

CAMBRIDGE ARTS COUNCIL ADVISORY BOARD
MONTHLY MEETING: February 11, 2014

START: 6:35 pm
END: 7:58 pm

MINUTES

Lori Damon called the meeting to order and asked that the Board members review and approve the January meeting minutes. Luia C. made a motion to accept the minutes and Diana L. seconded the motion. All members voted their approval.

MEMBERSHIP

Terms of Service

Current policy allows two terms, 4 openings coming up, 1 now, 1 in 6/2014, 2 in 9/2014

Staffing Update

Jason gave update, interviews for marketing position are upcoming end of February.

Recruitment of New Members

The group discussed the priority for different art forms and disciplines to be represented as well as various neighborhood groups. Reps in theater and dance needed. Diana L. encouraged a focus on millennials to expand new audiences and new approaches to support culture.

Lori Lander suggested forming a millennial/teen group. She added that an art/science network may be a direction for the group like Harvard students across multiple generations at Museum of Natural History. Kendall Square now has boardwalk behind the Genzyme building that needs a plan for something to do with public art and engagement. Lori added that something is needed also at Sydney and Albany St.

Jason updated the board on meetings with new City Council members. Nadeem is confirmed as chair of subcommittee of council on celebrations and public art, neighborhood and long term planning. Jason spoke with Vice Mayor Dennis Benzan about arts council programs and specific areas where city support is needed. Dennis and Khari Milner (School side of Agenda for Children) are strong advocates for Area 4 and Hip Hop connections/local expressions/breakdancing. Diane N. mentioned success of annual Hip Hop Festival at Baldwin School that was held last night on 2/10/14. Jason to send talking points to board to inform and advocate for the arts.

OTHER BUSINESS

Cambridge River Festival

Jason announced this year will be a big year to celebrate, the 35th festival! Date is June 7, 12-6 He gave an extensive overview of big changes needed due to extensive Harvard construction on the river site and Weeks footbridge yet it allows for a tremendous new opportunity. Due to the construction and concurrent Harvard events, there is loss of river festival property, service areas, parking, and shuttle services. A potential solution is to relocate to the heart of Central Square in the tradition of the World Festival. Jason outlined a scenario of how it could work with the added benefit of being a city center event that would celebrate the new cultural district designation and more directly engage local businesses, restaurants, arts organizations and residents. The location would be the stretch of Mass Ave from Temple Street at YWCA to the MIT Museum. The intent of the change is to try out for this year and possibly next.

CAMBRIDGE ARTS COUNCIL ADVISORY BOARD
MONTHLY MEETING: February 11, 2014

Diana L. responded that the 35th is an opportunity to tell the river festival story and not just brand it. She added that storytelling, live or short videos are taking the place of branding and is more meaningful to people, especially millennials who like things that feel authentic and unique in a place. Jason clarified that there are extensive archival photos/boards of earlier festivals that were presented at the 30th that could be reinvigorated and updated.

Luis noted that the idea of Hip-Hop on Mass Ave seemed more enticing than going to the river, especially for Area 4 supporters.

The group added that there is tremendous opportunity with festival goers to experience the heart and soul of the city for the festival and expand nighttime venues in Central Square.

Lori Lander suggested that carts be located down the center of Mass Ave so they do not block local businesses, an issue that CAC is well aware of.

Lori also added another idea that an art site with street performer permits could be introduced in the summer months on closed Memorial drive.

Local Events

Brudibar at Central Square Theater highly recommended.

Boston Better - Diana L. mentioned that curator, Rainey Tisdale is working on Boston Better, 15 cultural institutions so far on board to do exhibits (at Boston Public Library 4/7-5/11), concerts, talks to mark one year anniversary of marathon bombing in April.

Next meeting is March 11 at 6 pm.

MEMBERS PRESENT:

Present: Luis Cotto, Aliyah Gary, Diane Lempel, Lori Lander, Lori Damon, Diane Norris, Jason Weeks,
Absent: Phyllis Bretholtz, Ann Lawson, Stella McGregor, Matthew Weinberg

Respectfully submitted, Diane Norris, Secretary, CAC