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**The City of New York
Community Board 8 Manhattan
Arts Committee
Tuesday, May 11, 2021 – 6:30 PM
This meeting was conducted via Zoom**

MINUTES:

Present: Gayle Baron, Alida Camp, Rita Popper, Margaret Price, and Barry Schneider

Item 1: The first item on the Agenda was an update on a potential collaboration with the New York Commission on Human Rights. The Commission had proposed working with the Arts Committee on murals relating to human rights issues. However, the muralist, who is leaving the City, will not be available.

Item 2: Mick Mellamphy, newly named Artistic Director and Ute Schmid-Keyes, General Manager of Origin theatre were invited to speak about presenting live theatre by increasing the number of theatres on the Upper East Side and presenting performances at James Cagney Place. Mick began by speaking about the 6 billion in revenues that theatre brings to New York. Origin Theatre is devoted to introducing New York to plays written by European playwrights. Origin is setting programming for 2021-2022. They work with 59 East 59 Street, a local theatre. Mick expressed interest in outdoor theatre. Ute gave her background in working with the arts.

Mick is eager to work with CB8 to build programming for performances in public spaces. We asked him to find one-act or short plays to put on in James Cagney Place. James Cagney Place has an electrical source, is gated at either end where a poster announcing the event could be placed. No permit is required, other than sound permits. Make Music New York takes place on June 21, throughout the City, including James Cagney Place. Origin is working on programming for next year, which would work with James Cagney Place.

Origin also wants to build partnerships with Upper East Side small businesses. Mick will send some potential material for performances. Origins promotes work of European playwrights wherever they live. Mick is interested in promoting Upper East Side artists, noting that Origin was born on the Upper East Side, near James Cagney Place.

Rita suggested having food trucks give out samples to draw in the community.

Item 3: Talent Unlimited, an audition high school at Julia Richman Education Complex is interested in putting on performances with high school students who work in jazz, chamber music, and theatre performances. We may be able to alternate bands from different institutions and groups during the art show.

The maintenance men must know at least one day in advance for any electric connections.

Item 4: The Committee discussed the art show and how to reach out to additional artists for submissions. A member of the public talked about reaching students in his high school which is out-of-the-area. Students attending school in the District count. The Board is looking to support local arts.

We discussed reaching out to Patch for more publicity for submissions and for the art show, with a snazzy angle to attract press coverage. We need to attract press coverage to be viewed seriously. We could make the point that artists could sell their work.

There are art galleries on the Upper East Side who may be willing to reach out to their artists.

Connection to the Upper East Side is not limited to living, working, going to school in the Upper East Side. It could be seniors who go to senior centers, congregants in churches, synagogues, mosques, handing out flyers in our buildings. We need to expand our outreach creatively to reach more artists.

We discussed a new flyer to promote the art show, noting music to announce a jazzy festival.

Elizabeth Rose Daly from the Frick gave suggestions for outreach and offered to promote the event on the Frick's Twitter feed. She suggested approaching the communications departments at other museums, The Roosevelt Island Historic Society and Lenox Hill Neighborhood House. She added libraries to the list for outreach. East 67 Street library has been very helpful to the Board. Rami Sigal will reach out.

Mick gave a website www.storefrontstartup.org, and reminded us of ChaShaMa who place art in empty storefronts.

The 92 Street Y would be a good source, but we have not been able to reach them. Marymount and Hunter were approached also.

Submissions and logistics will be discussed in May at the next working group meeting.

It was noted that there has been outreach to obtain easels, such as through the not-for-profit Materials for the Arts and High School of Art and Design.

Alida Camp, Chair