



Directory of East Bay Art + East Bay Open Studios 2009
Event Committee
Meeting October 16, 6:30pm
Pro Arts Gallery

Moderator:

David Huff, Exhibitions and Programs Coordinator, david@proartsgallery.org

Present:

Eric Murphy, Gallery Assistant, Pro Arts

Janet Brugos, Artist

John Vias, Artist

Jenny E Balisle, Artist

Susan Wolf, Artist

Julia Storrs, Artist, Former Pro Arts Staff Member

Pan Fingadi, Artist

I. Introductions

II. Goals and Expectations for tonight's meeting:

Identify ways in which member artists and the EBOS Committee can work with Pro Arts Staff to make East Bay Open Studios more successful, and put in place systems to allow that partnership to function.

III. Overview of event | Vision/objectives | Artist Feedback

- Preview Exhibition is too crowded, looks too similar year to year.
- Preview Exhibition is too centralized, is difficult to use by those outside of Oakland
- Directory is going in a good direction, should continue to improve
- Need more personal contact (phone calls) with artists
- Increase number of artists participating
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- Maps and Publicity should be clearer / more punchy
- Offsetting Open Studios cost for members with financial need is necessary, can emphasize our offset program in prospectus more
- Increase partnerships with local companies and organizations (Bart, Rotary Club etc.)
- Increase print advertising
- Increase diversity of advertising (billboards, radio, TV)
- Better use of free publicity (youtube, blogs)
- Standardized flags/signs to identify open studios participants
- Increase participation in EBOS Committee meetings

IV. Proposals / Ideas

- Creation of a 'Zone System' in which every zone has an artist coordinator responsible for organizing artists within their area.
- Satellite exhibitions / resource areas within each zone

- Re-thinking the grid: can we reduce the number of artists in the preview exhibition by having artists 'opt in' for their square or capping it at 300, first come first served.
- Change layout of Preview Exhibition: remove the gallery store? Do something different with PROJECT space?
- Is Pro Arts too small for the preview exhibition? Look into Offsite locations?
- Ask Kenneth Baker what would make him excited about reviewing EBOS
- Improve the directory by involving more artists in the event: Goal for 2009 is 525 artists
- Expand by volunteer base by working with Oakland School for the Arts
- Include area in prospectus where artists can pay an additional amount that would go 100% to the purchase of an ad in the Pink Section.
- Send email to members asking for people with any connection to news media to volunteer to serve as a personal contact, ensuring EBOS gets a write up.
- Send email to members asking for people with any connection to non-arts group (rotary club, running club, etc.) to volunteer as a liaison, ensuring EBOS is on their newsletter.
- Youtube interviews with EBOS artists, using social networking sites for promotion.
- Assign an artist to be grant writer for publicity

Schedule of upcoming meetings

- Nov 20 - review prices and availability for artist resources available for purchase along with EBOS registration (e.g. Postcards, yard signs, etc.)
- Dec. 18 - Publicity and promotion meeting

V. Action Items:

For next meeting:

- Bring one new member to the committee
- Research pricing on optional advertising items (Sandwich boards, Banners, etc)
- Identify media sources for each member to be responsible for contacting

VI. EBOS Committee Activity Areas

- Pre-Registration Artist Outreach-Grassroots Organizing / Zone Maps (through February)
- Pre-Event- Artist Collaborations (February-June)
- Press & Contacts / Promotion (January-June)
- Sponsorships/Cross-promotion/ Alliances (through June)
- Directory Proofing (end March/April)
- Directory Distribution (end April-June)
- Event Postcards (Pre-Order) (through February)
- Outdoor Signs (Pre-Order) (through February)
- Workshops- Sharing Space/Studio, EBOS 101, Marketing, Artwork Installation (Jan- April)
- Events- Artist Installation; Workshops, Meet & Greet, Reception, Gala, Art Bus (Jan- March)

VII. Closing- Next Meeting November 20, 6:30pm