

**Minutes of CB9 Arts and Culture Committee meeting, Monday Feb. 9 2015  
@ Broadway Housing- 583 Riverside Drive 7<sup>th</sup> Floor**

Quorum achieved at start of meeting

**I. Call to attention: 7:01pm**

**Present**

Joyce Adewumi (Chair)  
Barry Weinberg  
Harriet Rosebud  
Signe Mortensen  
Daria Hardeman

**Absent**

Michael Palma  
Jo Johnson  
Sabrina Francis

**Guests:**

**II. Adopt Agenda- with changes- so moved**

**III. Adopt minutes- so moved**

**IV. Introductions/Presentations/Announcements**

**Introductions**

All current members- we know ourselves

**Presentations- none**

**Announcements**

Rosebud- thanked everyone for our time at Hat Show  
Daria- fill her in if we need her help! It was FABULOUS!

**V. Subcommittee reports**

**Artists Directory Subcomm- Barry**

- Send out the link to database to everyone again!- Barry
- Need to get in touch with Kim to get going again on database- Joyce

**Artists Org Outreach Subcomm- Michael Palma/ Daria H**

- Send out committee meetings and events to all database entries and WHDC grantees.- Daria will do this.

**Archives subcommittee- Jo Johnson**

- None at this time

### **Events subcommittee- Signe**

- None at this time

### **Marketing subcommittee- Harriet**

- Will discuss under Old Business with NYCMF.

### **Strategic Planning Committee- Harriet/Signe**

- Send out invitation letter to WHDC grantees and give Victor info for his March meeting. Invite them all to next meeting and explain that we want to discuss how to help them with space in the community.
- Daria asked about WHDC- we explained CBA and what it is for.

### **Joyce- asked what our goal is for helping artists this year 2015**

- Rosebud- invite city agencies and get our artists to meetings to learn and empower themselves and get the info they need.

#### **Connect city agencies with our artists**

- Create a calendar of speakers from city agencies and invite our artists.
- DCLA
- DCA-NYSCA- Mayors Film(Made in NY)-
- Arts Education needs in District- join with YEL
- LMCC/NYSCulturalA- is re-granting city \$\$
- Harlem Arts Alliance
- The Field
- Housing agency?- HPD- always partners with a local arts organization
- Made in NY- Film agencies- jobs!
- Other organizations we can invite- please think about this for next meeting
- Barry- we need to do more to bring our artists in to meetings where city agencies are present.

#### **Workshops for Artists**

- Daria- does a workshop for getting into the business- how to never need a day job
- Include workshop in the festival?
- Marketing packages
- Career transitioning for Artists
- How to get a 501c3?

### **VI: Old Business**

#### **Partnering on Arts Stroll**

- Flyer competition
- 135<sup>th</sup> to WH- galleries will be open
- Tie in to festival-
- Hamilton Grange- in the stroll we could have people dressed up and in hats- talk about history of Grange.
  - Need to speak to Park Rangers-ask Eutha for contact- Joyce and Rosebud
- NOMA brings the people to our "exhibition"

- **Questions for NOMA:**
  - Marketing schedule
  - What are they doing on May 30
  - Transportation/logistics for attendees- buses
  - How do they envision us partnering with them?

### **NYC Multicultural Festival**

- Workshop Friday and Festival Saturday?
- Daria- asking for clarification of which artists to invite- most are “American”- explained that all are encouraged to apply and we will review their work. But we will choose a variety of cultural selections.
- **Committees?**
  - Stage Performances
  - Love Yourself Pavilion- house in a big tent/chairs
  - People will be charging the attendees for the services (massage, etc)
  - Children’s Pavilion-
  - Marketing- make ourselves look bigger than the budget is- maximize the budget.
    - One message and signage should all be the same!
    - How do we keep in touch with community? Continuous events leading up to festival

**Ideas-** We need ideas of a large spectacle that brings everything together at the festival

- Corporate sponsors
- What is the picture taking theme or activity?
- Saturday stroll- in costumes strolling through festival
- **NYC: Home to the World**
- **Flagpole with fabric?**
- Tell the artists to stay in their area as a spectacle
- our artists need some help and empowerment BEFORE the festival to prepare them.

### **FOLLOW UP ASSIGNMENTS**

- Rosebud- marketing- video teaser- postcards- programs
- Barry- corporate sponsors
- Signe- WHDC grantees with ethnic artist angle
  - Health and social services-There will be a chance to
- Daria- Children’s services Programs-

### **VII: New Business**

- None

**VII:** Meeting closed: 9:35pm.

Thank you for coming and see you next time!  
Submitted by Signe Mortensen