

Ora Steering Committee Visioning Meeting

Minutes: May 9, 2012 at Ellen's house

In attendance: Esther, Eddy, Sharon, Diane, Laurie, Ellen

Dates to Remember

June 10 - Jury for new and guest members at Neveh

June 10 - Annual meeting with all members with elections at Neveh

September 5 - Neveh Shalom cases: take down old and put up new

Oct 21 - next Celebration of Art - Note: even though we are looking into changing this, this is on the calendar for now

Jury and All-membership Meeting

June 10, 2012: Jury from 12-12:30 drop off upstairs.. 2-2:30 pick up. 3 to 5pm at Neveh will be the annual meeting with all members and elections.

Laurie will send out an e-mail to the whole membership to mark their calendars.

Where have we been?

In the beginning...

We were trying to define who we were and where we were going so it was hard to invite people in. We were careful when inviting members because we didn't want to grow very fast, and wanted to control quality of art. Two years ago we decided to open it up but we came across as snobby.

Along the way we started doing exhibits but it felt haphazard. We would do a show anywhere someone wanted us.

Part of our journey...

We are trying to overcome the perception of being snobby.

We have each grown personally. We have a bit more confidence that we can do this.

What skills have we developed?

We know how to mount a beautiful art show, run a jury, we are getting better at putting out a call to artists. We are getting better at Advertising/publicity and learning how to deal with MJCC, Neveh Shalom.

The evolution of the web site is amazing. We have blogging skills. We are getting better at running meetings.

What do we know as understandings of what we may need?

- There are many artists out there that we have not connected with. Have a higher level of artist. We need the membership to have a greater ownership and participation in ORA.
- Different variety of artist.
- We need someone to do membership outreach. Some energized people with good people skills.
- We need more public relations. Better ways to get it out there.
- Need to establish ourselves in the greater community
- Need a location.

What we've accomplished in the last 12 months.

- We have a bigger presence in the community.
- Education is excellent.
- 2 gallery shows.
- We have started to grow our membership.
- Ellen has been great in communicating with past and present artists; keeping in communication so if they are on the borderline of showing, they may want to because we keep in touch.
- Made more in-roads with Marc Blattner/ Federation.
- Got incredible publicity in the first two issues of the new Jewish magazine

Who do we want to be?

- We are possibly moving toward being a guild-like organization.
- We have more exhibitions, we are guiding our membership to opportunities to show.
- We have many people who have fallen by the wayside due to family issues and illnesses and no other people to fill the seats around our steering committee table. (But, in order to fill the seats, we need to know who we are and where we are going in the next 12 months)
- How can we work smarter?
- Educational aspect is very important. (If we want to be non profit in the future the community outreach of education will be important.)
- Have a community for Jewish artists and have a presence in the larger community.
- Every 2 months a meeting with an educational component and meet and greet.
- Also have a gallery.
- Want to find the balance between sales/education and community of artists/networking opportunities.
- We still want to have some selling events.

Why would a person want to join an artist group?

- Education, community and sales.
- Offering the education is important, not how many come, but that if they don't come, they may feel like they missed something.

Who do we want to be next year?

- At Neveh we were showing too often and since we shifted it feels better. It seems like it would be good for the next 12 months. Leslie has done a great job of trying to get us out there more, including putting out our business cards.
- Lobby show in the spring at the JCC: Great thing, but it is a pain in the tushie. Is there an easier way to do this? Is the exposure worth it? We have to have someone---one person in charge. Whoever is showing, it might be good to have them put their own items up. It would be good to still have a presence at the JCC.

-Ideas for the Lobby Show at the JCC: One curator for all three weeks. We need someone who is organized and is decisive and who will not have to send out a bunch of e-mails. Possibly Roberta, Sharon Stern, Shemaya?

Eddy will contact Roberta to see if she would be willing to set this up.

----NOTE: First, we need to see if they want us there if we don't do the COA.

Traveling Show idea

Have a traveling show that moves around town...move in Oregon. Much more complicated than it seems at first. We need to start small and local. This idea needs to be explored over this next year.

Exhibition? Sales? Who goes with the show? How do we advertise it? How do we pay for it? Where do we stay? Is it a themed show?

Governorship

-Sabina is willing to keep working on PR.

-Leslie is willing to keep doing the Neveh work.

-Eddy is willing to be the leader.

-Diane is willing to be Sec./Treasurer

-Sharon is willing to do the COA

-Esther is willing to do the web site

Barbara and Shemaya are eligible to be on the steering committee.

We need to find someone (Shemaya? Barbara?) to be co-membership person with Ellen. Ellen wants to be an adviser. Eddy will call Roberta and talk to her about which thing she would like to do.

Web site person: Esther will explore finding a consultant to see what our needs are and how we can be able to work smarter. We need to see how to be able to have one website that can be worked on by a couple people. (areas that can be worked on by a couple people: calendar and membership artist page, member roster/membership page and supporting artists)

Board Positions...

Chairperson

Membership

Sales

Exhibits

Web Mistress

Treasurer/Sec.

Education

Annual meeting on the 10th:

-We will tell new members that their pictures (jpegs) for the web page will be online and expect they will go on line within one month after receipt.

-Welcome activity

-Have the newsletter to pass out. Eddy will make a newsletter.

-Slate of officers, introduce them and vote

-Break and food - (Laurie and Eddy will be in contact)

-Education piece

COA for this year.....

Sabina has been trying to get a hold of the person from the Business Alliance but he hasn't returned her numerous calls.

Talk to the J and let them know that we are removing the calendar hold and let them know that we are looking into getting a venue for a week to a month in a store front. But, also let them know that if we don't find a place and if they don't rent it, can we still be there for COA? (was that Sharon?)

For a store front/ Gallery type COA:

Send an e-mail to the new members about our new direction for COA.

Make sure members know that they will need to "man" the shop at some point.

There will be an opening Gala Event on Sat. night. We are aiming for a month long event.

Misc:

See if the Portland Fixtures place would host our bigger group for an education meeting.

Esther will make sure each member has a presence on the web site. She will get a complete list of members and their levels from Ellen.

Esther to check out if we can invest in something like an iPad, iPhone... that would hold the web page, do credit cards etc.

We purchased a CD of the podcast "Art Sales" for the group.