

Village of Mamaroneck Arts Council
Final MEETING MINUTES

The Regatta
Thursday, September 7, 2023

Attendees:

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

Opening Protocol:

- Meeting was called to order at 7:08 by Buie, seconded by Lerchen.
- O'Rourke made a motion to approve July's minutes with no changes. Arias seconded the motion to approve.

3rd Annual Summer Pop Up Concert Series (July 2023):

- Cohen thanked the Council for all the summer concert preparation and implementation in July. Cohen provided detailed lessons learned and asked for additional thoughts to be added to the formal document. Suggestions and points of consideration for 2024 that came up in conversation included:
 - 2024 potential musical theme suggestions – Country, Folk, Rock, Jazz.
 - The selected musical theme needs to...
 - Be easy to understand from a marketing standpoint
 - Draw the community to attend
 - Have a large pool of potential performers
 - Bands selected should be known for connecting with the audience via story-telling throughout the performance – this has been a critical element to success in previous concerts.
 - Need to find a bathroom in the proximity of each park for performers.
 - Utilize larger posters / banners next year to maximize the promotion of the summer concert series.
 - Consider locations for next year and how to best draw attendance from the local neighborhoods – potentially involve members of the neighborhood surrounding the parks in the organization / band / theme selection of the event.
 - The grassy area on the southwest end of Harbor Island Park (close to traffic light going to Orienta) was suggested as a potential spot for 2024. Parking is a potential concern to talk through with Parks & Recreation.
 - Marketing look & feel should be created to promote all summer concert events, not just pop-up concerts.

- Identify the smoothest and swiftest way to pay the performers after each individual event.
- Cross-reference potential pop-up concert dates with the Village calendar to ensure no overlap (e.g. Tiki Party).

Village of Mamaroneck Concert Series (Summer 2023):

- Bands selected for the Harbor Island concerts were fantastic.
- Both concerts were well-attended and the audience enjoyed the events.

Social Media Update:

- Stevens and Lerchen are proceeding with new Social Media content plan after working with 2 high school students over the summer who took photos and videos throughout the Village.
- Six consistent themes will be utilized to create 2-3 posts and/or stories a week:
 - Feature Friday
 - Art Around Town
 - Did You Know?
 - Take a Wild Guess
 - Village Architectural Details
 - Artistic Inspiration
- Stevens and Lerchen are looking for additional content to help bolster Village Architectural details (commercial buildings) and/or Artistic Inspiration (video mainly).
 - Lucas will send some images to Stevens and Lerchen to see if they could work for the Architectural Details theme.

Butterfly Festival:

- The Village is hosting the 2nd annual Monarch Butterfly Festival on Sept 30 at Harbor Island (10 am–1 pm).
- The Arts Council will once again have a craft table which was popular last year. Council can replicate last year's craft (color the butterfly puppets) or suggest ideas for a different butterfly-related craft.
- Council members and/or volunteers will be needed to help with the craft table.

Latina Festival (Oct 14 at St Thomas):

- OneMamaroneck and CRC are hosting a Latina Festival on October 14 at St Thomas (12-5 pm).
 - Two shifts of volunteers will be needed to cover the timeframe.
- Kiriakou & Arias will partner on the theme and come back to the Arts Council with the craft ideas.
 - Tissue paper flowers were suggested as a potential easy, eye-catching craft.

Candlelight Concerts:

- Kiriakou suggested the Arts Council consider hosting Candlelight Concerts in the winter (January 2024) as an addition to the current annual calendar. The idea was very well-received at the meeting.

- De Santis and O'Rourke will musical theme/concept
 - Potentially contemporary music set to instrumental

Mamaroneck Film Festival (Spring 2024):

- Lucas and Kiriakou are working on necessary approvals to move forward with fundraising / sponsorships for the proposed 2024 Mamaroneck Film Festival.
 - More information on the approvals, as well as communication on the next steps, will come from Kiriakou in the upcoming weeks.

Columbus Park Blocks:

- Kids colored Jenga blocks with inspirational and unifying words at the Arts Council craft table at the Mamaroneck Library Summer Kickoff on June 22nd.
- Lerchen and Stevens created signs to accompany the blocks that will be put into place in the upcoming week. The Poetry Pebble signs in the Mary Louise Cox Poetry Garden will also be refreshed.

Closing Protocol:

- Buie motioned to close the meeting at 8:08 pm and Lerchen seconded.
- The next meeting is Monday, October 2nd at The Regatta.