

**MINUTES  
CULTURAL ARTS COMMISSION  
April 17, 2019**

The Cultural Arts Commission meeting was called to order at 4:00 p.m. in the conference room of Town Hall, 39 N. Hickory Avenue, Bel Air, Maryland.

**MEMBERS PRESENT:** Kristien Foss, Chair  
Sandy Schlehr, Vice Chair  
Natalie Weeks  
Brigitte Grubb  
Carole Milan  
Jeanne Close  
Pat Riley  
Pat Fielder  
Cheryl Manns

**IN ATTENDANCE:** Angela Robertson, Economic Development Coordinator  
Trish Heidenreich, Director of Economic Development  
Philip Einhorn, Town Commissioner  
Jane Callahan, guest of Carole Milan  
Catherine Butrim, Recording Secretary

**ADMINISTRATIVE MATTERS:**

Approval of Minutes – March 20, 2019

Ms. Milan moved and Ms. Fielder seconded the motion to approve the minutes of the March 20, 2019 meeting.

The motion carried.

FY19 Budget Review

Ms. Robertson stated that there have been no changes to the FY19 budget, and the current balance is approximately \$3,750.00.

**UNFINISHED BUSINESS:**

Take a Chance on Art – Event Recap

Ms. Foss reported that Ms. Schlehr, Ms. Milan, Ms. Weeks, Ms. Robertson, Ms. Heidenreich and she attended Take a Chance on Art, and they shared photos of the artwork they chose in the lottery.

Ms. Robertson reported that Harford Artists had fewer tickets sold than available pieces of art, so they allowed people to pay \$50 to purchase a piece of art after the lottery ended. She

reported that the event raised over \$3,000.00 for Harford Artists, and approximately 90 people were in attendance.

Ms. Robertson advised that she did speak with Harford Artists following the event about the lack of recognition for CAC's sponsorship in the event program. She advised that the CAC logo was listed on the back of the program with organizations that provide operational support. Ms. Robertson stated that Harford Artists apologized for the omission and acknowledged that CAC should have been recognized as a premier sponsor for the event.

Ms. Weeks suggested that, at future events, people should display the artwork they won to the audience after they choose it.

Ms. Fielder inquired where the event was advertised. Ms. Robertson stated that the event was heavily advertised on Facebook. Ms. Fielder inquired if Harford Artists uses Constant Contact. Ms. Robertson advised that they do not, but it was on the Harford Artists website and advertised in *Harford's Heart*. She advised that Harford Artists also has a large mailing list that received an invitation to purchase tickets via email.

Mr. Einhorn and Ms. Foss both volunteered to emcee next year's event. Ms. Robertson advised that she will inform Harford Artists that both are available to help in 2020.

Ms. Robertson stated that Harford Artists will likely ask CAC to sponsor the event next year.

### Tower Mural

Ms. Robertson extended thanks to Mr. Einhorn, Ms. Foss and Ms. Fielder for meeting with and following up with Renato Buontempo, who did sign the MOU. She advised that they can now move forward with the contract for Jack Pabis.

Ms. Robertson stated that her one concern is that the measurement for the mural is 6.8' x 5.5' rather than the original measurement of 5.5' x 4'. She advised that she has inquired whether this will affect the cost of the mural, but she has not yet heard from Mr. Pabis.

Ms. Robertson stated that the CAC members should let her know about any specific elements they would like Mr. Pabis to include in the windows of the mural. Ms. Fielder suggested an interactive aspect to the mural. Ms. Close suggested vines around the windows. Mr. Einhorn suggested having the year Main Street Tower was established on the mural.

Mr. Einhorn stated that he will speak to Mr. Buontempo and obtain a photograph of Mr. Buontempo's father if he would like to include his likeness in the mural. Ms. Robertson advised that Mr. Einhorn can have Mr. Buontempo email the photograph to her.

Pre-Movie Entertainment

Ms. Robertson advised that Uncle Pete-UP with Kids is no longer available for the pre-movie entertainment. The following entertainers have been scheduled:

- 6/7/19 *Star Wars: The Last Jedi* U. S. Taekwondo Academy
- 6/21/19 *Wonder* Becky Titelman
- 7/5/19 *Mary Poppins Returns* Bel Air Dance Academy (not confirmed)
- 7/19/19 *Incredibles 2* Tae Kwon Do Masters
- 8/2/19 *Small Foot* Ryan-Kilcoyne School of Irish Dancing (not confirmed)
- 8/16/19 *Trolls* Rage Box

**NEW BUSINESS:**

Promotional Items

Ms. Robertson advised that the rack cards for CAC are outdated and should be updated with the *Queens Anne's Lace* sculpture, the *Champions of Courage* mural and some verbiage changes. She advised that she will obtain an estimate for having the rack cards reprinted and will present it to the members at the May meeting.

The members present agreed that the shopping bags with the CAC logo should be reordered. Ms. Robertson advised that she will get an estimate for the purchase and present it to the members at the May meeting.

**OTHER:**

A&E District

Ms. Robertson stated that Fran Johnson of *Harford's Heart* suggested that a mural be painted on the Music Land building. She advised that while the building is not located in the A&E District, it is within the Town limits and would be a highly visible location. The members present agreed.

Ms. Robertson advised that the Town received a \$10,000.00 grant from the Maryland State Arts Council for A&E District operational expenses, which can cover marketing expenses for FY19 ending on June 30. She advised that the funds will cover the cost of advertising done for Christmas in Bel Air, for the Fall Arts Guide advertising in *The Baltimore Sun*; and the funds

will cover an upcoming two-page article in *Harford's Heart*, radio ads, reprint of brochures and the cost of hiring a stock photographer for events in the A&E District.

Ms. Robertson advised that Maryland State Arts Council arranged for a film crew from Wide Angle Youth Media to come to Bel Air on April 13 to film a promotional video for the A&E District. She advised that she was interviewed for the video at Caprichos Books. Ms. Robertson thanked Ms. Foss for her assistance. She advised that the film crew visited the A&E District mural, the heart sculpture at Town Hall, the *Queen Anne's Lace* sculpture and the Historic Bel Air mural. Ms. Robertson stated that the film crew visited the Farmers' Market for opening day, the Kite Festival, Harford Artists, the Bel Air High School production of *Joseph and the Amazing Technicolor Dreamcoat* and *A Night in Paradise* at the Armory. Ms. Robertson advised that the crew also captured drone footage at the Farmers Market and Main Street.

Mr. Einhorn advised that he saw a segment on the news, in which a town in Montgomery County and Bel Air were voted the two (2) best places to live in Maryland. Ms. Fielder advised that the study was released a couple of months ago, and Bel Air was chosen as the top place to live in Maryland.

Ms. Robertson reminded the members that Ballet Chesapeake's *Carnival of the Animals* will be held on May 17 at 6:30 p.m., and there is no charge to attend.

#### Other

Ms. Riley announced that she will be resigning from CAC effective July 1 as she will be moving. She advised that she would like to attend meetings when she is able. Ms. Robertson thanked Ms. Riley for her service to CAC and stated that her input has been very valuable and will be greatly missed. She extended an open invitation for Ms. Riley to attend CAC meeting when she is visiting Bel Air.

#### **ADJOURNMENT**

Ms. Riley moved and Ms. Close seconded the motion to adjourn the meeting at 5:02 p.m.  
The motion carried.