Minutes of CB9 Arts and Culture Committee meeting, Monday Feb. 9 2015
@ Broadway Housing- 583 Riverside Drive 7th 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
- 135th 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:
  o Marketing schedule
  o What are they doing on May 30
  o Transportation/logistics for attendees- buses
  o 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?
  o Stage Performances
  o Love Yourself Pavilion- house in a big tent/chairs
  o People will be charging the attendees for the services (massage, etc)
  o Children’s Pavilion-
    o 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
  o 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