

Ora Steering Meeting May 15, 2014 at MJCC

Attendees:

Esther, Sharon, Brauna, Glenn, Eddy, Diane

Dates to remember:

Jurying of Guest Artists: Sunday, June 8, 2014 at Neveh Shalom from 11:00 – 1:00

All Membership Quarterly Meeting: June 8, 2014 from 2:00 – 4:00pm

COA

Possibly early November or early December. Eddy and Laurie to check dates.

Guests only sell on Sunday.

New Ideas for COA:

Set up Thursday. Gathering Friday night but not sell. Sat. idea: do havdalah, afterward have an activity for children so parents can shop. Music, cocktails and snacks. We only pay rent on Sunday. Maybe an auction and the money goes to the MJCC?

How do we make something happen for Friday night?

Ideas: MJCC has a Honoring of Donors Evening

MJCC and Ora send out specific invites

Give away a couple pieces of art (winners of "people's choice")

Live music, food, drink

Partner with somebody about underwriting the event.

We want people to feel benefits like:

Nobody else is doing this, I am glad to be here, I feel special, I own unique art, I want to come again, this is fun, I learned something, I'm going to call a friend,

I might come back tomorrow, I support the MJCC, I support the artists.

Glenn to check into insurance for the whole year.

Laurie is recreating the **Chanukah Fair** at MJCC

2014 Trunk Show in the MJCC parking lot: tentative date...August 3
Members only

Take over part of the MJCC parking lot and have lower priced items and "seconds" selling out of our trunks...have hot dogs, snow cones.

Other Ideas:

Have the MJCC sponsor something on the East side at Reed College or Eddy has a friend who has a big driveway on Sandy and we could do a sale there.

JAM

It was such a success this year. One time during 2015 for sure...possibly two. Could be two weeks long depending on how many people are interested in participating.

Brauna's Workshop Report:

Very interesting....we all wanted more!

Promote yourself...you have to talk with them, not to them.

Demo some part of your creative process

1 features and benefits of your art

How the person relates to it

Feature...oil....benefits....it will last for a really long time and can be passed down.

Brauna teaches this marketing process to a small group of artists who can bring it back to the group and add in personal touches. Maybe we can do

Jordana and MJCC

Artists demoing their work.

Sharon's Report on **Storage units**: \$68 per month

Sharon tried for storage by putting up a note at Marcos. (that was good thinking out-of-the-box! No response yet.

Eddy will ask MJCC if they have storage space for us to use a small closet.

Jury

Send out a reminder to recruit new artists.

Eddy to send out reminder of meeting and jury after talking to Laurie about the program.