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