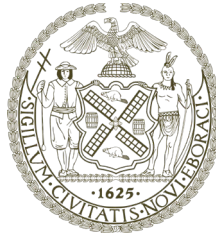


Valerie S. Mason
Chair

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**The City of New York
Community Board 8 Manhattan
Communications Committee
Thursday, April 30, 2026 – 6:30 PM
*This meeting was conducted via Zoom***

MINUTES

Attendance: Danielle Avissar, P. Gayle Baron, Alida Camp, Sahar Husain, Addeson Lehv, Monica McKane Sanchez*, Sharon Pope-Marshall, Rita Popper**, Margaret Price, Will Sanchez, Judy Schneider, Robin Seligson.

**Public Member of the Communications Committee*

***Public Member of the Arts Committee*

Approximate Number of Public Attendees: 2

Item 1 – Review of Submissions for Potential CB8 Logo Designers - Joint agenda item with the CB8 Arts Committee

A number of CB8 members had expressed the need for a modern, compelling symbol that would reflect the work and achievements of the Board and the community it represents.

In response, CB8 solicited applications from designers to create a CB8M logo. When completed, the logo will appear on CB8 banners, letterhead, informational flyers, and other written materials.

CB8 received eight applications from potential designers. Based on candidates' resumes, examples of previously created logos, and references, the chair of the Arts Committee and the co-chairs of the Communications Committee selected both a first-choice designer and a second-choice artist in case the finalist is not available. After Full Board approval of these choices, the committees will provide the selected artist with design specifications. The committees will later review the artist's logo submission.

The committees jointly approved the following resolution:

WHEREAS Community Board 8, Manhattan is seeking an identifiable logo to be used on its many communications, including on written materials, its website and its banner; and

WHEREAS CB8M has sought candidates to create such a logo through a public application process; and

WHEREAS respondents to the call for applications were asked to present a resume, references and several examples of their previous logo designs; and

WHEREAS after a review of all eight applicants, the Board's Communications and Arts committees jointly selected Braylan Feliz of New York City as its finalist; now

THEREFORE, BE IT RESOLVED that Community Board 8, Manhattan approves the hiring of Brayan Feliz to design a CB8M logo; and

BE IT FURTHER RESOLVED that the Board will pay Brayan Feliz a fee of \$800 after the logo is completed.

Board Member Vote: 11-0-0

In favor: Danielle Avissar, Gayle Baron, Alida Camp, Sahar Husain, Addeson Lehv, Monica McKane-Sanchez*, Sharon Pope-Marshall, Rita Popper**, Peggy Price, Will Sanchez, Robin Seligson.

Item 2 – Discussion of Topics for Upcoming CB8 Zooms Programs

Co-Chair Margaret Price described the Communications Committee’s efforts to publicize the special programs and initiatives of CB8M committees. Outreach methods—including CB8 Zooms programs, social media, and the press, where possible—aim to further acquaint the public with the work of CB8 and to boost public participation in the Board’s activities.

In late May, CB8 Zooms will feature the work of the Sanitation and Environment Committee. Among its activities, that committee will be surveying the community on its views of sanitation on the Upper East Side. The Communications Committee will help publicize this outreach effort. Once survey results are obtained, the Communications Committee will disseminate the results, potentially through a press release, to expand awareness of this important initiative and its findings.

Item 3 – Update Regarding CB8's Outreach to Community Groups

Co-Chair Sharon Pope-Marshall discussed a strategic outreach initiative designed to strengthen the relationship between Community Board 8 and the local community. The project focuses on engaging approximately 50 neighborhood organizations—including schools, religious institutions, and community groups—to provide clarity on the Board’s activities and to enhance public participation.

Current committee co-chairs and former Board chairs have been invited to lead these introductory meetings and serve as liaisons to these local institutions.

Item 4 – Street Fair Booth Planning

CB8 participates in several annual neighborhood street fairs and hosts two annual art shows. Attendees discussed ways to increase public interest in CB8’s booths at these events.

Some ideas included:

- To reduce clutter on the table, limiting written materials to information generated by CB8M;
- Supplying a flyer with the monthly calendar and committee meeting dates;
- Creating a more visible banner with a brightly colored background instead of the current white;
- Providing chalk and candy to the children and dog biscuits for visitors with pets;

- Creating a list of CB8 accomplishments and major projects in which it has taken an important role, such as the creation of the Second Avenue Subway.

A resolution regarding the issue of table clutter initially passed, but after further discussion, attendees tabled the resolution and instead chose to ask elected officials not to place their materials on CB8's table at street fairs.

Resolution to prohibit non-CB8 materials on the CB8 table at street fairs

Board Member Vote: 8-0-2

In favor: Danielle Avissar, Gayle Baron, Sahar Husain, Monica McKane-Sanchez*, Sharon Pope-Marshall, Margaret Price, Judy Schneider, Robin Seligson.

Abstain: Addeson Lev, Will Sanchez.

Motion to withdraw the resolution regarding table clutter

Board Member Vote: 9-0-0

In Favor: Gayle Baron, Sahar Husain, Addeson Lev, Monica McKane-Sanchez*, Sharon Pope-Marshall, Margaret Price, Will Sanchez, Judy Schneider, Robin Seligson.

Item 5 – Old Business

No items of Old Business were discussed.

Item 6 – New Business

No items of New Business were discussed.

There being no further business, the meeting was adjourned at 7:45 PM.

Sharon Pope-Marshall, Margaret Price, and Robin Seligson, Co-Chairs