



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

WEDNESDAY, MARCH 11, 2020
MEETING OF THE CULTURAL ARTS COMMISSION
VILLAGE OF OSWEGO
MEETING MINUTES

ROLL CALL

Attended: Jennifer Putzier, Tony Pastore, Karen Kulzer, Kristie Vest, Jenette Sturges, Julie Hoffman

Absent: Tamzin Ritchie

The meeting was called to order at 6:07 PM.

PUBLIC FORUM

Opened and closed at 6:08 pm

MEETING MINUTES

Jenette presented written copies of the January 8, 2020, minutes for approval. Motion to approve by Karen Kulzer, seconded by Kristie Vest. The minutes were approved.

OLD BUSINESS

1. Public Art Plan
 - a. Tabled. Jenette will circle back with Tamzin about the previous sections.

2. Downtown Mural Projects
 - a. Jenette said that we are currently at a standstill for the Dairy Barn mural project. It's not expected to be at a standstill forever, and when it starts moving again, she'll send an email to commissioners for input.
 - b. On the serpentine wall, we want to be prepared because we don't know what the developer wants to do with the space. We are trying to solicit a vision from them or an idea of what they want, but we do not have a lot of feedback back from the developer at the moment. By giving suggestions of art that can be purchased off the rack, the Commission can at least steer the private developer's decision making process. If they decide to go shopping one day, hopefully things
 - c. Tony asked what kinds of control we have over what someone puts in a public space, because we need some kind of control over that.
 - d. Jenette agreed and emphasized the importance of moving forward on the public art plan as a guiding document. In the meantime, any guidance on public art installed by a private owner would center around questions of offensiveness.
 - e. We are still trying to move forward with some of the input and gauge their willingness to participate in a public process.
 - f.

NEW BUSINESS



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1. LUNAFEST Recap

- a. The event was close to flawless, Good attendance, ten fewer people than the previous year, great group of excited patrons and artists that raised the bar, wonderful music and dancers, décor and food. Nothing but accolades for the vene experience.
- b. The financials are drastically different than the year before. In 2019 donation to Mutual Ground was \$1,462.24. In 2020, donations would have totaled 718.99 but with a glitch in the on-site ticket sales, reduced revenue to \$621.86. The differences were in bringing back liquor sales. We need to pay tax on liquor sales, raffles, tickets, etc. 161.88 went to taxes. Liquor costs was 55.06, including purchase and license, ads to attract artists costs \$50.
- c. Jennifer asked if we had to pay tax on the tickets. Julie said our interpretation is that we have to pay tax on everything sold. Kristie asked about the tickets, specifically, because it's not a tangible. It's admission to an event. Julie said she would double check.
- d. We did not get artists from the advertising. Most ended up coming from Kendall County despite attempts to catch a wider net. Many artists were looking for prize money.
- e. Printing costs for a banner downtown, because ticket sales were lower than previously.
- f. Printed posters of the movies, but those will be sold to another community holding the festival, saving 50%. Printing costs were \$108.
- g. Linens and sashes will be reconsidered the next year. They elevated the event but any not
- h. Last year we sold 88 tickets. This year, it would have been 81, but we missed three of those transactions in the computer, so we are collecting revenue for 78 tickets sold.
- i. The takeaway is don't get too fancy including nice linens, look more closely at marketing efforts and particular audiences, and recoup tax if needed.
- j. Kristie asked if we have a minimum to donate to Mutual Ground to satisfy LUNAFEST. Julie said no, there is no minimum so long as you donate to Chicken and Egg up front. Kristie said that while Mutual Ground is a great organization, the fundraising is not the primary goal, the showing of the films in the community is, and so we achieved our primary objective.
- k. Julie said the objectives could be both, and that she was disappointed in the revenue. But that she got really good feedback about the event and a long-time event-goer said it gets better every year.
- l. Kristie said it's solvent and we're the cultural arts commission, not domestic violence. And isn't our goal presenting arts.
- m. Julie said that nobody said it's not worth it. The question is all about how to elevate the cultural experience but also without losing out on the financials, regardless of what they benefit.
- n. Karen said there were changes that benefitted the event and make it more of a cultural experience and I feel like that's a success. Tweaking would help with the financials and a better donation or allocate to other important things, but the improvements and a relatively stable attendance from last year accomplished what we were supposed to do for a successful event.



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- o. Julie said that next year from her perspective, some expenses are maybe not necessary, but maybe it's more on marketing, selling tickets with various community groups, or inviting a more well-known regional artist that would draw.
- p. Jenette said from a marketing perspective, we can save more money by promoting Lunafest earlier in the year, around Christmas Walk, rather than the last-minute push via paid advertising.
- q. Tony could you post more photos from after the event to social media to build FOMO. Jenette said we did not, but we often do something in the newsletter.
- r. Julie said revenue was down for the drink sales, too. How would making the complimentary hot chocolate not complimentary affect the experience and the bottom line?
- s. Karen thought the food was great. She would like to add an activity of some kind. Maybe create a film of the experience, maybe a high school department that asks attendees about the films and the film experience.

STAFF REPORTS

COMMISSIONER REPORTS

1. None.

NEXT MEETING: April , 2020

ADJOURNMENT 7:40 p.m.