

VILLAGE OF MAMARONECK ARTS COUNCIL
REGULAR MEETING MINUTES
Monday, December 7, 2020

via Zoom

1. Attendees:

- a. *Members:* Chari Allison, Larry Cohen, Jane Dorian, Marina Kiriakou, Jacqueline Meier, Elizabeth O'Rourke, Violet Useda-Linder, Carrie Vaccaro Nelkin
- b. *Volunteers:* Robin Campbell, Solange De Santis, Melissa Moak, Joyce Marie Washburn (by phone)
- c. *Village of Mamaroneck/Westchester County:* Joseph Marselle
- d. *Absent:* Melinda Buie

2. Meeting called to order at 7:03 p.m. by Dorian and seconded by Nelkin.

3. Arts and Crafts Marketplace: Allison provided an update on the virtual (Facebook) Marketplace site.

- Of roughly 100 members so far, about 25 are vendors. Facebook's cryptic algorithms continue to challenge: artists invited to join may not receive the invitation. However, Allison has placed the Marketplace site link on the @VoMArtsCouncil page, the @MamaroneckVillage page, and in the Village e-newsletter, and suggested that Council members publicize it on their pages.
- Kiriakou mentioned the virtual nature this year of both the Rye Arts Center Artisan Boutique and the Grand Central Holiday Fair and suggested (1) obtaining data from the Rye project to see what works, and (2) getting feedback for improvement from the vendors participating in the Mamaroneck Marketplace.
- Meier recommended that next year a tutorial be put together with instructions on how to participate in and utilize the online Marketplace, something Allison has been offering on an individual basis.
- O'Rourke volunteered logistical help by delivering merchandise to local buyers.

4. Mask Quilt: Kiriakou provide an update on display venues. Because the Mamaroneck Library, the original target locale, is closed, the quilt temporarily hangs in the Rye Neck High School Library. Kiriakou has contacted White Plains Hospital and found them amenable to displaying the quilt there too. Meier suggested the windows of Arts Westchester. Kiriakou asked that any ideas for additional display locations be emailed to her.

- Approximately 140 masks were used; about 60 were not because of fading.
- Kiriakou sent Council members a photo of the quilt that may be used for promotional purposes on social media. She also contacted News 12 to publicize the quilt.
- Moak suggested publicizing on LMC. Kiriakou said an idea has been floated to mount a tribute to the participating children on LMC.

5. Art on the Avenue: Useda-Linder contacted Jackie Graham of Art on the Avenue NYC, which installs art into vacant retail storefronts on Columbus Avenue. Graham and the founder of Art on the Avenue NYC will provide information on what they did to set up the project and how, as well as on funding.

Discussion ensued between Allison and Useda-Linder on the best approaches to gauging interest among the merchants and on how to budget for the project. Kiriakou suggested the subcommittee review and solidify its vision for the venture. To this end, O'Rourke suggested supplementing the business packet Cohen is working on with a bullet-point list aimed at merchants; the list would lay out the venture's advantages for them. O'Rourke volunteered to write a cover letter for the packet that would allow vendors and merchants to choose their level and mode of participation.

6. Poetry Live: Because the next event cannot be held live, Dorian is investigating the level of interest in a virtual event by contacting teachers who have been involved in past years.

7. Website: Meier is investigating with R. Ingenito and N. Lucas how to build an Arts Council website and under whose jurisdiction it would be.

8. Promo Items: Meier found a company that can provide a print screen of the Council logo to be used on assorted items, such as tote bags and tee shirts. The merits of "owning" the screen to use as desired vs. a print company owning the screen were discussed. To that end, De Santis suggested more research is needed on printing costs. Kiriakou and Allison brought up the possibility of the current logo being reimaged.

9. Summer Concerts: Kiriakou said the Capitol Theatre in Port Chester, in collaboration with WXPk radio (107.1 The Peak), has shown interest in working with the Council on the summer concert series.

10. Essential Workers Tribute: Meier clarified that the tribute should be permanent in nature. Discussion of various options followed, including a sculpture or something similar (Nelkin suggested looking at the 9/11 Memorial Wall in Richard Presser Park on Central Avenue), planting or wrapping trees (Allison), and planting a stand of trees (Cohen). As the last idea seemed popular, Meier said she might be able to find a landscape artist who can carry that out.

11. The November 2 meeting minutes were reviewed. Kiriakou made a motion to accept the minutes and Linder seconded.

12. The meeting was adjourned at 8:05 p.m.