Harborough Artists Cluster – Meeting Left to Draw Studios –

Tuesday 15th July – 7-8:30pm

Present: Vicky Keskeys, Katy Dynes, Maxine Dodd, Charlie Hewitt, Rebecca Harvey, Lynn Loomes (Aspects of Stitch), Emily Twomlow, Derek Britten, Sally Struszkowski, Henrietta Corbett, Gabby Read, Rosie Jarvis, Kayleigh Smith, Stacey Barthorpe, Becky Bennett, Lois Winfield, Kath Topham, Andy Ground, Allie Whelan, Chrissy Wilson, Sarah Luke, Clare Staveley,

Apologies: Greta Palmer, Birgit Lewis, Ruby Tomes, Kay Carpenter, Lynda Talbott, David Dunmore, Kelly Gardner, Sarah Boddy, Annie O'Connor, Cate Kudas, Zoë Laughton, Lis Naylor

Admin: Chair Allie Whelan**,** Lois Winfield & Maxine Dodd **Minutes** Clare Staveley

Welcome to Charlie Hewitt, new member. (and later on Kayleigh Smith who is joining the group)

1. Art Windows:

Rosie and Lois have been around 40 independent shops in Market Harborough (all last years and new ones).

They have received feedback from 29 and Oxfam and are awaiting responses from owners of a further 15. In total it looks to equate to 49 windows with 40 shops. (this excludes the national shops, who tend to have national policies on window dressing, but some will be included as they have in the past)

The feedback from the shop owners is that they would like more collaboration with the artists. i.e what colours/ style so that they can coordinate their displays. Also some shops will stipulate slightly different times for dropping off/ picking up work (eg. week before September starts)

The structure will be slightly different this year as the windows team are going to curate which work goes in which shop. The windows team **needs your firm commitment to whether you wish to take part by this FRIDAY 18th July** and how many pieces of work you can commit (1,2 or 3 or 3D work), as there will be spare windows.

A form will be sent out (soon) to be completed by **Saturday 26th July,** in time for the next windows meeting 28/07. This will request, in order of preference, either images of the work, or if not completed yet, sizes, styles / colours, subject matter to aid the team in matching the artist with the shop. The windows team will give guidance on how to contact the shop, when to communicate etc. If any issues contact the subcommittee (on the the HAC email address)

For promotion of this event there will be 2 physical assets.

- An A5 postcard (thankyou Emily) with map on back, for both leaving at shops and distribution,
- An A4(?) poster template with HAC logos but then the artist's details (promotion of the artist) for display in window (Thank you Kath), if you wish to include a price on this, you may- this will be up to the artist and they would be the sale contact (not the shop).
- Also business cards could be stapled to the postcards left in the shop for contact details.

The promo team will go round the trail early September and do a insta/ facebook/ website big promotional push and as always request those on the socials to help with this.

Lois is trying to organise a late night shopping event during September (pre exhibition), so that we can also promote the exhibition. If this happens it would be nice if artists spent some time in the shops they are exhibiting in.

Radio / analogue promotion to be carried out (AW to confirm with DD)

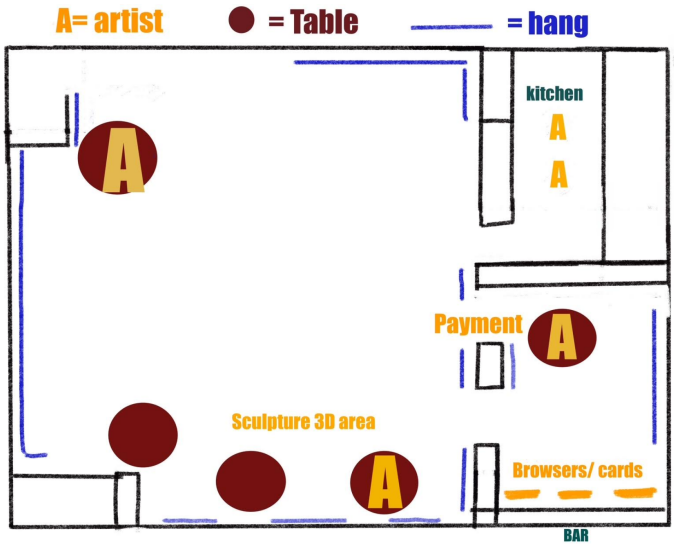
2.Theatre Exhibition:

Taking place 3rd weekend in September, 20/21st Sept at Harborough Theatre. Setup will be on the 19th Sept by the hanging team

A form will be sent out early August, which will stipulate the maximum sizes of work and to gauge space allocation.

