ORA Steering Committee meeting

November 13, 2013 (at Sharon Segal's home)

In attendance:  Sharon Segal, Eddy Shuldman, Laurie Fendel, Esther Liberman, Roberta Cohen, Jonathon Lietz, Ros Kane

- Reviewed Survey Monkey results re: Celebration of Art.

 14 replies.

- No complaints about jury process

- Most were okay with the room, but not all like the venue.

       Discussion about other possible events/locations

       i.e. pair w/church, etc.

       Other places, galleries, Secular shows

 - Everyone happy with Ro Levy & JCC staff, and the musicians

 - Scheduling was a problem. Many conflicting events in the community that day.

 - Attendance was a problem.  Not enough people, not enough new people, not enough paying people.

    Who else can we target?  Need age 30's & 40's, parents of school-age kids.

 - Email flyers:  not everyone took advantage of the opportunity. Some did.

 - Ad/pub:  what about paid advertising?

   YouTube video didn't get much traffic.

   Facebook page got decent exposure, but only from people who already know us.

Two discussion groups: Ad/Pub and Event.

1. Ad-Pub.

 - Idea: tie-in with Seasons & Regions or others in the area. We have flyers there, they have flyers at our event.

 - Let's set the date WAY ahead and let all the big players know.

   Clearly they're not checking the community calendar, so let's contact them individually.

 - Advisors panel(s): get advice from some people: east-siders, community leaders, rich people, local artists

 - Need to market to (and meet needs of) East Side

 - Re-visit idea of paid ad or insert?  Most felt it's not worth the money.

2. Events.

 - Rennaissance Arts & Science School on Corbett (COA or other)

 - Interfaith art show: ORA, a church, and a muslim group

 - Federation women's group IMPACT event

 - Online selling (not on our site), or links to other sites.

   Encourage our artists to have links from our website to somewhere (like Etsy) where they sell.

 - Traveling showcase within Portland, between Temples

 - Mentoring w/local youth artists to produce something to display @ an event @ MJCC with the mentor.

   The hope is this would bring their parents & family friends.

 - Tie-in a food demo.  Might have to be somewhere other than MJCC.

 - COA: Keep it? Keep it at JCC?  Feature pro artists?

   Eddy will meet with Jordana to pursue Fri nite and Sat nite events leading up to Sunday event.

   Then we will discuss future of COA again at our December meeting.

 - Investigate other rentable areas, including East Side and PCC

Upcoming events:

 -  Change next Ed event from Dec 8th to Jan 5th.

    Tentative 2pm @ Neveh Shalom. Laurie's friend Carol re: selling at a show.

 - Steering Committee Meeting Wed Dec 11th at Jonathon Lietz' home 10:00am

 - Proposed future Ed event: How to utilize internet

 - Eddy is working on getting date set for JAM 2014

 - Feb 28 - March 2, 2014: Weekend @ Quest Astoria (Institute Judaic Studies)

 - HRC fundraising event w/Yitz Greenberg (April?)