

## **STUDIO TOUR ACTION STEPS TIMELINE**

(This is an ongoing work-in-progress. Suggestions/additions are welcome)  
Revised 051923

### **JANUARY:**

- Listing in TEMPO for first annual meeting in February—David
- Membership Drive Planning
- PREVIEW SHOW AND PARTY: This committee begins to reach out to potential venues for our preview show and party. (David)
- Website: Board revises Membership application, as needed and submits to IT person for TAO website. Board tests for bugs by signing up for membership.
- Tour Application: Board revises Tour Application, as needed.
- Make sure tour date is entered into calendar for Taos News and NM Magazine so will appear in publications.

### **FEBRUARY:**

- Start **Tour Signup** and Payment
- make tour sign up application available on website
- Design poster: Call for Artists, Taos Studio Tour, dates, QR code that takes to TAO website; make poster available in public space\* during normal business hours
- email the tour application with each month's group email
- Tour Application; is finalized by board and submitted to IT person for placement on TAO website. Board tests for bugs by signing up for TAO membership and tour.
- Email notifying TAO members that application is available on website
- Website: President submits revised listing of board members to IT.

### **MARCH:**

- TOUR SIGNUP: Ongoing Tour Signup
  - All tour participants must choose a Tour Team when they sign up
- Place Call for Artists poster in designated businesses. Ask for a volunteer at the TAO Membership meeting.

\*Examples: Art Supply stores, printers and framers (Barry Norris, Copy Queen), Coop Art, UNM Art Department

## **APRIL:**

- TOUR SIGNUP: Tour Sign Ups continues
  - Treasurer (Debbie Schulze) is collecting all paperwork from participants, tracking all payments/committee selections/changes to address/phone, etc., entering into TAO Membership document (in Sheets), 2023 Membership tab in Google database and (Erica) creates Tour Participant List and email groups. Design group (Sandy) who converts info to a digital file. Tour Point Person receives tour application with Team choice from Treasurer (Debbie).
  - Designer (David) begins work on Map with DESIGN team PROOFER (Lydia Johnston).
- PREVIEW SHOW and PARTY:  
Finalize Location and Work out all Details--SHARE with larger group at monthly meeting. (Susan)
- SPONSORSHIP: **April 19** – team members will meet to review the process and pick up the Sponsorship packets. The prior sponsor list will be divided up at this meeting and new suggestions will be discussed. (2023 -Increased team by one member with hopes to increase number of packets distributed and more sponsorships garnered). **April 24** – Committee members begin handing out the packets of prior and potentially new sponsors.
- **Deadline - End of Tour Sign-up for artists, submission of images and Payment: April 30, 2022**

## **MAY:**

- President to email IT to deactivate tour application.
- **TOUR SIGN UP ENDED**
  - Treasurer (Debbie) gathers all forms submitted with checks and delivers to appointed member of DESIGN team (Lydia) who types up all the participants written info so that the designer can cut and paste into brochure template.
  - Word Doc of all written info + marked maps delivered to Brochure/Map designer
  - **Design Team:** Requests PROOF of initial map by each artist via email. Due third week in MAY. An email gets sent out to whole membership once the rough draft of the map is done. This HAS TO BE DONE before June meeting so the designer can bring a hard copy to the meeting for everyone to look at the map and verify their spot. Once the map is finalized, it gets inserted into the brochure template. The brochure template is updated with the new participants. ~May 15TH-June 18TH
  - Designer creates Brochure (David)

- WEBSITE: Update with tour information from Brochure Design Team (Jake). Updating members' pages (David), listing our efforts, etc. Connect with Promotions Team as necessary.
- **SPONSORSHIP APPLICATION DEADLINE: MAY 26.** This date will be listed in the sponsorship application. Committee members can begin making follow-up contact with potential sponsors to remind everyone to get all their material in (especially logo).
  - **May 31 – FINAL FINAL DEADLINE. All applications, logos and fees must be in by this date.**
- **Deadline – Flag Team Lead – Had submitted paperwork and check so TAO Tour banner may be placed on Kit Carson Park fence.**
- TOUR PROMOTION: Meet with TAOS NEWS for Yearly TAO advertising Plan: XXXX.
- PROMOTION TEAM:
  - Strategize Further Promotion and Advertising, shares ideas with larger group.
  - Team Members: Complete digital calendar for your section of spreadsheet.
  - Share actions and decisions made with larger group at the monthly meeting
  - Divvy up Promotions Team spreadsheet work.
  - Select one to two folks with Social Media skills to plan and manage TAO social media (XXX)
  - Select someone to create Customer email list based on 2021 Show/Gallery sign-in sheets.
  - Team members to do their section of spreadsheet – update email and Editor name and add tour to digital calendars.
  - One team member attends the monthly Taos Marketing Meeting (Marketing Team Member) at the Town Hall on the 2nd Wednesday of the month at 9:30. Ongoing.
- CREATE BLAST EMAIL FOR TOUR (XXXXX).
- WEBSITE: Add info to site about the PREVIEW SHOW AND PARTY.
- Website: Board President (Erica) submits Team Lead names to IT and sends out document to all tour artists. Update website in general too.
- PREVIEW SHOW AND PARTY TEAM: Brainstorm about the opening party and any other events, depending on location. Develop a structure for delivering art/picking up art; and creating tags.
- **Deadline: May 30, Design Team shares images with Promotions Team Social Media folks for use in June.**

