HAC Promo Meeting - 7th July 2025. 10am Mercado Lounge.

With Allie Whelan, Emily Twomlow (Facebook), Kath Topham (Instagram) and Rebecca Harvey (Website (blog) and (these) meeting minutes).

Apologies Maxine Dodd.

GENERAL

Cluster recognition - who we are, continued support for local artists (members).

Allie (Artisan) Market Dates - 30th August and 29th November. Rebecca to put on website.

£5 logos in the flyer / map (we looked at this for next year) Community Shop / Building from Lois. We looked at this for next year. Kath to feedback with notes. ✅

Library (Harborough) gallery (local) discussed. Getting local art in there. Allie has spoken to them before.

ART WINDOWS 2025

Promo is Postcard which will be designed by Emily. This can then be adapted into social media graphics. Postcard will include info about the Exhibition during September. Postcard is 3" by 4". Emily to mock this up and share with the group.

Note parking is free on the Sunday in the town for visitors to the Exhib.

Sponsors for Art Windows - Allie to do. We discussed a few ideas.

PLUS / EXHIBITION

Artist to have A4 with Call to Action. Pro forma to fill in with QR code. A4 will also have details about the Exhibiton on, so each window drives to the Theatre on the 20th / 21st Weekend >>

>> Please note that Art Windows will drive visitors to the Exhibition. Very important.

PROMO

30 day Instagram challenge (attached) and Rebecca to create tutorial sheet on how to participate. Tags etc. will send to Allie for a special Art Windows Newsletter Edition. The onus is on yourself to promo yourself and your window.

Artist's to look at their window as a joint collab with a local business. Please get to know your shop. You can visit them, check in. Follow them, tag them! You are also responsible for your own promo.

We discussed how things worked last year and agreed that relationships forged were a good way forwards. "Make friends with your shop".

Kath with create Instagram posts, Emily Facebook, to support the above for the month of September. Rebecca to "take over" the IG account on Exhibition weekend.

Please note that anything tagged with the right accounts / story etc (Harborough Artist's Cluster) will be shared on the main feeds. That way we will help Kath.

FUTURE / AOB

Promo team are having a half day out on Thursday 4th September to look at all windows with a lunch break at Taste Social (Chinese food special offer.) in between. We'll gather content (video and photos) of windows to then distribute on socials and the website in the coming month. 10am Mercado to meet. All welcome.

https://www.thebestof.co.uk/local/market-harborough/business-guide/feature/taste-social/