

WOAC Meeting July 20th, 2017 - Minutes

1.) Upcoming Events:

- Films = Got Check from AMC
- August 15th deadline for Coloring book submissions = none yet
- Possible extension of submissions? For high schoolers? (Lisa)
- Look into local newspapers for Advertisement... possible short press release?
- Try targeted Advertisement on social media for coloring book
- Announcement on "West Orange 411" ... Use zip code targeting for WO (Denise)
- Down Town Alliance/West Orange.org sharing coloring book

2.) Fundraiser

- Invite for **mascaraed party** on website, needs to be shared more and needs the WOAC logo on it
- Assign different tasks for the mascaraed party through email (Patricia)
- Decide the amount for the mascaraed party entry fee.. Friend's of Edison was \$40? Try to charge in between \$20 - \$40?
- Figure out what is being given away at party, what type of music? Costumes?
- Figure out cost for the party, What will be auctioned off?**
- Could reach out to Susan McCarthy? Try to have a "silent auction" type set up or raffle
- Ask Manhattan Bagel for donation
- Call a meeting exclusively for fundraiser** = could be on a Wednesday
- Look into Heather Young about coloring book

3.) Current/Future Exhibits:

- Ipadolgie named top 12 art things to do in NJ
- Keep the short press release for social media
- Cuba Talk on August 16th
- Hispanic Exhibit**
- Advertise to the Hispanic restaurants (Lisa)
- Friday Sept. 15th, Hispanic heritage night = same day as beautification night, will this be okay? Should it be moved to Sept. 14th or 16th?
- Run the date change by the Hispanic Foundation, and edit the flyer (Patricia)

4.) Other:

- Verizon tested the alarm on July 19th (Lois)
- Apply for the Essex County grant by Aug. 1st (Denise)
- Put grant towards expanding WOHS arts program/publicity
- Send the gist of the application (Patricia)
- Talked to the mayor, unanimous vote to have a center when lease is up (Patricia)
- Fall: Try to coordinate with other organization's events
- Ideas to bring more people in during gallery hours: Drop in art center? Things for kids?
- Try to have another film class event (Ken)
- Wednesday Aug. 23rd, people coming in to look at the ipadolgie, Lois can open center
- Close for Labor Day

Meeting Adjourned: 8:27pm