**March 7, 2017 ORA Steering Committee Meeting (MJCC)**

*Attendance: Esther, Eddy, Diane M, Diane F, Sharon, Brauna, Glenn, Linda*

**Dates to Remember**:

March 5th – 24th: JAM

March 16th: JAM Panel Discussion, 6:30pm

April 16th: Technology Education Event

June 11th: Jury & Annual meeting

October 28th-29th: TOA/COA

**JAM**: Wall of art/panel discussion/movie on art collectors/lobby sales

* Kids event went great—all who were there are invited to share space at COA
* Need sign in lobby to state showing dates (lots of questions being asked) Sharon?
* Movie: Herb & Dorothy will be shown 3/13 @ 3pm, 3/16 @ 11am, 3/21 @ 10am, and 3/23 @1pm.
* Panel on 16th will include the Harwins and Director of Ogden Gallery—approval was given for Eddy to gift them each with a $25 bottle of wine. Panel will discuss 3-4 moderator questions followed by audience questions.
* MJCC will have panel flyer done 3/8. Will be sent to ORA membership with request to bring friends!

**COA/TOA**: Eddy will lead subcommittee with Linda, other members and customers to brainstorm new ideas for event. Issue of donations led to advertising discussion

**Advertising/Publicity**: Discussion/approval of Esther’s ideas re:

“Why donate food/drink/performance?”

* To promote your business! Hundreds of local shoppers attend our COA/TOA events.
* To help a local non-profit group.

“What we do:”

* Encourage the development of emerging Jewish artists
* Provide exhibit opportunities for emerging artists
* Create events for artists & patrons to interact
* Provide classes and workshops to build artists’ skills and confidence
* Provide scholarships for youth and adult emerging artists
* Educate the larger community about Jewish art and artists
* Communicate our culture through art

Which led to conclusions:

* We now need ASAP (ideally by 3/16 event) a handout sheet and site update to market ORA.
* Bookmarks to hand out advertising COA/TOA.
* Esther & Eddy to work up graphics next week (banner background + language).

**ORA Shalom**: Leslie leaving in May for 6 month sabbatical. March/April display difficult due to members being tied up in JAM. Leslie needs help getting people to sign up.

* Laurie Fendel will help with set up when available—Eddy will ask about her help with sign up calls/emails.
* Stu L. and Katy T. are interested in setting up.
* Glenn & Brauna are willing to set up as needed.

**Education:** Technology event 4/16 1:30-3:30, with board meeting following.

* Julia Waco will talk of how she uses media in her work.
* Eddy will tape Jodi discussing how she uses social media to market herself.
* Diane F to ask Becky to present a how to on Instagram and/or etsy. $50 approved for her participation
* Summer approved as backup presenter (if willing)
* Sharon will send flyer out, asking people to bring laptop/smartphone.
* Bottled water (at Neveh), grapes, tangerines, matzo roca possible snacks to be provided—Sharon in charge, Esther may help with treats.

**MJCC:** Len procured a nice grant—there’s now hanging bars in lobby for 2D art. ORA artists will be periodically asked to show their artwork. A showcase should be in the future.

**Future Meetings:**

* April 16th: after educational meeting 3:30 pm (Neveh)
* May 21st: 2-4pm