The team for the exhibition wish to accommodate 3D work and there is a space in the bar area that would be able to take sculptures and card spinners. But it should be noted that the venue has events on both Friday and Saturday night, so this would need to be moved into storage each evening. (an alternative was mooted that AW was willing to steward during the evening, to avoid having to move works). The plan is to use the existing round tables for any tabletop work and admin to make sure there is a good flow around the room. The group will invest in some museum gel/wax to secure 3D works.

Most likely artists will be limited to 1 piece each, either 2D or 3D. The team are still working out the ratio of spinners to 2D artwork. If taking part, you are requested to help with the stewarding: 5 people per shift, 2 shifts a day, over the 2 days. There will be someone meeting and greeting, someone on sales at the back, and the tea and coffee helpers and other placement (see HC plan) Also HC has made and purchased plastic badges with HAC artist, for stewards to wear (20 made) for helping distinguish public from stewards.



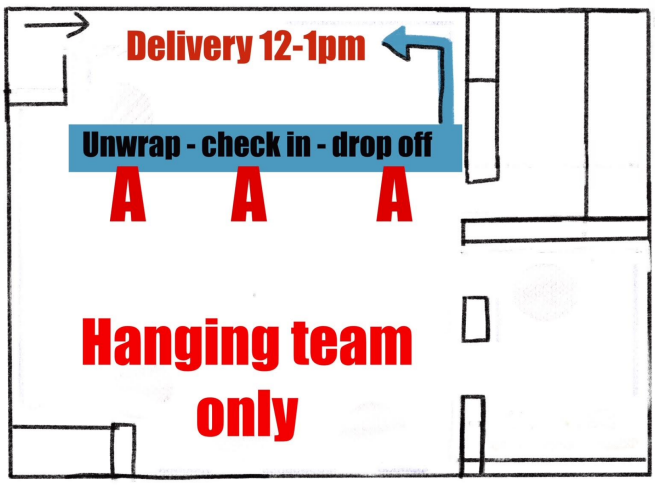
steward / hanging plan and artist Label

Lynda to purchase tea / coffee and vegan / gluten free cakes on the 19th. Other cakes to be baked by members.

Due to the hire rate of the theatre the event has not historically washed its face, so an increase in the commission from 10% to 15% on all works sold this year, by a show of hands, was agreed.

A second form will be sent out, for labelling purposes later on. It has not been clarified yet on browsers allocation. It may be better to have fewer but larger browsers, tbc for those who have and are willing to lend browsers/ card holders.

For hand in day, a plan has been made. It is requested that when bringing work (and taking work away from the event), that to avoid accidents and congestion, people just come, unwrap, hand over work, take their packaging home with them and then leave (and the same at collection time) and please not to use this as a social event! See overleaf plan.



arrangement for drop-off

There will be no PV for the event, (the theatre is in use in the evenings), however if the late night shopping event happens, this could be used for promotion.

3.30 Day Challenge: Social media campaign: For the month of September, those who are able to -> do the 30 day challenge on social media etc. This involves doing (posting) something on a daily basis to generate followings (see 30 day challenge ideas sheets in email attachments). This helps individual followers on Instagram as well. See additional documents.

4.AOB

a.It is proposed to print some A6 business cards that promote HAC. These will have all the contact details and the 3 events that the group does (without dates) so the cards can be used over the next few years. To be costed to confirm is acceptable

b.Chrissy's easel given to left to Draw

c.Sarah Luke handed around the costs for the 2nd half of 2025 with our current balance.

HAC Annual Costs July to December		
	£	£
Bank account balance 15/7/25		**1012.29**
Costs		**Balance**
Bank Charges	25.50	986.79
Rebecca Harvey Website	100.00	886.79
Annual Insurance	120.00	766.79
Theatre Hire for Exhibition	187.50	579.29
Contingency	100.00	479.29
Balance at 15/7/25		**479.29**

d.Rebecca will be looking after Instagram the weekend of the exhibition, as Kath is away. Kath will forward anything sent directly to her that weekend though.

e.Kath proposed a thanks to be given to the Team organisers of the Art Windows and Exhibition.

5.Leaders for next meeting September.

Next group meeting NEW DATE!! Monday 8th September 7pm at Left to Draw