

General Meeting Tuesday, August 17, 2010

Meeting held at MJCC. In attendance:

Leslie Elder, Robin Esterkin, Diane Fredgant, Julie Hockley, Susan Kuznitzky, Esther Liberman, Sharon Segal, Ellen Shefi, Eddy Shuldman

1. Assignments

- Re-shuffled responsibilities a little, due to departure of several members.
- Revised list will be sent out separately.

2. New Sign

- Our original sign is getting bruised and battered, so we are having a new sign made: a retractable banner.
- Leslie will design it; cost should be around \$200.

3. Neveh Shalom Exhibit

- We will put up the exhibit on 8/24, at 10 am. It will hang until Oct. 5th, when everyone should come back at 10 am to take it down.
- Bring 2 or 3 paintings, or an assortment of 3-D items. We will decide which ones to use, according to space and "flow".
- This should be tasteful, preferably Jewish content, suitable for a synagogue display.
- Bring a label for each piece, including Title, Artist Name, and Medium.
- NO SELLING PRICE.
- Print (don't hand-write) on white paper the size of a business card.
- Susan made a beautiful flyer advertising this year's COA, which will be handed out during the Neveh Shalom Exhibit.
- Esther will insert them into our ORA brochures, and bring them to Neveh to hand out on 8/29 at the congregational BBQ.

4. Celebration of Art

- Ellen and Laurie will hold an orientation meeting with Guest Artists a few weeks before the show, along with Rosanne Levi. Ellen will make the arrangements.
- Diane will meet with Rosanne Levi before that time to plan the layout and assignment of the booths.
- (Eddy will send the complete list of Guest Artists and their emails to Diane and Ellen.)
- Eddy will see which of our members want to be considered for the "sweet spot" at entrance to COA, and will coordinate w/Ro Levi, including survey of each artist's needs.

5. Encouraging People to Buy

- After previous discussions about doing live portraits, we decided to move that to J.A.M. in the spring.
- For COA, we decided to do a charity tie-in.
- Discussed possible charities, and decided to pursue Kehillah Housing, which provides affordable housing for adults w/developmental disabilities. Co-sponsored by Cedar Sinai Park and JFCS. <http://cedarsinai.org/explore-our-services/kehillah-housing/>

6. Programme booklet for C.O.A.

- Esther will do the programme booklet again this year.
- Julie will be in charge of getting advertisers.
- ALL members are encouraged to sell ads for this booklet. Ask any businesses you know, especially in Multnomah Village and Raleigh Hills.
(Someone please ask Switch and Annie Bloom's.)

-Ads are \$100 for a whole page (8 x 5 1/2"), \$50 for a half page (4 x 5 1/2"), \$25 for a quarter page, which is roughly the size of a business card.

-Whole and quarter-page ads can be horizontal or vertical.

Half-pages MUST be horizontal.

-Advertiser must provide camera-ready ad.

-Ads must be submitted and paid for no later than September 30th. No pay; no ad. No more nice guy.

-Julie contact Maimonides about mounting our bannner, in exchange for a free ad.

-Robin contact Federation.

7. Living Room Fund grant

-Eddy is exploring this grant and will apply for funds to offset all or part of our rental fee at MJCC. This would enable us to do other more constructive things with our limited funds. <http://www.jewishreview.org/local/Living-Room-Fund-subsidizes-Jewish-meetings-at-community-center>

8. Treasury Report

-Esther presented a report of our current status. Since we've invited Guest Artists, we've managed to meet our expenses each year, and should do the same this year, perhaps with a small "cushion."

9. Insurance

-Julie did some research on insurance.

-Two main categories: liability for injuries at an event, and insuring the art itself.

-Some venues carry their own liability insurance, but generally insuring the art is up to the artist.

Galleries must carry their own insurance on the art, but you should still check to make sure they do.

-Serving alcohol at an event complicates matters considerably.

-We may have to purchase our own one-day liability insurance for events like the COA. Julie will research.

-If art is not your main business, you can insure your art works via a rider on your homeowners insurance. Insurance on your materials will likely be separate from insurance on finished works, so explore carefully.

-If art is your main business, you must have separate insurance, like any other business.

10. Publicity

-Everyone please start emailing soon about the COA show.

-Create a "signature" for all your outgoing emails. Eddy can tell you how.

-Please visit our blog, and leave comments on the posts. This really helps improve our ranking in Google searches. Esther can tell you how.

<http://northwestjewishartists.blogspot.com>

-If you're on Facebook, please visit our ORA page and post comments and replies there.

-Susan will e-mail everyone the graphic file of her flyer, which you can email to everyone.

-Eddy will do individual e-mailable posters for everyone again, God bless her!

-New magazine called Sudin wants to do an article about us! Eddy is corresponding with them.

11. Next Meeting

-Location hasn't been set yet, but mark your calendar for Tuesday, September 14th at 6:45 pm.

There! Wasn't that fun?

Esther Liberman,

Sorry, I forgot to include part of our discussion under section 5: We agreed that our members would donate 10% of their sales that day to Kehillah Housing, and we will invite the Guest Artists to do likewise, but they are not obligated.

E.L.