

**Queensborough Community College  
The City University of New York**

**Cultural and Archival Committee Meeting**

**Minutes**

Meeting on Monday, April 24, 2017  
1pm-2:30pm in room A508

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**Attendees:** Nataliya Khomyak, Ian Beckford, Susan Agin, Rosemary Zins, Isabella Lizzul, Barbara Lynch, Cary Lane, Marisa Hollywood, Faustino Quintanilla

1. Cary Lane agreed to take minutes this meeting since Zivah Perel-Katz is on FML.
2. The Committee voted to approve the minutes from the last meeting with two small edits.
3. Faustino Quintanilla began by reporting some vandalism to one of the brass outdoor sculptures over the weekend of April 22<sup>nd</sup>. No damage was done to the sculpture and it will be reported to Public Safety for investigation. Faustino then indicated that the current exhibit at the QCC Art Gallery is going very well, highlighted by a successful collaboration between the Taiwan Cultural Center and Queens College, as well as very good participation from the QCC community. Rosemary Zins communicated that her docent-led tour was to quite helpful in interpreting the exhibit and urged docent/tour use and expansion. Faustino then communicated that the Gallery's 50<sup>th</sup> anniversary will be marked with a very special Goya exhibit slated to open in October of 2018 and that sponsorships are possible. The committee agreed that the angle of the exhibit (Goya as a student) will be effective for pitching the exhibit to instructors across the disciplines. Cary Lane mentioned that CETL would be willing to sponsor a campus integration/best practices event exclusively for the Goya exhibit. Faustino finished his segment by indicating that the Gallery is preparing to publish a book highlighting the permanent collection (their African art collection, especially) with contributions from academic experts worldwide.
4. Susan Agin had three main items to report about QPAC. First, QPAC is now a year-round entity and is hosting several auxiliary programs, including a children's book club, QCC student program, senior program, after-school program, "Meal-and-Show" program, and summer concert series. Susan reported an 11.5% increase in attendance this year, with 62,000 people participating in the auxiliary programs alone. Second, Susan indicated that social media is playing a bigger role in QPAC's marketing and sales

ecosystem, with a 70% increase in online traffic and ticket purchase. Third, QPAC will be going through a major ADA renovation and update of equipment next year. To help alleviate the disruption during construction, QPAC plans to convert existing campus spaces in order to accommodate smaller events. Namely, there are tentative plans to use M136 as a temporary theater space named, “The Showroom.”

5. Marisa Hollywood, representing the KHC in lieu of Dan Leshem, reported that public programs are going well, with high attendance at NEH and community events, including the event at QPAC featuring QCC faculty, a Holocaust Remembrance Day event with MOTYL Chamber Ensemble, and a very effective student-centered collaboration with Queens College on race. Rosemary Zins noted that QC went out of their way to praise QCC and the KHC at a recent event. Marisa went on to say that over 2000 students have visited the KHC this academic year, with a majority visiting “The Jacket” exhibit (often multiple times); she noted that students were having an emotional connection to the exhibit. Rosemary Zins praised the Curator-in-Residence and Director of the KHC (Cary Lane and Dan Leshem) for their contribution to the professional look of the exhibit and indicated that this model/format of exhibits at the KHC will be the new paradigm going forward. That model includes putting all exhibits online to increase outreach and fundraising (as well as save on mail and catalogue expenses). Lastly, Rosemary thanked Henry Schein, Inc. for producing beautifully designed marketing packets detailing the KHC’s initiatives, exhibits, and programs—all done pro bono.
6. Ian Beckford distributed the results of his detailed assessment of the CAR Departmental Liaison initiative. Findings indicated a response rate of 38%, which Ian indicated was representative of the underlying problem. Respondent’s indicated participation in many of the cultural resources and programs, as well as various limitations/challenges to their role and the participation of colleagues in their department. Nataliya Khomyak, one of the liaisons, indicated that both the directive and follow-up with liaisons wasn’t particularly robust. Susan Agin indicated that online marketing is improving for cultural centers, and the need for the liaisons might be diminishing. Rosemary Zins agreed with the need to “close the loop” on the program and also indicated concern that the liaisons who didn’t participate in the program their department improperly credit themselves on their CVs.
7. To conclude the meeting, Isabella Lizzul indicated the CAR Committee will send an email to department chairs and existing cultural liaison’s to communicate the cessation of the CAR Departmental Liaison program. Isabella also proposed a final meeting of the semester during one Monday in May, where Mi-Seon Kim will present on the Institutional Repository (IR), meet new members of the committee, and close business for the academic year.