

**MINUTES
CULTURAL ARTS COMMISSION
May 15, 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
Jeanne Close
Pat Riley
Pat Fielder
Cheryl Manns

IN ATTENDANCE: Angela Robertson, Economic Development Coordinator
Philip Einhorn, Town Commissioner
Catherine Butrim, Recording Secretary

ADMINISTRATIVE MATTERS:

Approval of Minutes – April 17, 2019

Ms. Milan moved and Ms. Fielder seconded the motion to approve the minutes of the April 17, 2019 meeting.

The motion carried.

FY19 Budget Review

Ms. Robertson stated that the current FY19 budget balance is \$3,521.83. She advised that \$1,350.00 will be deducted as soon as Jack Pabis' contract for the Tower mural is fully executed. Other deductions in FY2019 will include the \$1,350.00 balance that will be due when Mr. Pabis completes the mural, \$235.38 for the new rack cards, \$370.00 for 250 totes bags to give away at the Authors & Artists event and \$100.00 for Becky Titelman to perform at the Outdoor Movies Series. Ms. Robertson advised that, after these deductions, the FY19 balance will be \$116.45. She stated that she is investigating whether they can purchase additional tote bags in order to spend the rest of the budget funds.

UNFINISHED BUSINESS:

Tower Mural

Ms. Robertson stated that the contract and exhibits have been mailed to Jack Pabis.

Ms. Robertson advised that Mr. Pabis did submit preliminary sketches for the mural. Ms. Robertson shared the preliminary sketches for the two (2) windows and the sketch of the bicycle. The members present agreed to request that Renato Buontempo's father be depicted in the window that will include people dining. Ms. Robertson stated that she will email the sketches to Mr. Buontempo for his approval. She recommended that the sketch with the chef be placed closer to Main Street and the sketch with the diners be placed further down the wall.

Pre-Movie Entertainment

Ms. Robertson state that the pre-movie entertainment has been revised as follows:

- 6/7/19 *Star Wars: The Last Jedi* U. S. Taekwondo Academy (confirmed)
- 6/21/19 *Wonder* Becky Titelman (confirmed)
- 7/5/19 *Mary Poppins Returns* Hoppin' Hawks (confirmed)
- 7/19/19 *Incredibles 2* Tae Kwon Do Masters (confirmed)
- 8/2/19 *Small Foot* (not booked)
- 8/16/19 *Trolls* Rage Box (confirmed)

Ms. Robertson stated that Elise Gerard is working to find entertainment for August 2. Ms. Foss suggested that Ms. Gerard reach out to Maria Lorenzo who is the Community Outreach Coordinator for Bel Air Athletic Club (BAAC) to see if they could offer a class as entertainment.

Ms. Robertson inquired if CAC would like to continue sponsoring pre-movie entertainment in 2020, or if the members would like to turn that responsibility over to the Downtown Alliance.

Ms. Weeks moved and Ms. Close seconded the motion that CAC will no longer choose or fund pre-movie entertainment for the Outdoor Movie Series in 2020.

The motion carried.

Promotional Items

Ms. Robertson advised that she will update the rack cards to include recent projects, including the murals, sculptures and other projects that CAC has sponsored since 2015. She advised that One Main Creative can design and print 1,000 rack cards for \$235.38.

Ms. Robertson advised that 250 totes bags, for use to promote CAC at events, will cost \$370.00. She stated that she will try to purchase as many tote bags as possible to spend the remaining funds in the FY19 budget.

NEW BUSINESS:

Naming of Murals

Ms. Robertson recommended that CAC choose a name for the A&E District mural on Lee Street and for the Tower mural.

Ms. Fielder moved and Ms. Close seconded the motion that the mural on Lee Street be named *Art Works!* and that the Tower mural be named *La Dolce Vita*.

The motion carried.

Ms. Foss suggested that CAC ask Mr. Pabis if he can incorporate the names into both murals.

OTHER:

Little Free Library

Ms. Foss advised that she and Ms. Schlehr have been checking and stocking, as needed, the Free Little Library and she is continuing to receive books from students at Southampton Middle School.

A&E District

Ms. Robertson stated that she attended the kickoff for the Harford County Barn Quilt Trail May 15th. She advised that there currently are 17 barn quilts installed throughout Harford County, and the program is a great opportunity for agritourism in Harford County. Ms. Robertson shared examples of three (3) barn quilts on the trail. She advised that a map of all the quilts on the trail and information about all of the quilts are available at www.barnquiltssofarfordcounty.com.

Ms. Robertson stated that Joan Hayman, who spearheaded the trail, would like to have a quilt installed at The Mill of Bel Air. Ms. Robertson advised Ms. Hayman to contact CAC if they are looking for a sponsor for the quilt to be located in the Town of Bel Air, including the location at The Mill.

Ms. Robertson advised that the HCCAB grant is due on May 29, and the Town is requesting \$5,125.00 for assistance with the Spring Fling, the Fall Fling, the Film Festival and Authors and Artists.

Ms. Robertson stated that she will be attending an Arts Summit for the State of Maryland on June 7-8. She will be attending with grant funding provided by HCCAB.

Ms. Robertson advised that the Public Art Walk brochure will be updated in June and will include the mural at the Tower. The new brochure will include 20 works of art.

Ms. Robertson stated that a marketing push is beginning with assistance from a \$10,000 grant from the Maryland State Arts Council. The marketing initiative will include a 2-page spread in June 2019 *Harford's Heart*, a 1/2-page ad in the June 2019 *I-95 Business Magazine* and 2 weeks of radio ads will be running in June to promote the A&E District. Ms. Robertson advised that she hired a photographer to document six (6) events this spring, all the public art works in Town, Main Street and shops that offer local art.

Ms. Foss inquired if Hometown Heroes will be returning. Ms. Robertson stated that Hometown Heroes will be relaunched this summer, and Ms. Foss can contact Jenny Falcone from the Downtown Alliance.

Ms. Weeks inquired about the video filmed by the Maryland State Arts Council featuring the A&E District. Ms. Robertson advised that the video will be released this winter.

Other

Ms. Riley stated that she was in the first graduating 6th-grade class at Wakefield Elementary, and she was excited to attend the open the school's time capsule after 60 years. She stated that the art teacher at the school does a wonderful job with the students and the display of their art throughout the school.

Ms. Robertson advised that Kore Bootcamps graduated from Armory Marketplace to a space on Main Street, and a new tenant at Armory Marketplace will be announced next month.

Ms. Robertson stated that Armory Marketplace received an award from the Maryland Department of Planning Sustainable Growth Commission.

Mr. Einhorn stated that he read an article in the paper yesterday naming Bel Air as #47 in a listing of the best towns in the United States.

Ms. Robertson stated that she walked the Tale Trail with Liz Decker of Caprichos Books. She advised that the trail will begin at the Rockfield Creative Playground side and end near the barn at Rockfield Manor. The trail will be a loop with 12 signs approximately 40 steps apart containing pages from the storybook on each side.

Ms. Riley suggested that CAC consider sponsoring a mural on the long wall at the Sears side of Harford Mall. She suggested that students at Bel Air High School could paint the mural.

ADJOURNMENT:

The meeting was adjourned at 5:06 p.m.