

ORA Steering Committee Meeting June 3, 2015 at MJCC

In attendance: Eddy, Esther, Sharon, Glenn, Laurie, Linda

- Discussion of Board/Non-Board positions (refer to attached descriptions of Board positions)

Non-Board:

1. Need a graphics person to do signs, postcards, fliers, etc. Hard to find someone overall, but maybe someone could help with individual assignments? Who could we turn to? Jonathon Lietz? (DM is already taking over Sec'y and will help w/website.) (New person Madison Weiss might have skills to help, but not chair.)
2. Leslie Elder good for ORA Shalom. Would like assistant for set-up/take down, and also to print labels.
3. Barbara Berger agreed to continue w/JAM. Eddy suggests we ask Jane Means to serve as asst to Barbara.

Board:

4. Mktg/Pub: Brauna
Need assistants to fine-tune writing, sign placement, and social media.
Maybe ask Abby Cohen re social media?
Who else for writing & signs?
5. Acquisitions: Sharon (w/help from Brauna)
Seeks places for storage and new venues (ask Victoria?)
Also seeking sponsors for events (ask Jonathon?)
6. Treasurer: Glenn. Need one asst who subs while Treasurer is traveling, and is also Treasurer-in-training.
7. Education: Sharon, unless someone else wants to handle this.
Need one assistant. LF, as needed. Ask Barbara Cohen, Ros Kane, Anita Kaplan?
8. Membership: Linda B
Need to arrange for Linda to have access to our membership email address
Assistant: Susan Bloch? Anita Kaplan?

9. Secretary: Diane Moeglein

Take notes at all meetings, handle correspondence such as thank-you notes

10. VP: Diane Fredgant: Oversees 3 events (COA, JAM, Trunk show) and juries.
Assistant TBD

11. Pres Elect. Esther. (Will separate out Web Maven as non-board once we find someone to take it over.) Supervises ORA Shalom. Community outreach..., train with Eddy to take over Presidency next year.

12. President Eddy. Hopefully eventually hand-off website etc to a web and/or social media person.

Let's have each Board position call to recruit their potential assistants.

Fundraising:

-Sharon met w/Priscilla & Mark re fund-raising. Recommend 2-fold approach:

- Friends & Family first. Send out a great letter. Make it artsy. Ask for even small amounts.

- Ask for matching funds from Care Foundation/Arlene Schnitzer. Tell her how great the lighting was at A.R.T., etc. Maybe ask her to speak?

- Need Sub-committee mtg immediately. Sharon, Eddy, Laurie, ask Brauna too.

This Sunday Jury etc.

12:00 at CNS. Jury in Board Rm. Glenn will mind the upstairs doors. (code 2968#). Esther downstairs log them in. Eddy will join jury at 12:30. Jury is Esther, Eddy, Leslie, & Gary Martel.

(Info re outcome will be shared w/Glenn & Linda.)

(Ros is jurying for new medium, but no fee required for existing members.)

1:30 artists pick up their art. We set up meeting room...

2:00 – 4:00 General membership meeting.

15 minutes general business, slate of officers to be approved

Membership presentation... fill out forms, send in w/dues.

(Linda will revise membership form to pass out on Sunday.)

Present idea of signing up for committees

Brief overview of upcoming dates

Program:

Fred Harwin on how to set up a pleasing booth design
We each bring artwork & odd stuff for teams to work with
Also bring tablecloths
Sharon bring refreshments. Treasury will reimburse.

Other discussions:

Geezer/A.R.T. exhibit was “a success,” but no sales except maybe Jan Katz. It was good exposure, and good for our resumes, but sales expectations were unrealistic.

We continue to explore what is valuable or not for our artists. Sales are not the only metric for success. Also, we continue to look for ways to train the public about buying art and interacting with artists.

We need to have a person to build & help guide critique groups. Maybe put it as an assistant under Membership.

It would be ideal to hold more social events like the one we did at Glenn’s house.

Possible future event: feature one or two artists with a presentation of their work, and discussion of how they work, how they got started, etc. Open to the public, free admission for members. Maybe sponsored by JCC? Maybe hold one on the East Side.

Upcoming calendar dates:

Wed July 8: Steering Committee @ Esther’s house. 10am – 2pm. This is a longer, visioning and calendaring mtg.

Open to all members, but need to RSVP. Pot-luck lunch.

Tentatively no Steering Comm mtg in August.

Sunday, Sept 6: MJC Sidewalk Sale 11am – 2pm. ORA members welcome, bring your own display stuff.

(We may need to modify Sept date to be earlier than 9/9. Decide at mtg this Sunday)

Wed, Oct 14: Steering Comm mtg 9:30 – 11:30 am. Location TBD. Also, we may decide to hold this on an earlier date.

Sat, Oct 17: Taste Of Art

Sun, Oct 18: Celebration of Art

Wed, Nov 11: Steering Comm mtg & de-brief COA/TOA