

Arteast Think Tank Minutes - August 30th, 2014
At the cottage of Diane Freeman Lac Pemichangan

Present:	Josie de Meo	President
	Mary Ann Varley	Past President
	Virginia Dupuis	Secretary
	Diane Freeman	Treasurer
	Maureen Rooney-Mitchell	Promenade Arteast/Trinity Art Gallery Coord
	Carmen Dufault	AJAE
	Clarisse Cheseaux	Promenade/Cumberland Library
	Maryse Legault	25 th Anniversary Committee
	Danielle Beaulieu	Member

1. Call to order and welcome

Josie called the meeting to order at 11:40 a.m. describing the main purpose of the Think Tank is to reflect 1 to 3 years forward.

2. Update of the previous 2 Think Tanks (2012 and 2013)

Josie advised that most items proposed at the previous 2 think tanks have been achieved. A partial list of accomplishments includes:

- incorporation
- forming a liaison with the Orleans Chamber of Commerce
- Nuit Blanche expanded presence Café Connect participation
- dropped Budding Artist and Cumberland Library venue
- Increased wall space at Luna Sole
- Re-structuring of the Arteast Digest
- Achieving social media presence via a Facebook page
- Retrieval of previous surveys in preparation for plans for a future survey
- Establishing a mentor program at St Laurent Complex
- Establishment of a 25th anniversary committee

3. Membership

- a) Anti-spam legislation: Josie has read up on the requirements and advised that we have 3 years to comply. Because the Arteast Digest includes 3rd party information (from the city, courses being offered) members must be given the option to say yes to receiving the Digest. She suggests a separate Digest be drafted explaining the requirement and asking for consent. Kerstin Peters had suggested using Mail Chimp and Danielle Beaulieu will talk with Josie and Kerstin about an alternative solution via Blogspot. Josie will work with Kerstin to implement the proposed solution.
- b) Survey: Claire will conduct a survey (to include in the fall newsletter) of membership interest and volunteering preferences. Danielle offered to help Claire in terms of choosing an appropriate electronic vehicle. The existing survey will be placed on the September executive meeting for executive review of the questions.
- c) Volunteers. Attracting volunteers to key positions remains a challenge (e.g. Vice President). Josie recommends posting key position descriptions on our website, as

well as stressing the need for a Vice President at the September general meeting and having incumbents say a bit about their jobs. She will write an article for the newsletter and possibly make a video for Youtube.

- d) Grow with Art: Mary Ann asked that the survey seeks information as to the type of speakers wanted at the general meetings. Josie will check with Sue Thompson and Jane Cass that the publicity of GWA meetings is being properly disseminated to be picked up in the newspapers.
- e) Future Exhibition Ideas: Maryse is looking into an Arteast Tour where the artists open their homes to the public. Failing this she would like to organize an Art in the Park event in the month of May indoors. She will follow up with Clive Horne regarding the availability of the old Riverview school off Dunning Rd in Cumberland. Maryse and Danielle will come up with a plan and form a committee, and in the short term report on the viability by the end of October.

25th Anniversary – Promenade and Committee ideas: Maureen reported on the various shows that will take place on Promenade Wall in celebration of the 25th (for example- a spring silver-themed show a fall silver-themed show, a large pieces show) There will be 25 cupcakes with candles at each vernissage. Josie is looking into a venue for the November 2015 Awards evening. Maryse suggested for François Dupuis that a theme or challenge topic be included perhaps once a year in the call to artists.

4. Update on Incorporation and Possible grants and Branding:

We would like to request a grant for office space and a telephone and office supplies; this could also address storage of Arteast documents and sundry, stored at several executive members homes. Approaching AOE to use a cubicle in their office was suggested. Also Josie suggested renting warehouse storage space for paints and documents. In a larger sense the grant-writing team needs to research granting bodies and our potential fit to these grants based on a priority of our needs. She asks everyone to think about why we want a grant and whom we may approach. The city will provide up to \$30,000 in operating grants. Our plan is to apply for grant(s) by 2015. Danielle has experience in writing grants and will be part of Mary Ann's grant-writing team. Subsequent to the first year's grant request will be the pursuit of studio space. Josie spoke about recent Arteast branding efforts such as the large pop up sign and a second planned weather-resistant sign for outdoors, and exhibition cards in Arteast colours.

5. Arteast Visibility re-evaluation:

- a) Meeting with City re TAG: Virginia provided an update on our meeting with the city which was called to rectify the threat of losing our grandfathered status in Trinity Art Gallery. Josie will write to the city to ask them to approve the minutes of the meeting and to search for their minutes of earlier meetings with Arteast.
- b) Press Releases: Josie reminds everyone to include a reference to Arteast 25th anniversary in upcoming press releases for all venues.
- c) Orleans Chamber of Commerce: It was agreed that we will continue our membership for another year.

- d) Artpreneur: It was agreed that Arteast pay \$75. to staff a table at Artpreneur on October 18th
- e) Nuit Blanche (Sept 20th): Arteast venue is the 2nd floor of 55 Byward Market. Josie will draft a schedule for participating artists who will also be allowed to hang artwork for a \$20. Fee. Unable to reach the Gallery 240 curator, Josie will donate the fees collected last year to Nuit Blanche.
- f) Charity – Children’s Wish, Culture Days, Baz’ART, School project, BIA Heart of Orleans: There will be no participation in Children’s Wish this year due to lack of commitment from the contact at CHEO. Culture Days are poorly publicized and Arteast will not pursue this even. Baz’ART is scheduled for Nov 30th and Arteast will respond when the request is made. A school project is not currently scheduled. The Heart of Orleans is holding an event Sept 13th and Josie is hoping to run a Kidzone.

6. Financials for New Projects: The figures are not available at this time.

7. Adjournment

The meeting was adjourned at 2:45 after which all enjoyed a wonderful potluck ! We thank Diane Freeman and her family for their outstanding hospitality and the beautiful accommodations !