

VILLAGE OF MAMARONECK ARTS COUNCIL
MEETING MINUTES
Monday, May 2, 2022

Via Zoom

1. Attendees:

- a. *Members:* Astrid Iliana Arias, Melinda Buie, Jane Dorian, Marina Kiriakou, Cristina Lerchen, Elizabeth O'Rourke, Piper Stevens
- b. *Volunteers:* Chari Allison, Larry Cohen, Robin Campbell
- c. *Village of Mamaroneck / Board of Trustees:* Nora Lucas
- d. *George Latimer by phone*
- e. Absent: Karla Aber, Michael Norberto

2. Meeting called to order at 7:08 p.m. by Buie, seconded by O'Rourke.

3. The April meeting minutes were approved. Dorian made a motion to accept and O'Rourke seconded.

4. Marketing Committee Report: Stevens reported that the committee is working hard to focus on a foundation for the Arts Council: its positioning, mission, brand identity, who we are and who we want to be, and how we communicate to the community, partners, sponsors and educators. Stevens also said that the committee is considering the logo and key message of the Council. At the next Arts Council meeting the marketing committee will discuss brand identity, focusing on the various levels of impact that the Arts Council is making in the community. Stevens said that we are all brand ambassadors for the Council. In addition, Kiriakou discussed how we want to be kind, considerate, professional and respond to people in a timely manner when they answer one of our calls for musicians, artists, etc. Cohen reported that we had a couple dozen responses for the pop-up concerts and Kiriakou volunteered to respond to them. Lerchen added that social media is just one of the many layers to pinpoint and communicate what our tone is. She said we have a large number of people following us and she has made a concerted effort to work with other councils, and highlight people/artists in the community. All this work helps to promote the Village and the Council more. Lerchen stated that we want to be an open, welcoming organization.

5. Art at the Regatta: Buie reported that a new artist, Tricia Leicht, was installed at the Regatta. Ms. Leicht is a long-time resident of Mamaroneck. Her specialty is water colors and 7 of her pieces are on display. Buie said it is an amazing installation. She will take photos and send them to Lerchen along with the artist's bio.

6. Poetry Garden: Kiriakou reported that the dedication of the Poetry Garden to honor former Poet Laureate, Mary Louise Cox, will take place on Friday, May 13th at 11 o'clock. Sara Evans, a local poet, will read one of Mary Louise Cox's poems. Michael Collins, the current Poet Laureate, will read one of his poems. Kiriakou said that John Cox, the landscape designer who made all the tree and planting arrangements in the garden will be joined by his partner, Cindi, and Mary Louise's daughter, Darrel Cox Jodrey. Other members of the Village and the Department of Parks who were instrumental in preparing the space for the garden and the sculptures will attend also. Lerchen reported on the children's book project that she wrote about the Poetry Garden sculptures of the Tortoise and the Rabbit. The book is based on Aesop's fable of the Tortoise and the Hare, with illustrations, activities for children and famous places in Mamaroneck inserted in the story.

7. Concerts at the Harbor and parks: Dorian and Kiriakou reported on the Harbor concerts that the Emelin and the Arts Council are jointly producing for the summer. The line-up is: Broadway on the Sound 7/20 (music to appeal to families); Hollis Brown (rock band) August 17th and Flor Bromley, a singer and musician (for children) along with Raquel and the Wildflowers, both at Columbus Park on August 6. Cohen reported on the Pop-up concerts with a jazz theme this year and said two dozen groups responded to the call for jazz musicians. Cohen is meeting with the Pop-up members to decide on groups everyone likes. Allison mentioned that Seth Chin sent an email asking about the concerts so that he can pass the word around. The dates for the concerts are Fridays in July: 7/8; 7/15; 7/22; 7/29 and a rain date on 8/5. Stevens and Lerchen will help with the marketing. Cohen suggested that Arts Council members who are running the music events should be identifiable with a color. Kiriakou said that the Marketing Committee is considering a way to identify Arts Council members at events.

8. Booth at Harbor Concerts/Events: Kiriakou discussed the Arts Council presence at harbor concerts and wants to form a committee to design a dynamic, attractive booth for concert goers to visit and learn about the Arts Council. Dorian suggested a bubble machine to draw attention to the booth. Lucas said she has a bubble machine. Kiriakou stated that she had a backdrop to use for photos and anything else to attract attention. O' Rourke said she had ideas for raffles: tote bags with items such as the fable book; free art lesson, etc. Arias, Kiriakou and Dorian volunteered to work on designing a booth.

9. Marine Art Project: Buie gave an update on the Marine Life Center Sculpture project. The cost of the metal sculptures with the fabricator from Colorado is too expensive. Buie has set up a meeting with the Rye Arts Center to find less expensive fabricators. Allison suggested other less expensive mediums like a hard plastic or fiberglass. She said Rye used thinner, lighter sheet metal for their butterfly project. More research would have to be done.

10. Library Centennial Art Project: O'Rourke reported on a project which is set for spring to summer 2023. The theme of the project is - what the library will look like in 100 years? Submissions: Artists can paint, use 3D images, water colors, etc. O'Rourke discussed a second project of the library using old or

no longer needed books. This project asks artists to paint on the spines of books – a scene, a whimsical design, etc. The library would provide the books and would send out a call for artists.

11. George Latimer: Called in by phone and praised the Council for its creativity, energy, talent, etc. He said the Council should send him information about upcoming special events and he will help publicize on the county's social media and other platforms.

12. Poet Laureate: O'Rourke, as the liaison for the Poet Laureate, reported that she has met with Michael Collins to discuss ideas and projects: 1) Parent Book Project – parents reading to school age children 2) School visits – to see how teachers are teaching poetry and to get involved partnering with teachers 3) Youth Poet Laureate – high school poetry society with possible field trips into the city.

13. Juneteenth: Kiriakou reported on the celebration of Juneteenth with the Department of Parks and Recreation at Columbus Park. Volunteers are needed to put the project together and help support the event. There are 3 meetings planned with groups in the Village and the date for the event is Saturday, June 18th. Dorian volunteered to work on the project with Kiriakou.

14. O'Rourke made a motion to end the meeting; Dorian seconded.

15. The meeting was adjourned at 8:15 p.m.

The next meeting is Monday, June 6th, in person.