

Handmade Tile Association Board Meeting Minutes

Date: December 19, 2012, 6:00 to 8:00 pm at Brasa

Attending the meeting was Josh Blanc, Norma Hanlon, Jan Hohn, Laura McCaul, Roger Mayland, Christine Nelson

Jan Hohn was welcomed as the newest member of the HTA board.

Josh provided board members the current financial P& L and balance sheet. The HTA Directory and festival costs and sales are virtually the same as last year but the 2013 Directory will be four pages smaller due to reduced trades with past advertising partners. Overall expenses have been reduced by 6% and the remaining balance of equity will be used to pay for the printing and shipping of the directory, improve the website and prepay Trebuchet Communications for 2013.

Josh announced that Trebuchet Communications would manage the 2013 tile festival as well as the facebook account. The marketing focus will be old vs. new; past tile makers' juxtaposition to HTA members. The festival will return to the American Swedish Institute courtyard as the previous year based upon membership input.

We will continue to seek ways to get the HTA Directory into potential users hands. Josh and Christine will check out ways to make design students more aware of HTA and handmade tile. A gallery show proposal may be developed to focus on tile for the future.

The remaining discussions focused upon what directions and enhancements can be made to make the 2013 festival and future festivals more successful in terms of increasing artist participation and increasing attendance. Everyone agreed that the fashion show provided an interesting element for the past festival. Lisa will be consulted regarding how to make the festival more inclusive of fashion designers.

One of the questions discussed was whether the festival should be opened to a broader group of participants including fashion designers, potters, interior designers, tile setters, historic tile vendors and others.

A motion was made to expand the festival offerings beyond tile to include fashion booths and pottery, jewelry, sinks and related tile merchandise. The motion was passed unanimously.

The discussion included what or how we can make the festival interesting to more attendees this year and in the future. There were many questions but no conclusions. Suggestions included moving the festival to the spring since the fall offerings have been increasing; developing a partnership with another festival or partner such as an existing art fair, an organization such as the Bloomington Art Center or Kitchen & Bath designers; a home show.

Our discussions concluded with a suggestion that the festival should be renamed to be broader than Minnesota Tile Festival.

The next meeting will be scheduled for sometime in the spring.