

FAB Arts WORKING GROUP MEETING

Thursday, December 1, 2010
18h30 to 21h00

Frontenac Arch Biosphere Network office
19 Reynolds Rd, Lansdowne ON

MINUTES

Present:

Stefan Beardwood, Louise Mantha, Dann Michols, Margot Miller, Don Ross, Jane Topping, Liz Huff, Ron Tidrow

Absent:

Ken Wilson, Isolde Van Jarrsveld, Sara Washbush

1. Recapitulation

- It's been an active month with a community meeting to define what an Arts in the Arch 2012 guide might become. FAB Arts is still looking into an online calendar where members can enter their own events & be self sustaining
- Tina will put together a calendar of studio tours to include in the 2012 guide.

2. Follow-up to Arts in the Arch Guide Meeting:

Evaluation of the event

a) What went well:

- Good turnout, people seemed interested and want to become involved
- The meeting flowed well in terms of time-frame, break-out groups
- Positive comments: "when the Biosphere takes on something, it happens"
- We had a good cross-section of the community, both geographically (people from Brockville to South Frontenac) and by area of interest (all the creative mediums were represented)
- Good venue - used Elgin Community Hall
- Lovely to reconnect with artisans who attended the Brockville meeting (April 16th 2011) and meet new artisans
- Artists and artisans who attended appeared to know their trade well and are business oriented - serious

- At the end of the workshop, 10 people volunteered to help further the project and gave us their contact information

b) What could we have done better:

- It would have been nice to see more people; 23 attended and about the same number responded they were interested but could not attend due to the busy Christmas season
- Could have mixed people up more for the table discussions and avoid having everyone from the same area for example
- Offer more artist/ artisan interaction
- Over All Rating: 8 out of 10

The trail vs guide debate: Should our map publication be called a trail or a guide?

- A trail usually refers to hiking, makes one think “it continues on”
- People may accidentally discover Arts Trails when looking for something to do in the area – indirect advertising
- Should FAB Arts consider using the word “Route” for bilingual purposes?
- We should brand the term *Arts in the Arch*
- FAB Arts should mention Arts in the Arch on the guide
- This year, focus on developing a print map with dots at a cost of \$200 per dot which will include a artist/artisans’ description; and an on-line map as part of Explore the Arch
- Signage will be an additional cost clarified at another meeting. The options include:
 - a. Metal signs – long lasting, large, easily seen from a distance
 - b. Banners – catches attention, limited life span, colourful
 - c. “Feather” sign – tall, easy to store, colourful, can be taken down when the studio is not open
- Decals – for studio and gallery windows
- Focus is to bring artist/artisans together, connecting/creating relationships between consumer and producers and to maintain a detailed database
- Timeline
 - a. January, early –invitation to register for *Arts in the Arch* map
 - b. March 15th – deadline to register for *Arts in the Arch* map
 - c. April, early – send final draft to printer
 - d. May– distribute map to members, B&B’s, chamber of commerce, tourist locations

- e. Possible *map launch* in conjunction with workshop on Betsy Donald's research on the creative economy

Vision for Guide:

- Aim for established artist/artisans, promoting quality products
- Include high quality photographs of the arts and crafts works, uniform design, glossy, professional guide
- Need to target a minimum of 50 artist/artisans for quality guide
- Limited advertising - aim for art related advertisers
 - Local Flavours brochure currently has 20 ad spaces @ \$250-\$350 per ad
- Keep focus on paper guide; aim for 10,000 printed copies with at least 100 copies per member
- Self administered database within FAB *Explore the Arch* website
- Possible support from Economic Development grant (2012 or 2013)

How best to use the volunteers who offered to help:

- Promote *Arts in the Arch* guide by contacting own network and seeking advertisers
 - Louise will draft contact letter to volunteers and provide material
 - Louise will edit both advertising drafts at meeting (colourful 'get your attention' and follow-up detailed description of FAB Arts and relation to Frontenac Arch Biosphere)
- Assist with delivery of Arts Guide 2012

Future Thoughts:

- As *Explore the Arch* grows, create trails including Local Flavours, Arts in the Arch, Trails, overnight locations and points of interest
 - Build on destination locations "If we knew there were more places...we had no idea"
- Artists/artisans in remote locations may choose to band together into co-op galleries

3. Calls for Entry

- Currently St Lawrence College (SLC) has hung posters of Music and Arts calls for entry; a few are posted within Kingston, and *posters are needed in Gananoque, Westport, Frontenac*

- **On-line ad needs tweaking to allow posting on Facebook**
 - Tina will screen shot, crop and save
- **Should FAB Arts advertise on local radio/ television/ newspaper?**
- **What about getting name celebrities to act as judges for the music contest?**

Prizes

- **The Aim**
 - \$500 Music Award – could be studio time in lieu of cash
 - \$500 Arts and Crafts Award
 - \$500 People Choice Award
- **Seeking Prizes**
 - Could aim for one large supporter – offer to publicize the name throughout FABN 10th Anniversary
 - Prefer money instead of product
 - Could pool money for large award
 - Maybe we should set a \$5000 budget goal to cover the cost of the gala, permits, prizes, etc.

4. Business Plan

- **Looking back at the 2010-2011 business plan, we have accomplished most of what we set out to do or are in the throes of doing it. Members of FAB Arts should feel really good about its realizations.**
- **We are currently on target with our projected time line**

5. NEXT MEETING.....January 12, 2012 at FABN office at 6:30pm

- a. **New members needed**
 - i. **Can we find someone to represent**
 - 1. **Brockville area**
 - 2. **Mediums of music/theatre/ pottery**