

VoM Arts Council

Agenda

Wednesday, July 6th at 7pm
at The Regatta

1. Approve minutes
2. Review July 4th celebration
3. Pop-up Concerts
4. Summer Concert series with the Emelin
5. Arts Council Booth committee
6. Marketing update: lanyards/logo distribution
7. Poetry update
8. Sale of children's book
9. Monarch butterfly project
10. Other business

VILLAGE OF MAMARONECK ARTS COUNCIL

Draft MEETING MINUTES

Monday, June 6th, 7pm

SAPC Clubhouse: in-person

1. Attendees:

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

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

3. The May meeting minutes were approved. Lerchen made a motion to accept, and O'Rourke seconded.

4. Marketing Committee Report: Stevens presented an update as to the work of the Marketing Committee. She read the mission statement that had been developed years prior and noted that this mission statement will stand as is. She introduced a positioning statement that will guide all our programming, "*Cultivating Heartfelt Connections*." This idea asks that we go beyond just planning events and programs and reach to achieve strong emotional connections through content, outreach, in-person contact, and overall intention. The aim is to get our community: artists, residents and businesses, and support organizations excited about what we are doing as a council. Stevens expanded upon the thinking, aspirational in nature, and outlined practical steps that support achieving such a goal. The idea is to develop community awareness for the Arts Council as a reliable and enriching contributor within the life of the Village.

Stevens presented 4 core values that will help to remind us of our commitment: *Connection*, *High Quality*, *Accessibility* (includes inclusivity), *Inspire*.

5. Lerchen introduced and distributed the Aesop Fable-inspired children's book that she created as an example of "Inspiration," "High quality" and "Connection," and a way to expand upon the beautiful celebration of the Mary Louise Poetry Memorial Garden. Author visits and a reading in the garden will be planned along with the Mamaroneck library. Kohl commented that we have permission to sell the book at the Regatta, Library, and other places within the Village. Pricing will not exceed printing cost to make it affordable for anyone interested in purchase. Lerchen, O'Rourke, and Kohl will oversee the book sale.

6. Lerchen reported that the engagement with social media (on Facebook) has been rising steadily.

7. Kohl introduced a new program, "Feature Friday," that will run on Instagram. Lerchen will identify 20 artists before initiating this program in the fall. It will be something like *Humans of New York* in that one person (an artist) and their work, belief, story, will be featured. Any ideas of artists to highlight should be sent to Lerchen.

8. Lanyards and name tags for Arts Council members and volunteers will be distributed before the first pop-up concert.

9. The July meeting will be held on Wednesday, July 6th, at the Regatta. There will not be a meeting in August.

10. Pop-up Concerts: Cohen thanked the committee working on planning the Friday July concerts to be held in Village parks (Columbus, Florence, and Poetry Garden). This summer's theme is Jazz. All four bands have been selected and committed to their dates: 7/8, 7/15, 7/22, 7/29; each concert starts at 7pm. Robert Ingenito has helped with the call for artists and the subsequent publicity. Cohen emphasized the importance that all council members and

volunteers attend our concerts and other programming when possible. Logistics were discussed regarding borrowing a battery-powered generator from the Parks Department at the Village.

11. July 4th at the Harbor: a discussion around the logistics and finances of this event began and will have to be continued on DeSantis' return in a week. The St. Thomas Orchestra will be performing as in year's past, and Jim Salta will be setting up staging.

12. Members voted to approve \$2,000 to cover the fees for Pop-up concerts (to pay band members), as well as \$3,600 (up to \$4,000) to cover the fee for the St. Thomas Orchestra (the Village pays for the sound, lights, and stage on the Fourth of July). Kohl made the motion to approve payment of up to \$4,000 for St. Thomas Orchestra; Norberto seconded the motion. All approved this expense. O'Rourke made a motion to approve a budget of up to \$2,000 to pay for four pop-up bands, Norberto seconded the motion.

13. Arts Council Booth at Harbor Island concerts: Campbell inquired about the status of having a booth at the July and August concerts that we are co-producing with the Emelin Theater. Kohl confirmed this plan and committee members: Arias, Dorian, Campbell, Kohl, Stevens. This will be a kind of welcome booth. The possibility of a raffle, giveaways, and a community mailing list development vehicle were discussed.

14. Art Film: Kohl reported on behalf of Aber (who could not attend) that a decision was made to reschedule the offering of an art film to later in the fall or winter. Washburn commented on the success of the library film programs and emphasized that Spanish language promotions should be included in our outreach. Lucas described the drive-in movie offered during early Covid with One Mamaroneck.

15. Monarch Butterfly Project: Buie responded to the proposal made by the Environmental Committee to install a mural at the Water Treatment Plant at the Harbor. Discussion centered around the impossibility of getting approval for such artwork at this site. Also discussed was the possibility of having a moving installation but that, too, will be logistically challenging. Discussion of painting butterflies on the Tompkins Avenue bridge that has been closed off. Further discussion required to develop other options more fully.

16. O'Rourke announced a Poetry Reading on June 22nd that she is hosting through the library. Poet Laureate Michael Collins will be featured with other poets from the village. The reading will take place at 4pm at the Poetry Garden (or inside the community room at Library in case of rain). Discussion of whether the Arts Council might consider the purchase of a battery-operated microphone and a lectern/ microphone stand.

17. O'Rourke raised awareness that we, as a Council, did not participate in Pride month. We agreed that we will seek to do something next year. Also discussed was the Juneteenth event at Columbus Park. The Arts Council had offered One Mamaroneck (an organization to promote equity) to set-up a booth but the organization declined. Instead, a donation was invited but Lucas clarified that we cannot fundraise or give money to other organizations.

18. Motion to adjourn the meeting was made by O'Rourke, seconded by Lerchen. The meeting was adjourned at 8:35pm.

The next meeting is Wednesday, July 6th, at the Regatta.