

QUEENSBOROUGH COMMUNITY COLLEGE

The City University New York

Gallery & Performing Arts Committee

Memorandum

To: Phyllis Page
Secretary
Academic Senate Steering Committee

From: Pellegrino Manfra
Gallery and Performing Arts Committee

Re: Annual report 2003-2004
Gallery and Performing Arts Committee

Members:

S. Foglia (Coordinator and Director Performing Arts), Quintanilla(Director Gallery), M. Braun, Counihan, M. Nam Jong, R. Rochford and L. Sabani

The Committee met the following dates during 2003-2004 academic year:
September 9, 2003: September 17 , 2003: April 28, 2004: and May 11, 2004. The committee was ready to meet upon request, in response to any necessities that might have arisen.

The committee collaborated with Faustino Quintanilla, (Director of Gallery) and Sophy Foglia (Managing and Artistic Director). In April 2004, Susan Agin (General Manager and Artistic Director) was hired as the new Managing and Artistic Director of Queensborough Performing Arts center. The committee worked with Faustino Quintanilla, Sophy Foglia and Susan Agin to coordinate, select and schedule Performing Arts Series.

The 2003-2004 Performing Arts Season with Sophy Foglia initiated with some structural changes. The year started with a renewed interest in the marketing and external promotion that has been a low priority in the past. The main focuses has been in

1. Built a more progressive and professional marketing outreach and approach to attract new audience members to the series performing arts attractions.
2. Establish Q-PAC as a cultural destination, not only for Queens residents, but also to the surrounding Nassau communities.
3. Gradually built family oriented type programs in order to attract families to the theater for a cultural destination.
4. Exchange mailing lists with other groups.

Susan Agin started in April 2004, immediately set forth to continue complementing the college's mission and belief that institution of higher education must take on the leadership role in providing access to the arts to enrich the quality of our lives. There was continued emphasis and success to promote Q-PAC as an attractive entertainment center and a cultural destination for the members of the surrounding communities, the students and other cultural organizations. During the 2003-2004 year twelve professional shows

were booked that encompassed a wide selection of ethnic and cultural diversified programs. A new campaign to promote the professional performing arts series was developed. The strategy is to acknowledge the 40 years that the center has been bringing world-class entertainment into Queensborough Community College and Queens community. A newly designed season brochure has arrived and has been mailed out to close to 30,000 recipients. This year, the theme of the brochures is "Queensborough, a Culture Masterpiece". Included in the brochure are the Professional Cultural Programs, Campus Cultural Events and Cultural Partnerships which include the Queens Symphony Orchestra and the Oratorio Society. The committee helped to coordinate and scheduled performing arts shows.

The Art Gallery, with Faustino Quintanilla (Gallery Director) had a very successful year. Raising more than \$1,350,000 in art donations where more than \$50,000 from private donations. The Gallery has installed a small exhibition of works by Margeret Fuller at Somers Manor, a senior residence facility located in Somers NY. The exhibit, which featured works from the College Permanent Collection, was made possible through the collaborative effort of the School house, a gallery based in Croton Falls, NY. Circulo de Bellas Arte from Madrid Spain, erected the opening exhibit

There are several plans in progress for the Gallery and include: develop and implement alternative funding with outlook to increase the Gallery endowment, establish new Donor(s) for which the Gallery could be named after, establish the QCC Art Gallery Electronic Library, catalog the Permanent Collection using Multimedia Technology website design, and expand Gallery Associates. In addition, the committee members worked to increase and develop additional financial support and membership drives. Moreover, the committee worked in planning and preparing marketing flyers and posters on the college campus for different events.

The committee, however, expressed major concern about membership development and recommends that additional funding should be allocated to the Gallery; for staff, proper personnel, administration, and other expense. The committee has discussed possible ways of raising funds although this projects is still in the research/planning stage.

Sincerely Submitted

Pellegrino Manfra
Gallery and Performing Arts Chairperson 2003-2004