

CAMBRIDGE ARTS COUNCIL
MEETING: October 12, 2010, 6PM

BEGIN: 6:15PM
END: 8:00PM

WELCOME & INTRODUCTIONS: After Charles called the meeting to order we welcomed Diana Limbach as a new member of the CAC advisory board. Diana has worked in the office of Senator Sonia Chang-Diaz and with dance and art organizations at Harvard University, where she is currently working toward a master's degree in urban planning and design. She is interested in public art: the ways the arts can be an effective tool to improve the urban environment for all people and also the ways that cities can be more hospitable to the arts.

Joy Powers, a journalism student at Emerson, attended the meeting as part of an assignment to cover a public meeting.

MEMBERSHIP: Jason requested the board suggest new members, particularly those with an expertise in marketing and public relations and practitioners in the fields of literature, dance, and education. He requested that each member consider five individuals that would be potential candidates and he would follow up with these individuals and schedule interviews and discussions along with current CAC members in order to cultivate a group that is more knowledgeable about the work of the organization and available to join following membership term completions.

ELECTION OF OFFICERS: Jason reported that Charles, Chair, and Rosanna, Secretary, will be leaving the board at the end of their terms. After due deliberation the board voted to elect Aliyah Gary as the new Chair and Barbara Baker as the Vice-Chair. The new Secretary will be chosen in the November meeting. It was also proposed that Lori Damon and Lori Lander serve as Co-Chairs of the committee to explore and create relationships between the CAC and the business community.

Charlie stressed the need for the board to continue its mission to build long-term associations with local businesses. Jason said headway had been made with linking the Cambridge Open Studios program with local restaurants and exhibition opportunities at the Mt. Auburn Hospital, Irving & Harding House and with Coldwell Banker, among others. Lori suggested that events such as the Anthropologie celebration of their new store with 10% of the evening's proceeds benefiting the CAC might be pursued with other retail stores and restaurants. Charles felt these events might be less taxing and more productive than a yearly fundraiser. Jason also mentioned support from Cambridge Local First to work with temporary art exhibits in local businesses. He hopes to strengthen the cultural economic relationship with such projects as the Mayor's Red Ribbon Commission focusing on the Central Square area as a potential pilot program to introduce the new state legislation on cultural district planning and implementation.

In recent years the board has focused on two projects – expanding its outreach to the business community and the creation of the directory of artists. Rosanna suggested that the second objective had been achieved: with SlideRoom and Cambridge Open Studios, the directory of visual artists was now in place, and directories in theater and dance were already provided by StageSource and Dance Alliance.

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DIRECTOR'S REPORT: Jason announced that there would be staff visits to the board during the November and January meetings. In November, Mara Littman, Director of Marketing & Public Relations, will discuss CAC's initiatives related to marketing and communications. In January, Lillian and Jeremy will discuss the Public Art/Percent-for-Art Program, the CAC Gallery, Conservation & Maintenance Program, and education and outreach initiatives related to public art. Jason announced the fall three-part webinar series, "Public Art Academy," of the Americans for the Arts, to be held in the CAC Gallery. The webinar should be of great interest to artists and board members interested in working in the public realm.

The Community Arts Program has been very busy: The grant program application deadline was October 15. Nominations are now being sought for the Cambridge Poet Populist Program. Also, Cambridge Open Studios East, Central, and North/West will all be concentrated in one month – May has now been designated Artist Open Studio Month.

BOARD PROJECTS: Jason stressed that the expertise of individual board members would be tapped for various projects of the CAC. The discussion turned to ways the Board might establish relationships with universities and schools as well as businesses. Lori said she could speak with the Broad Institute at MIT and investigate, among other things, possible sites for exhibition space. Given the amount of discussion related to Membership and the Director's Report, Jason suggested that further discussion related to Board Projects be tabled until the November meeting to provide ample time for conversation.

OTHER BUSINESS: Short announcements followed about *First Monday@CAC Gallery*; the CPSD University Arts Partnership between MIT, Harvard, Lesley, Longy School of Music and the Arts Institute at Boston; Phyllis Bretholtz's photography show, *Central Square: Then & Now*; and the evening at the Jose Mateo Ballet Theater celebrating its 25th Anniversary & Halloween Ball.

The minutes of the meeting on June 29 were approved with a few edits.

MEMBERS PRESENT: Rosanna Yamagiwa Alfaro, Phyllis Bretholtz, Lori Damon, Aliyah Gary, Diana Limbach, Charles Norris, Jason Weeks, Executive Director

MEMBERS ABSENT: Barbara Baker, Lori Lander, James Lawson, Andrew Mroczek, Matthew Weinberg.