of the art league. Sue suggested that members ask friends/family to sponsor them (the members as individual artists) to support their respective art journeys. These donations from friends of the art league would not receive the benefits provided to sponsors but would be appreciated by the art league.

Sue and Carrie continue working on creating banners, decals, and other merchandise for sponsors to use in promoting the art league. Price quotes and designs will be brought to the board for approval.

Lori has 21 confirmed tour artists and 7 confirmed studios, one of which is the Gallery. Board members who are able to bring computers to the October 6 member meeting will be available to assist those needing help with registration.

In recent years, guests of the tour have had their brochures stamped at the various stops and they were then eligible for prize drawings; this practice will be discontinued. Instead, each artist

will provide one “ticket” to anyone who purchases merchandise from them. A customer could have more than one ticket if they purchase from more than one artist. All tickets will be entered into a drawing for prizes to be awarded at the end of the tour. The committee will finalize planning for this in the near future.

Carrie and Veronique met with staff at Inspiration Academy, a local K-12 private school, as we work toward more involvement with schools and youth in art league activities. Inspiration Academy is exploring the possibility of opening the school on Saturday of the tour for students to show their art and discuss their art program. The art league has supported art efforts at schools over the years. We want to develop that relationship to better understand how our donations are being used and how we can be more involved with young artists. Bonnie suggested that we might arrange for a student art display at member meetings.

The group discussed how we might work with emerging artists. There are various city permits, licensures, restrictions that need to be considered regarding booths, selling, displays, etc. We agreed that we want to explore opportunities at future meetings.

Respectfully submitted,
Shirley Anderson