

Special Meeting - Village of Mamaroneck Arts Council
May 1st 2018

Harbor Island Park – Recreation Building

Meeting began: 7:40 PM

Members in Attendance: Marina Kiriakou, Joycemarie Washburn, Hillary Short,
Chari Allison, Jamie Weisinger, Jane Dorian

Volunteers: Laura Bott and Dena Schumacher

Absent: Kate Colson, Jackie Meier and Robin Campbell

Agenda

1. Marina Kiriakou voiced the need for a brochure to inform the community about the mission and activities of the Arts Council. Members discussed and agreed.
2. MARKETING PLATFORM DISCUSSION – Kiriakou handed out a multi-page document she prepared for discussion/review.
3. Members discussed many points in the PLATFORM: branding, infrastructure, a youth council, creating a media list, and action points.
4. Members discussed the Village website and ways to improve it as well as alternatives: social media, blogs, etc.
5. Kiriakou suggested dividing up the tasks and having committees work on sections of plan.
6. Chari Allison will contact the Village Board to get approval for a possible Arts Youth Council. Suggestion was made of going through the library since they sponsor many youth programs.
7. Members discussed ideas to connect to other organizations and advertise art events in local communities on our website.
8. Dena Schumacher showed the video she created to advertise Summer Nights on the Sound. She will tweak the music opening.
9. LOGO DESIGNS – both Jamie Weisinger and Laura Bott created dozens of possible logos for the Arts Council and members shared views/opinions.

Meeting adjourned at 9:15 PM.