

DRAFT MINUTES
ARTS AND CULTURE COMMITTEE
DATE JANUARY 7th, 2019

Committee Members:

Joyce Adewumi, Chair ~ present,
Harriet Rosebud, Co-Chair ~ present,
Daria Hardeman ~ present, Ilana Mercado ~ present, Monique Hardin Cordero ~ present, Maxine
Best ~ excused

Other Attendees Present:

Sheila Black of Liha Fashion Accessories Mobile Boutique, Migdalia Rodriguez, Director West Harlem Skills Learning Center, Jessica Green, Maysles Documentary Center, Curator of Made in Harlem: Class of '68, Marty Cummings of CB9,

The meeting was called to order by Ms. Joyce Adewumi at 6:37pm.

Minutes will be approved at next meeting.

Agenda approved.

Presentations/Reports:

Migdalia Rodriguez runs the West Harlem Skills Learning Center and wants to include the arts by featuring artists each month to display their works at the center. She will have the center open in the evenings for the public to come and view the artwork. She wants to have an opening for each exhibit with light refreshments. Her goal date for the first opening reception is Feb 1, 2019. She has made flyers and will add to them. The center will be open from 6pm -7pm for public viewing of the artwork. Artists can sell their work if interested. Joyce mentions the Artists Showcase traveling exhibition in CB9 and says she wants to expand it and work with more places to exhibit works, artists need more exhibition space. The tracks are up in the training center and are ready to go. Marty asks if he can contact painters in CB9 that he knows and if the tracks hold canvas, they do. Harriet asks what about other types of arts, other than painting, like wearable arts. Migdalia says yes they can do it, doors will be open from 9am to 6 or 7pm and she will help promote and wants to showcase as many artists as possible, each artist will show their work for two months at a time. She also said performance artists too, and in the summer months she wants to bring it outside, have a fashion show or performing arts. The artists do not have to be in CB9. This project is part of the A&C committee's Artist Traveling Exhibition initiative which partners with community organizations who will host exhibitions for CB9 Artists.

Jessica Green of Maysles Cinema is the curator of Made in Harlem Class of '68. Because there are film viewings and events that are part of the program occurring in CB9, they are recipients of

funding from the WHDC. The film series runs from 12/2018 -6/2019. It is about how a lot of black and latino, arts, education and social political organizations were founded in the aftermath of the assassination of Dr. Martin Luther King Jr in 1968. She said it was like a Phoenix rising from the ashes, for example ethnic studies came out of this times, black art, black power. The featured films look at the time before the assassination and after. There are multiple venues for this film series such as City College and Lenfest Center of Columbia University, Museum of the City of NY and others

The next film in the series is Harlem School a 1970 film at City College. It looks at Harlem public schools in 1970, the only film to do this and she is working on tracking down students who were in the film. Jessica says she is open to more ideas. Harriet says that recipients of the WHDC grants must not only come to tell Arts and Culture what they do but maintain an ongoing relationship with the CB9 committee.

To send emails to us and keep us abreast of what is going on so we can work together on future events and know what their needs are. Maysles is also a school for documentary film makers.

Old Business:

Joyce mentions the CB9 Artists Traveling Exhibition in CB9 and says she wants to expand it and work with more places to exhibit works, artists need more exhibition space. The tracks are up at the West Harlem Skills Training Center and are ready for artists to exhibit their work. Marty asks if he can contact painters in CB9 that he knows and if the tracks hold canvas, they do.

New Business:

Artist Circle for 2019, date has been chosen by vote for June 15th, 2019.

The Artists Circle event topic discussion. Brainstorming session yielded the following:

“How To” topic. How to succeed with social media or how to be a film maker, or how to guidance for older artists who don’t know how to keep up with changes in various industries or to keep working. Daria says she teaches a class on how to do this and it’s agreed that she will be apart of this for the event. Also, how to stand out with your marketing. Marty says how do you brand yourself and how you have to navigate social media, e.g. knowing the best times to post on social media. How to resumes for artists, both for art career and what you might have to do to pay the bills. Daria says let’s not over book the program this year. Harriet says, how to win grants. How to be a better artist. Joyce asks Shelia what types of workshops would she like to see. She says anything with numbers, like how do I price and market my artwork. What well known organizations that will help market your business. There are a lot of people and organizations that don’t have visibility. Joyce says get people from MOMA and studio museum, buyers. Shelia says buyers from Schaumburg gift shop. Harriet has sold her work to museums, she knows process. How do you monetize your time? What is your worth Shelia says you gotta feel it, if someone says that’s all it costs, then you gotta raise the price. Harriet will reach out to MOMA because she has worked with them. Also, how do you get selected by curators.

Key note speaker and breakout, like last year?

Marketing panel on how to market yourself, different disciplines, performance, fashion etc.

How to maximize social media. Everyone needs something to pick someone to ask to speak or be a part of the event. Shelia can put together numerous resources in Harlem to help with business side of it. Help artists master social media Daria mentions the woman from last year who did the hip-hop presentation. Harriet says number one problem with wearable arts is how to price. Joyce has a person who always gets work in the film industry and a person with three stores who was a vendor and can talk about how to price. Also find young people who can help. Don't have a lot of people who can provide space because of misconceptions with a younger population, how can they find partnerships in Harlem? Young people need to know that they have to have professional and how to present themselves. Modeling and fashion comp cards, sometimes they need to have them. Ilana will ask her friend Carla a model to be a part of the panel. Monique speak with someone she knows on getting yourself out there. Not necessarily people in cb9 but who have experience.

Meeting adjourned at 8:37pm

Respectfully submitted by Ilana Mercado