



wego, IL. 60543 • (630) 554-3618 •  
<http://www.oswegoil.org>

**WEDNESDAY, AUGUST 11, 2021**  
**MEETING OF THE CULTURAL ARTS COMMISSION**  
**VILLAGE OF OSWEGO**  
**MEETING MINUTES**

**ROLL CALL**

Attended: Karen Kulzer, Katie Marter, Tony Pastore, Jennifer Putzier, Jenette Sturges, Julie Hoffman

Absent: Angie Hibben, Tamzin Ritchie, Kristie Vest

The meeting was called to order at 6:01 p.m.

**PUBLIC FORUM**

Opened and closed at 6:02 p.m.

**MEETING MINUTES**

Jenette presented written copies of the July 14, 2021, minutes for approval. Motion to approve by Jennifer Putzier, seconded by Katie Marter. The minutes were approved.

**NEW BUSINESS**

**1. LUNAFEST**

- a. Julie said that 86 tickets were sold. The preliminary revenue to be donated is \$967, which is more than double last year and more in line with 2019.
- b. Julie suggested that in the future the artists needed more people stopping to talk to them because the event was so spread out for COVID. Most people hung out outside rather than engaging with artists.
- c. When it's on a Saturday and inside, it can be set up on regular time. Outside it has to be set up the day of. That increases public works overtime by about \$180.
- d. Karen said the flow worked well considering COVID. She suggested other elements could be a nice addition to the artists, like an author on women's topics to add variety and related to the subject matter. On the advertising, can we try to impress upon people the food and movie start time? New people came and liked that you could see the event from the street. Tents made it easier to find. Signage could be helpful for an indoor event.
- e. Julie asked about resuming in February like usual.
- f. Karen asked about the possibility of using volunteers for setup to cut labor costs. Jenette said we'd have to check on whether that would be allowed. Julie said there was likely flexibility to be able to do that.
- g. Jennifer suggested doing a featured artists or author – with just one, we could promote them better and then they might get more attention.



wego, IL. 60543 • (630) 554-3618 •  
[http://www.oswegoil.org](http://www.oswego.il.org)

- h. Tony said we needed winter events in general. Karen said doing them in the winter and on a weekend is an advantage because we're first in the year for attracting people. Katie said summer was an outlier on account of COVID and suggested going back to February.
- i. Everyone agreed to shoot for February.

## **2. Art at Village Hall**

- a. Julie said we reached out to multiple organizations and the timing didn't work out. She reached out to Julie Kline who offered to show pieces. It would be preferred to have a regular program rather than calling around as well as an opening exhibition.
- b. Jenette will prepare a Call for Artists and Guest Curators, Selection Criteria (internal), and Rejection Letter. We can then launch a call for Artists with a target date of hanging in mid-January.
- c. Jennifer said ideally that we'd like to cover the entire year.
- d. Tony said we need to add a sign that explains Art at Village Hall near the exhibit with contact information.
- e. Jenette asked whether we should be focusing less on October and always having art on the wall and more about long-range planning for next year. The Commission agreed.
- f. Julie passed around paper samples. Everyone liked the 138-lbs. paper. The rules need to state that it has to be hangable and stay in the dimensions, and that you need to reinforce it on your own if you add dimensionality. Julie will get the 138-lbs. paper.
- g. Jenette will assemble promotions, including a press release and other marketing. Commissioners took their own sheets home to make samples. Papers will be distributed one per person.
- h. Commissioners should bring theirs back to Village Hall by Aug. 31.

## **3. Mural Project**

- a. Karen said it would be showcased more on the backside than on the south side because people walk around there. Jenette said that it's no longer visible on Route 34 because of the Reserve at Hudson Crossing, but that staff is considering including all the potential surfaces that could be painted.
- b. Tony expressed concerns for OBC's wishes for their side of the building. Jenette said we would work with the building owner and if he wanted could incorporate the tenants' thoughts into the approval of the project.
- c. The Commission reviewed the rough list of things that will be included in the Call for Artists/RFP and Jenette asked for feedback. Jennifer asked if we were including the budget, and Jenette said yes, between \$5,000 and \$6,000. Tony asked if it would include asking for a rendering, and Jenette said yes, and it would ask for color. Jennifer requested that the Call for Artists gets sent to the Commission when it goes out to the public for dissemination.



wego, IL. 60543 • (630) 554-3618 •  
<http://www.oswegoil.org>

- d. The commission discussed the words in the prompt. Tony suggested adding something dynamic or exciting, and maybe a reference to events. Jennifer said she was not enthused about adding events because sometimes specific referenced events go away and then it looks stale. Katie suggested something like 'lively' that might suggest that we're a community that does stuff. Jenette reminded the Commission that the Aesthetic would be included and asked if that would be enough of a guiding force. The Commission agreed.
  - e. Jenette said it was a fast turnaround time, so if we are underwhelmed, we can reissue it again in the spring.
  - f. Karen said the downtown association might be interested in sponsoring. It might be advantageous to have a conversation.
4. Downtown Light poles
- a. Jenette explained a proposal to put local student artwork on the banners on the downtown lamp posts.
  - b. Karen said the Downtown Association was interested in something like lamp post banners and came up with some prototypes, but the project was put on hold until further developments are made. It will also make sense to have a better understanding of what the businesses want. There might be an opportunity to partner with them.
  - c. The Commission generally liked the idea, and Jenette said she would send them a video of an example from another community.

#### **STAFF REPORTS**

- Julie reminded the Commission to RSVP for the Amphitheater grand opening.
- Oswego's Got Talent will be Sept. 18, and we'd love judges from the Commission. Details are still forthcoming.

#### **COMMISSIONER REPORTS**

- Tony asked why all the manhole covers are rusting, and Jenette said she'd look into it.
- Karen said they're doing a Community Art Project on Saturday, Sunday and Monday at Prairiefest, aluminum panel quilts. 3:30 to 5:30 each day.

**NEXT MEETING:** September 15, 2021 (Special meeting date)

**ADJOURNMENT** 7:48 p.m.