



CITY OF NEW YORK
MANHATTAN COMMUNITY BOARD 10
215 West 125th Street, 4th Floor—New York, NY 10027
T: 212-749-3105 F: 212-662-4215

CICELY HARRIS
Chairperson

SHATIC MITCHELL
District Manager

Arts & Culture Committee

Monday, April 12th, 2021 - 6:30 PM

Hon. George Harrell, Chair
Hon. Jerika Richardson, Vice-Chair

MINUTES

Committee Members in Attendance: George Harrell, Jerika Richardson, Tamara Martin, and Crystal McKay

Other Board Members Present: Derek Perkinson and CB10 Chair Cicely Harris

CB10 Staff: District Manager Shatic Mitchell and Community Assistant Jasmin Heatley

Community Members: See full attendance list.

DISCUSSION

I. Harlem Week 2021 – Voza Rivers, 1st Vice President of Greater Harlem Chamber of Commerce presented on Harlem Week 2021 – one of the largest multicultural events in New York City. This will be the 47th celebration for Harlem Week. It kicks off on Sunday, August 8th and ends on Sunday, August 15th. Last year’s event was virtual and reached millions of people. The event will be virtual and live this year. This year’s theme is “Rebirth, Rebuild, Rejoice.” There will also be a virtual Harlem and Health walk, a virtual film festival, and live music festival and fashion show components. Harlem Week 2021 will also highlight Harlem’s restaurants with a “What’s Eating Harlem” event. The Harlem Chamber of Commerce is celebrating its 125th Anniversary, and the Chamber will be lifting Harlem Week up as one of its signature events.

II. Harlem Talent Initiative – Chair Harrell gave an update on the upcoming Harlem Talent Initiative event. He noted that we will be giving away a single record deal as part of this initiative. Vice Chair Richardson noted that LinkNYC is advertising the event and introduced the event’s moderator Camille Evans. Ms. Evans spoke about her work in the music industry and how the Harlem Talent Initiative is a great opportunity to teach young people about and expose them to the music business. This is a way to lift the velvet rope by giving back to the community

and making sure the culture doesn't die. Chair Harrell also announced that WBLS will be partnering with the Arts & Culture Committee to issue PSAs all month leading up to the event.

III. NYC Multicultural Festival – Joyce Adewumi, President of the New York African Chorus Ensemble presented on the upcoming 12th Anniversary of the New York City Multicultural Festival that is being held at Jackie Robinson Park on June 5, 2021. The festival has received the support of Voza Rivers, elected officials, and George Harrell over the years. Last year the event was held virtually. This year it will be both virtual and live. The live event component will happen on June 5th. Attendance will be limited to 150 people at all times. Attendees must register in advance. There will be sanitizing stations to ensure this is a safe experience for everyone. Individuals interested in participating or promoting the event can do so by reaching out online at www.multiculturalfestival.nyc.

IV. Old Business – N/A

V. New Business – N/A

V. Announcements – N/A