

## **Ora Steering Committee Meeting**

Minutes: **September 14, 2011**

In attendance:

Diane, Esther, Sharon, Ellen, Eddy, Sabina, Leslie

### **Dates To Remember:**

**Sept. 18<sup>th</sup> – 2:00-4:00pm at Ora Membership meeting @ Neveh Shalom**

### **Remaining Year of Steering Committee Meeting Dates**

**October 12 – 10:00am @ Ellen's house**

**November 9<sup>th</sup> – 10:00am @ Diane's house**

**December 14<sup>th</sup> – 10:00am @ Sabina's house**

### **From last minutes not discussed:**

October 16<sup>th</sup> at MJCC (many organizations will have tables to pass out information)

-Eddy to ask Federation if we could pass out brochures during this event

### **Marketing Opportunity Idea**

-Marketing committee to contact community warehouse and other organizations and ask them to send out a notice about our upcoming show.

### **Future Meeting**

-Another long meeting is needed to clean up communication routes and get clearer on responsibilities.

## **COA NEWS**

### **Sept. 13<sup>th</sup> – COA Orientation Sharon's Report**

- Orientation was good. Not many people came.

- Sharon will send out "What to bring" memo to all guest members and follow up with phone calls to make sure all questions get answered.

-Sharon passed out a list for how many 6ft. tables and chairs we will need. All present filled it out. Still need information from those not present.

- Members are still on for the Saturday evening set up from 4 – 6:00pm, as the room hasn't been booked as of yesterday.

**-Send Eddy one photo of your artwork so she can make an e-flier to send out.**

-Leslie to do booth and personal paper nameplates (she did them last year and has the template)

-Sharon to send the list of what gets put on the nameplates.

- Sharon to send out for the fancy metal member badges that need to be ordered.
- Sharon to call Miamonities and Federation to get approval to put Ora Banners on their property.
- Sharon to have meeting at Rose Schnitzer to go over artist entries
  - Rose artists will have three tables
- Eddy to ask Fred if he is available to come and help with booth beautification.
- Eddy will coordinate helper kids who will be available throughout the day.
- Eddy to call our insurance carrier and see what the event rate and year rate is. We pretty much decided to go with an event rate again. (last year it was around \$300)
- Ro to send out letter to coordinate husbands to be greeters, check-out and parking help.
- Sharon to look to see who printed directional signs and get cost for new ones.
- Sabina to bring flowers for the corner of table outside room.
- Esther to ask Gershon to be feedback greeter person again this year.
- Demo folks are responsible for any damage to the carpeting. They are to lay down a ground cloth, set up their own booth and cover the three tables with black cloth as our insurance doesn't cover paint spills.
- Diane to ask Susan if she'd make the brochure with the ads.
- Diane to talk to Susan about all.
- Laurie will be in charge of ad sales for the COA brochure.
- Eddy to ask Laurie to be the "funnel" for the ads. She will get artwork and checks giving artwork to Susan and checks to Diane.
- Esther to send out thank you notes.

List of items and their locations:

- The A frame – Eddy
  - The lawn signs – Leslie
  - The two outdoor banners – Sharon
  - Three Ora black tablecloths – Esther
- (we still need three black tablecloths for Rose artists. Leslie to get back to Sharon and let her know if she has three extras)

## **On getting help from exhibiting members**

### **Committee Needs:**

- JAM (Eddy)
  - Liaison to JAM
- Marketing committee (Sabina)
  - finding advertising places and writing press releases
- Exhibit Committee (Leslie)
  - develop signs for exhibits in computer as needed
- Sale Shows Committee (Sharon)
  - COA organizer in training
- Education Committee (Laurie)
  - Help with ad sales for the Celebration of Art brochure
- Looking for pop-up spaces

Ellen to send e-mail to exhibiting members to ask for their help on committees. (note: do not actually ask for a COA organizer in training as we don't want to freak anyone out ☺)

### **September 18<sup>th</sup> Ora Member Meeting**

2:00 – 4:00pm at Neveh Shalom

Shemaya will do a program for us. It is open to all new members.

### **Update and new information on Art on Broadway December Show**

Ora will pay \$335, up front, which will include the \$35 jury fee. (Ora will be reimbursed \$235 by a combination of jury fees and artists accepted into the show.)

-each artist wanting to submit work will pay Ora \$5 to have their work juried by Art on Broadway's artists, Plaein Air.

-each artist accepted into show will split a \$200.00 entry fee (sending the reimbursement checks to Diane Fredgant as treasurer)

- Room for 18 pieces on the wall plus 3-D work

-Juried by their 18 artists in Plaein Air who will each pick a piece

-Each Ora artist will submit 3 pieces for Plaein Air to choose from

-If item sells, gallery takes 30%

Gallery will host 2 events – Sat. Dec. 3<sup>rd</sup> (?) 6:00 – 9:00 wine, cheese etc.

Sat. Dec. 17<sup>th</sup> – early afternoon brunch (?)

Chosen Ora Artists will host one event – Sat. Dec. 17<sup>th</sup> 6:00-9:00 wine, cheese etc.

Only artists chosen to show at the gallery will be responsible for the second open house.

-Eddy to get new contract from Plaein Air us to sign with all details included.

-Eddy to get information to Diane then she will send a check.

### **Sharon's meeting with Marc Blattner**

Sharon had a brainstorming meeting with Marc and came up with a couple ideas:

-Put up artwork for a few hours during the new Bistro music night, once a month at the JCC.

Our decision: Let's go to a few events, scope it out for a month or two, put out fliers and talk about it again.

-Possibly go to a meeting of all city Rabbis, make a presentation and ask them about us putting together an in-town traveling show.

### **About Lauren Gross**

- Lauren is helping us with marketing and organizational assistance. She is an intelligent, young, energetic mover and shaker with a masters in business who wants to help Ora grow and get into places we aren't in but could be.

-Eddy, Sabina and Lauren to have a meeting to talk about ideas before our next steering committee meeting, Oct. 12<sup>th</sup> at Ellen's house.

-We will invite Lauren to our next steering committee meeting and focus on broader structural issues.

## **Ora General Business**

- Diane Fredgant is the new treasurer.
- Before sending out an e-mail asking someone else a general Ora question, try going into the membership page. It has things like these minutes, schedules for who will be showing at Neveh and when, the membership list, and many other fun things.
- Bookmark the membership page so it is more easily accessible.
- Please pass out the beautiful bookmarks to many, many people.
- Post the bookmarks in places you frequent.

**-Send Eddy one photo of your artwork so she can make an e-flier to send out.**