

The Vera Project Meeting

Thursday, November 19, 2015 1:32 PM

To do list:

- Send Tim and Rachel Torin's email address
- Email Tim and Rachel the date and time for class showcase and Linda's contact info

Tell about project for class:

1. So tell me about Vera Project and what they do?

- All ages venue since 2001. In 2006 moved to Seattle Center. They average about 2-3 shows a week and have a capacity of 362 people.
- They also have art gallery shows, a silk screen studio.
- The mission of the venue was to create a space for youth and overturn the laws about underage shows in Seattle.
- DIY movement is central to their values. Anyone can learn to do anything.
- Ages are 14-24
- Helps youth pursue careers in arts.
- They are volunteer fueled - have committees that drive the projects and act as the voting body

2. What do you want your new website to accomplish?

Used to be Expression Engine, now use WordPress. Not everyone with the website can code. It's important to not create too custom of website that can't be supported 5 years from now.

3. What do you like about your current site?

Do206 is their event calendar service They can copy any design look and feel. It doesn't unify all content (shows and classes)

4. Is there anything you'd like to carry over to a new site?

- Blog - and have the recent posts at the top.
- Community stories
- Calendar
- Store
- Donations streamlines

Other opportunities:

- Unify payment process
 - Ticketfly - tickets
 - iAds - donations and class registration
 - BigCartel - store

5. Is there anything you don't want on a new site?

Content has already been paired down, most of what is on the site they want going forward. It just needs to be reorganized.

6. What makes your company remarkable?

People join the Vera family and get connected to all past Vera members in the community and it really opens doors.

They work with the courts to help youth who are in trouble and need to get community service hours. They offer internships.

7. Who are your competitors?

- Most local venues like Crocodile café now offer all ages shows. They are the only ones that offer classes and training as well.
- Totem Star
- Youngstown Cultural Arts Center offers a lot of services like they do.
- Freemont Abbey

8. What websites do you like and why?

- Medium - minimal aesthetic
- Pocket (app)
- Stranger Things to do Calendar - can search and filter well as shows the upcoming by day

9. Who exactly are your customers and what are their pains?

- Showgoers (purchase tickets)
- Classes
 - Learn (on a track)
 - Entry level (checking it out)
- Heavy users of studio
- Donors
 - Individual
 - Grant administrators
- Bands want to get booked on stage
 - Look at venue
 - Who to contact
- Interested in volunteer opportunities
- Book time in studio

10. What features do you want your website to have?

- Difficult to register for classes
 - Figure out a way to streamline the process
 - Find what's open

- snow now full/open the class is
- Sign up for weekly email newsletter
 - It has all the current info about upcoming events and how to get involved

11. Do you have an existing style guide, logo, or existing collateral you'd like to use?

Yes, but they don't need to use it going forward. Open to other logos since they have had many over the years.

They would like their logo to express everything they offer, screen printing, classes, art gallery, music production.

They would prefer a logo be focused on music production instead of instruments, people call them looking for guitar lessons and their education is focused on the music business.

12. If not, Do you have a color palette you'd like to use?

They really like Black and white with the hot pink, since it's been their color from the beginning, but they don't have to continue with it.

13. Tell me about your business strategy for the next 5 years?

- Continue to do more of what they are currently doing.
 - Shows
 - Classes
- Will add focus in following areas:
 - Career pathways
 - Expand education outside of building
- Work more with community partners
- Community Focused programs
 - Black Lives Matter panel
 - Women in the arts panel
- Youth in Schools outreach
 - Partner with local schools

14. Do you have any fundraising events?

Yes there are several events a year

- Give Big in May
- Drink for the Kids in June
- Holiday Gala - November
- 75% of annual budget comes from grants
- 7-8% comes from city budget
- 20% comes from individual donations and fundraisers

15. Do you use social channels to connect with their audience? Twitter, Facebook, Snapchat?

- Currently use: Facebook, Instagram, Twitter
- Need to include social sharing feature with future blog posts so users can share content directly

16. Do you think any of your users would be interested in working with me on the design?

If we provide information about feedback and what content we need, they can get the members involved to generate content, participate in the design process, and provide user feedback.

Values paramount to Vera's success:

- Empowering youth
- Accessible
- Inclusive
- Affordable
- Drug/alcohol free
- Safe
- Education
- Member driven

Services offered:

- Venue
 - Rentals
 - Look at space
- Education
 - Classes
- Events
 - Shows

- member driven
- Volunteer
- Arts
 - Meetings
 - Art Gallery
 - Other events
- About
 - History
 - Community Partners
 - Current Projects
- Get Involved
 - Membership
- Donations
 - Fundraising events
 - Offering gifts