

Village of Mamaroneck Arts Council  
FINAL Meeting Minutes

The Regatta  
Monday, January 30, 2023

**Attendees:**

- Members: Marina Kiriakou, Melinda Buie, Astrid Arias, Cristina Lerchen, Elizabeth O'Rourke, Jane Sable-Friedman, Piper Stevens, Michael Norberto
- Volunteers: Solange De Santis, Larry Cohen, Jane Dorian, Robin Campbell, Joyce Marie Washburn, Chari Topol-Allison
- Trustee Liaison: Nora Lucas

**Opening Protocol:**

- Meeting was called to order at 7:02 by Buie and seconded by Lerchen.
- January minutes – no edits or amendments needed. Approved.

**Marketing:**

- Council hopes to bolster marketing efforts in 2023 based on the positioning, core values and target audience foundation developed last year.
- Stevens reviewed the proposed concept to align one key color from Arts Council brand logo lock-up to each discipline of the arts that we support (e.g. lime green = visual arts).
- Stevens shared work-in-progress visual elements/graphics for each of the key 'owned' programs for 2023. This provided Council with a tangible example of how we can move forward with a more consistent, cohesive brand presence while also standing out in a crowd of messages.

**Film Festival (Winter 2024):**

*Series of films throughout the year, culminating in a weekend Festival event that focuses on films and/or artists with a tie to Mamaroneck and surrounding areas.*

- Norberto spoke with Eloise Sherrid in regard to specific festival elements, some of which the subcommittee is already working on/considering:
  - How best to utilize Film Freeway for promotion, ticketing, etc.
  - Fiscal partner/funding (e.g., Arts Westchester), as well as partners willing to donate space/food/swag
  - Translation needs (need to consider timing and potential limitations)
- Council agreed that it would be best to have Sherrid attend the next subcommittee meeting to align agendas, roles and next steps.
- Call for Submissions was shared with the Council.
- Allison recommended researching smaller festivals to see how the types of films/bodies of work should be scheduled.

**Poetry Live! (April 2023):**

*Middle school and high school students perform an original poem to live audience at Emelin.*

- Dorian announced that the usual emcee has a personal conflict and will not be able to participate this year.
- Several members of the Council suggested Jenny Theall as the replacement. Kiriakou will determine how to extend the invitation to emcee.

**Poet Laureate:**

- O'Rourke is meeting with Michael Collins on Wednesday and will discuss the need to introduce a program this year.

**Poetry Garden:**

- Cox family is proposing a metal 'Poetry' letter sculpture added to the poetry garden in an area that cannot support plantings. Estimated cost of the sculpture is \$4600.
- O'Rourke motioned to approve providing \$1000 (reserve fund) towards the poetry sculpture. Motion seconded by Arias.

**Community Theater:**

- Artistree Community Theater will welcome all ages of local performers. First summer production (partnered with Home on the Sound) is Bye Bye Birdie presented at Emelin or St Thomas.
- Lucas/ Kiriakou will meet with Clerk-Treasurer to determine what is feasible from a partnership and/or sponsorship perspective.
- Cohen mentioned that we should confirm the date doesn't conflict the Tiki Night (same target audience).

**Art at the Regatta (Ongoing):**

*Local artists' work is featured and rotated regularly in the main entrance area of The Regatta building.*

- The January reception to celebrate local artist Amanda Schosid was held on Tuesday, January 10 and had an excellent turnout.
- Joycemarie Washburn will be the featured artist in March. We are hoping to expand the exhibit area to include a wall on the library, as well as The Regatta entry. Reception will be Tuesday, March 21.
- Stevens will update the marketing postcard to include Washburn's website, etc.

**3<sup>rd</sup> Annual Summer Pop Up Concert Series (July 2023):**

*A series of four evening 1-hour concerts in July. Concerts are held in local parks such as Columbus, Florence and the Poetry Garden.*

- Cohen reviewed the purpose and business of the subcommittee which includes but is not limited to confirming the programming, call for submissions, managing contracts with the bands, create a process/format to organize the group auditions/'voting'/contact.
- Cohen stated that this year an apprentice to Allison for contracts will need to be identified.

- Need to update the contract to be more specific on rain/cancellation details and what the band is responsible for regarding equipment.

#### **Village of Mamaroneck Concert Series (Summer 2023):**

- Wed, July 19 – Broadway theme.
- Wed, Aug 9 – TBD theme.
- Sat, Sept 16
  - Family night on Columbus Park using local bands
  - Cohen mentioned that the current date conflicts with Rosh Hashanah

#### **Juneteenth**

- Marina is still waiting to hear the program/event specifics and any opportunities for the Arts Council.

#### **Shakespeare in the Park (Summer 2023):**

- Irvington Shakespeare Company – they are available, and we are tentatively looking at August 16 for a performance of Pericles, Prince of Tyre.
- Lerchen motioned to approve moving forward with the Shakespeare performance if the fee (\$3000) is within the budget. Arias seconded the motion.

#### **Wayne Henderson**

- A popular jazz band from 2022 July Friday pop-up concerts in the park is performing on Feb 16 from 5-7 pm at New Rochelle Library.

#### **Ballet Hispanico**

- Waiting to confirm if the Emelin is hosting Ballet Hispanico at the end of March.

#### **Closing Protocol:**

- Buie motioned to close at 8:18 pm and Norberto seconded.
- The next Meeting will be held on Monday, March 6 at the Regatta.