## **JUNE:**

- **Sponsorship Team:** All names, website and logos of current committed sponsors sent by Sponsorship Team to Brochure/Map designer (David) sometime the week of June 1-7. Logos are sent by sponsors to Brochure designer via email.
- PROMOTION ON SOCIAL MEDIA AMPS UP
  - Social Media team starts to share images more often--FB, Instagram.
  - Members send social media point person action images of their studio, their activities, etc.
  - Press Releases developed for distribution in the summer.
  - Erica: Send out email requesting that tour artists create their "group" list to receive "hold that date" studio tour invite email. Remind them to attach an image of their work.
- **PAID ADVERTISING:** Board decides on budget for advertising:
  - KTAOS Radio Summer Event Packages (if using radio, optional)
  - Taos News
  - Magazines (New Mexico, Southwest Contemporary, etc.)
  - Taos.org (\$100 – paid in January 2022)
  - Brochures and posters
  - Social Media (What month should social media begin??)
- DESIGN:
  - Map brought to June membership meeting for final proof by artists.
  - **Deadline: DESIGN TEAM PROOFER (Lydia) proofs Brochure and Final Changes are made. ~ 6/12-6-15**
  - **Deadline – Brochures to printer. Mid-June: Brochures gets sent to Aspen Printing in ABQ**
  - **Deadline – ~June 24-July 1 Designer (XXX) also creates the Tour poster. Sponsors Team checks to ensure all sponsors are on poster correctly. Important as one sponsor did not get on poster in 2022! Designer gets it printed. This poster is given to all sponsors to hang in their businesses.** NOTE: Post must show all sponsor names/logos.

### **Brochure Team**

- Create Artist packets to hand out to the group at the August Membership meeting at Alice's Attic along w/ a list of distribution spots that members have been assigned.
- Coordinates with Flag Distribution Team to distribute ballots, collect ballots and then release flags, brochures and posters to participating tour artists.
- Promotions:
  - Team Members: Complete your section of spreadsheet.
- Website: Provide updated tour data collection sheet to IT and Brochure Team Lead for inclusion in artist tour packets (print double-sided).
- WEBSITE:

- All tour info is updated and available on the site (David/Jake)
- All sponsors/sponsor logos are also on the site (David/Jake)

### **JULY:**

- MONTHLY MEETINGS
  - SPONSORSHIP TEAM: Give posters to sponsors for their counters and windows
- Brochures and Posters Team:
  - **Deadline – early July: Brochure and Poster Team pick up brochures and posters from printer.**
- PROMOTION:
  - Social Media
  - Determine who will do Radio Interviews
  - Press Release written and emailed to area media outlets + other key cities.
  - Erica: Send email reminding tour artists to send out “hold that date” email if they haven’t done so already. Attach images of your art!
- DESIGN TASKS AND DEADLINES:
  - **Deadline: Copy written and 2 Fall Arts Ads created and files delivered to Taos News ~ 7/22 - 8/5 (XXX, Lydia)**

### **AUGUST:**

- PROMOTION:
  - 2 Ads for Tempo delivered and proofed as needed (XXX, Lydia)
  - Radio Interviews--a few participants get interviewed
  - Social Media in full swing.
- Website: Should be fully updated already.
  - Links added to anything in Taos News/TEMPO
- DISTRIBUTION:
  - **Wednesday, July 13 (replaces Membership meeting) – Members go to Alice’s Attic and Storage (1052 Dea Lane, Taos, NM) to receive ballot to vote and must return before receiving posters, flags, brochures and signs.**
  - Release Artist Packets, signs and posters **AFTER** receipt of completed ballot.
  - All tour members distribute maps. Posters also go on bulletin boards around the town. (Listing of locations?)
  - Flag Distribution Team: Hang Tour Banner on Kit Carson fence at intersection with light.
  - Banner goes on Kit Carson fence around August 29. (Drop off banner at Taos Town office around August 22). Confirm dates with Taos Town office in advance.

- PREVIEW SHOW and PARTY:
  - Do we need Paint party (early August 10 or 11, 2022??): Refreshen Fechin display panels with black paint?
  - Artists bring work to gallery--dates? (Susan to send out email with instructions)
  - Artwork is hung
  - Party - How is this opening party promoted? Brochure, radio?
- DESIGN:
  - Designer gets files to Taos News for the Tour Map Insert (David)

### **SEPTEMBER:**

- SIGN DISTRIBUTION and Return TEAM:
  - **DEADLINE WEDNESDAY, SEPTEMBER 14, 6 PM (replaces Membership meeting), All signs and banners returned to Alice's Attic and Storage at 1053 Dea Lane, Taos, NM.**
  - Banner removed from Kit Carson Fences (around September 6) and put in storage at Alice's Attic 1052 Dea Lane, Taos, NM.
  - Track return of signs and condition for replacement plans/budgeting.
- PROMOTIONS:
  - Collect totaled Studio Tour data from participants for GRANT money application and forward to TAO President.
- WEBSITE:
  - Upload pics from Opening Show and any individual studios
- PREVIEW SHOW and PARTY:
  - **Deadline Monday, September 5, 6 PM: Artists pick up their work from the show venue.**
- SPONSORSHIP
  - Mid-Sept: Thank you notes sent to sponsors (Sponsorship Team)
- **October:**
- MONTHLY MEETING:
  - Follow up about the tour: Survey
  - Tour Point Person gets completed/updated tour team documents from each Team Lead (Promotions spreadsheet, flag status report)