



100 Parkers Mill • Oswego, IL. 60543 • (630) 554-3618 •  
Website: <http://www.oswegoil.org>

**WEDNESDAY, JANUARY 9, 2019  
CULTURAL ARTS COMMISSION  
VILLAGE OF OSWEGO  
MEETING MINUTES**

**1. Roll Call**

- a. Attended: Shannon Greene Robb, Rachelle Koenig, Julie Hoffman, Kristi Vest, Tony Pastore, Jenette Sturges, Karen Kulzer, Jennifer Putzier, Tamzin Ritchie

**2. Public Forum**

- a. Opened: 6:01 pm; Closed 6:01pm

**3. Review and Approval of November 14 Meeting Minutes**

- a. Karen will send November's meeting notes again to Jenette to share with our committee via email.

**4. Old Business**

**A. LUNAFEST**

- i. Julie provided updates; Julie and Jenette met over the holidays to create a vendor packet; content is very similar to what LUNAFEST suggested as an organization; Julie worked on being consistent with the content.
- ii. Slightly different than last year - selected vendors will be selected based upon the products, services and/or proceeds that best support visual, performing and/or literary art, include items that are personally hand-crafted and/or that provide art-oriented education. More arts-oriented slant (per conversation from November's meeting). If you have anyone in mind for vendors, please feel free to forward vendors. Julie has reached out NIDO Studio, Water Street Studio and The Peaceful Potter, thus far.
- iii. Concentration on sponsorship – event has been included with Village's overall Sponsorship Program document. Julie has already reached out to/met with a Elite Remodeling group, Advocate Health, John Greene Realtor as potentials.
- iv. Approximately 30+ tickets have been sold online so far. Proceeds will be contributed to Mutual Ground again this year.
- v. Jenette passed out the Press Release sent out recently (attached to notes). A few ads have gone out on social media, as well as marketing to the Fine Arts Instructors at both district 308 high schools.
- vi. Jennifer commented that the Press Release might be too biased towards women and in this day in age marketing should not just be towards women as men should be marketed to as well. Further discussion about focusing on the "Award Winning Films" instead of "bringing your gal pals" might encourage more people to attend. Rachelle suggested some specific edits to the advertising in the spirit of this goal.



100 Parkers Mill • Oswego, IL. 60543 • (630) 554-3618 •  
Website: <http://www.oswego.il.org>

- vii. The Chocolate Walk is the same day (Feb 9) downtown; there was discussion about cross-promoting events to help encourage more attendance.
- viii. A "suggested age" for attendance was suggested.
- ix. Julie brought up the need for volunteers for various roles and asked who was available. She also commented that there was a student that contacted her to volunteer that had a few others from their organization. The Commission was asked who was available to assist. Kristi, Karen, Rachelle, Tamzin, Jenette all said they would be willing to help. Julie also invited the Commissioners to let her know if they'd prefer a student to volunteer in their place this year.
- x. The event time is from 3-7pm; with one hour of reception time before the films started screening at 4 pm. There would be one intermission in the middle of all eight films.
- xi. Rachelle suggested having a place to write comments (a comment board) for people to provide impressions of the event; an interactive piece. This piece could also double for selfies. The commission provided suggestions for online movie discussion as well.
- xii. Kristi has been an emcee in past years. It was suggested that she do it again this year.
- xiii. Regarding the possibility of round table discussion, Kristi suggested providing discussion points that could be printed and handed out at the event. Tamzin talked about having a discussion point on social media (Facebook?) to help engage people post-event...similar to a Community Read.
- xiv. Conclusion: Having discussion questions with the FB page listed on them to encourage post-event. Live- post and -Tweet at the actual event to help generate a buzz for the event.
- xv. Snacks - Who will be buying snacks this year? Last year, food and beverages from Trader Joe's was served and The Village Grind was used in prior years. Julie talked to the Popcorn Store about doing sampling handouts at the event. J and was planning to reach out to other food-based businesses to provide samples to compliment the paid food. Tamzin suggested reaching out to the Cheesecake business.
- xvi. Group rate – Should a discounted group ticket rate for 10 or more be offered? consensus was that since this is a fundraiser, tickets should not be discounted for groups.

**B. Public Art Manhole Cover Project**

- i. RFP has been issued; we got some traction in media outlets.
- ii. Two have come in with one that would be viable.
- iii. The deadline is January 17th; it may be possible to extend the date out a week.
- iv. The Village would be putting a selection committee together. Jenette shared that the target date for the selection committee the week of January 21-25. Jenette asked who would be interested in being on the selection committee? Tamzin,



100 Parkers Mill • Oswego, IL. 60543 • (630) 554-3618 •  
Website: <http://www.oswegoil.org>

Karen, and Tony expressed interest. Jenette will get back to everyone re: times, etc.

**5. New Business/Staff Reports**

- A. Jennifer asked if there were meeting minutes from the October and November meetings to approve. Jenette said that she would circulate them.
- B. Karen talked about the Chamber's Hometown Expo upcoming at the end of February.
- C. Tamzin talked about having pieces displayed in the public, either at the Village Hall or at the Oswego Brewing Company.
- D. Jenette said she was working on getting name tags for the Commissioners.
- E. Shannon talked about a meeting at Arranmore as an option

**6. Commission Ethics Review**

- a. Each of the Village liaisons were asked to review this topic across the board with all Village Commissions.
- b. Part of the bylines that were mentioned is that one is allowed to receive material gain as part of the commission. For instance, one cannot have a booth and sell items at Lunafest (since it provides financial gain).
- c. This is only restricted to events that are directly related to the Cultural Arts Commission (other Village involved events are open).
- d. Donate something? Can a commissioner be a sponsor or not? Where is the "grey area" on this? The group discussed and worked to define this.
  - i. For instance, Rachelle discussed the fact that she owns her own business and that is it a conflict of interest if she donates monetary/in-kind services or sponsors? Julie commented that Commissioners cannot sponsor commission-related events but they can sponsor other events such as Wine on the Fox.
  - ii. Another instance brought up by Shannon Greene was if her father's business (John Greene Realtor) was asked to sponsor, would that be a conflict of interest since they are related?
  - iii. Julie and Jenette mentioned this would be discussed further in the future and reported back to the commission. Some of the answers might need to be discussed on a case-by-case basis.

7. Next Meeting: February 13, 2019

8. Adjournment: 7:03pm