

# **December 2012**

## **Ora Open Steering Committee Meeting**

Minutes: December 19, 2012

In attendance:

Diane, Sharon, Eddy, Ellen, Sabina, Esther, Jonathon, Linda, Judith

### **Dates to Remember**

**January 16th** from 9:30-12:30 at Eddy's home - Ora visioning meeting

**January 23rd @ 10:30am** – Ora Shalom: Take down current show (Diane, Sharon, David, Bob, Glen, Jan)

Artists that will be showing in Neveh cases: Hank, Sharon, Linda, Jonathon

**January 25<sup>th</sup>** 7:30 – 8:30pm -- PDX Live @ Neveh

**February (?)** - MJCC demonstration and sale for Eddy

**Month of May** - Jewish Arts Month with lobby show at MJCC

January 16<sup>th</sup> meeting: the steering committee has a day long visioning session. We want to involve the rest of the membership.

We began the process by writing on three topics. All papers will come to the January 16<sup>th</sup> meeting. Basics below:

Topic 1: What are your personal/professional areas of concern?

- interested in internet presence and sales
- website development and facebook expansion/Estsy/e-bay
- Learn how to market your website to get more hits
- Find a rep.
- critique group

Topic 2: What are some alternatives to COA or Lobby Shows?

-Pop-up space, marketplace at Temple, themed shows, interfaith shows, combination shows with musicians, dancers etc, house shows, trunk sale. Create a panel to choose works for sale on carefully chosen international sites.

Topic 3: In 5 years I would like to see Ora be...

- See Growth
- Be known for being unique
- Have a more permanent space

- Go to Eugene, Salem, Washington and combine shows with their local artists to increase membership, interest, sales.
- Get non-profit status to offer scholarships.
- Take a look at our mission statement. Does it need updating?
- Create opportunities to mentor children.

January 23<sup>rd</sup> Cases at Neveh: take down existing artwork and put up new artwork. Leslie will send out reminder and detailed notes.

January 25<sup>th</sup> PDX Live: This time we will put some artwork on easels in the back by the food as well as the lovely presentation in the cases to see if that generates more art conversation and sales.

Artworks at MJCC starting in February: One artist will do a demonstration and be able to sell their artwork. Eddy will be the guinea pig and let us know how it went. 15% of any sales will go to the JCC. The Jcc is looking for artists to talk about their work and the creative process.

Jewish Arts month-May: This year Ora artists will be able to sell their artwork. 5 or so artists will show each week. Ora will “staff” the show. We have to sell our own art so we will need a Square-up by then. 15% of sales will go to the MJCC.

Investment Question: 1) Does Ora buy a computer or iPad to use for check out with a Square-up?

2) So Esther can have some help, do we invest in a member to get web design/Etsy/Facebook training?

Creative Professional Development: Laurie is working on this and looking into a class on how to manage Etsy, Facebook and other e-marketing tools. Also having different venues to meet (like in the gallery). Maybe have a meeting at Portland Fixtures so we can get a tour and get some ideas from things in their vast warehouse. They also put us as a link on their website.

We need to invite other artists to our professional development events. That brings new artists in as members.

Neveh Shalom’s Men’s Group: Jonathon is a member and mentioned we could present to that group on what to get for your wife/home.

Submitted by: Diane Fredgant