

## 2020 STUDIO TOUR SUB-COMMITTEE DESCRIPTIONS

*Teams meet outside of the general meeting time and use the monthly meeting to report back to the larger group.*

**BROAD TEAM DESCRIPTIONS:** (current tasks + ideas and possibilities)

**DESIGN:** *Committee Chair: Krysteen Waszak (this team needs just one or two more people)*

- Creates Map and Brochure and gets them printed as well as files delivered to Taos News.
- Creates Gallery Guide ads series; works with fellow member-proofer for copy accuracy.
- Works with Treasurer to get lists of participating members.
- Works with Sponsorships to get sponsor lists and logos.
- Updates the group at the monthly meetings.

*This team could use a strong writer & another detail-oriented person to receive tour applications as they come in and convert them into a digital format (create digital lists from handwritten info that can be handed off to the designer.)*

**PROMOTION:** *Committee Chair: Sarah Bush (this team could use as many folks as possible)*

- Negotiates Ad series pricing with Taos News, updates social media accounts regularly and then daily in the summer months (*done for 2020*)
- Brainstorms and develops new ideas about widening our reach/audience
- Plans radio blasts and interviews with local radio stations
- Connects with media outlets who write about the local arts/tours
- Creates PR copy about the tour (or organizes getting that done by a paid professional)
- One team member attends monthly Taos marketing meetings (*done*)
- Team brainstorms and provides Taos PR person the content that she can promote;
- Comes up with creative/out of box methods for broader outreach (perhaps Taos Air?);
- Connects with Texas and Colorado tourist organizations, etc.
- Social Media—take turns being in charge of social media for the group.
- Updates the group at the monthly meetings.
- Farmer's Market presence

**WEBSITE/DIGITAL TASKS:** *Committee Chair and Web Master: Alex Chavez*

- Keeps the website updated and fresh
- Plans website expansion and works over the course of time to implement those plans and expand the website's offering to members--member pages, download areas, etc.
- Creating an app for the tour?
- Make sure the email list reflects the current TAO membership so that all current members get the monthly emails about the meetings and old members do not.
- Create a mailchimp newsletter.
- Updates the group at the monthly meetings.

*If you are a good writer or digitally savvy, this might be a great group for you.*

**PREVIEW SHOW AND PARTY:** *Chair: TBD*

- Secures professional, light filled venue to serve as our exhibition space **early in the year** (*done 2020*)
- Plans opening party and schedules any artist demos/talks etc. Connects with promotions to promote.
- Secures a professional art seller to work at the exhibition for the long weekend of the tour/brainstorms compensation. (*done for 2020*)
- Organizes and communicates with group about when/where to drop off work;

- Hangs the show; plans and communicates artwork pick up post-tour
- Takes photos of opening and shares these with website point person in timely manner; etc.
- Updates larger group at the monthly meetings

*If you have event planning experience, experience hanging shows, or just a willingness to help, this could be a good fit.*

**SPONSORSHIP:** *Committee Chair: Lynn Fitzgerald*

- Approaches local businesses about sponsoring the tour
- Receives payments and delivers to treasurer
- Provides Design team and social media point person with logos and list of participating sponsors
- Invites sponsors to opening party
- Brainstorms any VIP experience or bonus we can offer them
- Writes thank you notes afterward
- Updates larger group at the monthly meetings.

**DISTRIBUTION:** *Committee Chair: TBD*

- One team member picks up brochures/maps and posters at printer.
- Team creates packets for group to pick up at July monthly meeting
- Creates a sign-up list of locations to place the maps
- Works with the Sponsorship committee to get them posters to give to Sponsors to hang in their businesses
- Gets a few members to hang posters in all local bulletin boards
- Works with the Promotion Team to get the posters to any outlets in the broader region with whom they have connected.
- Create a system for all participating members to pick up brochures and maps and put them anywhere they are not, hand them out to friends and family, etc.
- Distribute and plan the return of the banners/flags for the individual studios
- Updates the group at the monthly meeting.

**TOUR POINT PERSON + PARTNER OR ASSISTANT:** *Erica Wendel-Oglesby*

- This person or 2 person team answers questions/emails/issues regarding the tour and forwards to different team leaders as necessary or relevant.
- Connects with leaders of each team before the beginning of the year outside of the monthly meeting to confirm their participation.
- Troubleshoots any issues as needed.
- Reaches out to membership about who might lead the various teams that year.

**MEMBERSHIP:** *Committee Chair TBD*

- Create ways for the group to connect and get to know each other better.
- Offer name tags at the beginning of each meeting so people can learn each others' names.
- Greet people as they come in to the monthly meeting.
- Arrange for a socializing/networking time before or after each meeting.

**GRANTWRITING:** *Committee Chair: Melanie Redmond*

- Search out potential grant funding for the group
- Write grants/Meet deadlines
- Follow up on grant status