Harborough Artists Cluster –Promotions Team Meeting

Meeting: 7TH APRIL 2025, 10am, Mercado, Market Harborough

PRESENT: Maxine Dodd, Allie Whelan, Rebecca Harvey, Emily Twomlow, Kath Topham

Minutes

1. **Facebook / Insta Collaboration:**
    a. Kath and Emily to swap email addresses to make collaboration easier.
    b. Can Insta posts be used on FB? Rebecca advised the best ways to differentiate and use.
    c. Discussed sharing links to artist's HAC website pages in stories.
    d. Talked about how the group accounts can collaborate with own artist stories on Insta / FB.
    e. Rebecca emphasised that all Cluster members should, as a minimum, visit the cluster website, Instagram and Facebook as part of their art practice to promote the pages / help rankings / gain interest.
    f. Would be really amazing if all members took photos and sent to Kath / wrote a bit about what they are doing; doesn't need to be a lot; small and frequent wins!

2. **Open Studios (OS):**
    a. 5 weeks to go until OS. Objective: Drive Foot fall and visitors!
    b. Talked about KT and ET taking videos of studios where hosts aren't that 'tech' savvy, to upload in posts and help promote their OS. Need to build up the social media noise on the run up to OS.
    c. Rebecca suggested lots of ways of creating content that promotes OS.
    d. Slight granular discussion re 'how to' collaborate with others on Insta (for Allie's benefit)!
    e. Discussed linking up magazine, radio and social media promotion.
    f. A5 Painting proposition discussed; as our aim is to generate as much footfall as poss and encourage all to complete the trail, chatted and agreed that A5's should be promoted at Stacey's as a reward for completing the trail; everyone that completes the trail can go to 'Left 2 Draw' with proof to claim the A5 of their choice. Do we all agree this is the best use of the idea?
    g. AW to contact Stacey to discuss deadline for A5 paintings. All taking part in OS to complete **at least** 1! Ideally more…
    h. How's the leaflet coming along? AW to liaise with B to see if help needed, then investigate flyers ASAP and set a time / date at Stacey's for all to collect flyers and leaflets for distribution. Social opportunity. All taking part on OS need to send and leaflet drop to raise awareness, as well as social promo if able.
    i. Each Studio to complete a log of how many visitors attended.

3. **Art Windows:**
    a. Group agreed that similar meeting needed to agree best ways to promote Art Windows:
    b. Looked at NOS Insta 30 day challenge as an idea to modify to suit our event…
    c. Sponsorship; event used to be sponsored; AW to try to get same sorted for this yr.

4. Massive thanks to Kath! – Insta is massively improved thanks to her work.

5. Meeting concluded with some big ideas about how cluster could embrace different areas of the community, so we decided to call the meeting closed before we go too carried away!