

**Wednesday, March 13, 2024**  
**CULTURAL ARTS COMMISSION**  
**MEETING MINUTES**

**ROLL CALL**

Present: Tony Pastore, Katie Marter, Bridget Piekarczyk, Karen Kulzer, Kristie Vest and Julie Hoffman (staff)

Absent: Michelle Meyers

**START OF MEETING**

A motion to begin the meeting was made at 6:05 p.m. by Tony and seconded by Karen.

**PUBLIC FORUM**

The Public Forum was opened at 6:06 p.m. where Trustees Torres and Novy introduced themselves. It was closed at 6:08 p.m.

**MINUTES**

The January 7, 2024, minutes were approved as amended. Kristie made a motion to approve. They were seconded by Katie.

The March 5, 2024, minutes of the Special Meeting of the Cultural Arts Commission was approved as amended. Kristie made a motion to approve. They were seconded by Bridget.

**OLD BUSINESS**

The Mission and Purpose document for the Cultural Arts Commission was circulated for review to determine if any changes were warranted in 2024. The Commission unanimously decided to keep them as written.

Downtown Mural

Julie conveyed that the presentation to the Board on 2/20/24 resulted in a favorable response from the Board of Trustees but two had expressed concern about the location at on the side of the bike shop building at 57 Main St. because the land next to it could get sold at any time, thereby covering the artwork. We will need to likely continue looking at other options. The Commission was reminded that the Budget Workshop would commence on Saturday, March 16 and that a decision would be made at that time.

Karen suggested looking into the south-facing brick of the Union Building where Hudson Design House is located - corner of Main St. and Washington St.

Julie conveyed that she had spoken to Muralist, Jason Watts, so suggested that if the mural was to be done on panels for a free-standing project, we use MDO or MDF board. Several Commissioners expressed familiarity with that materials and were opposed to using it expressing that it would never withstand outdoor elements.

Julie mentioned that she and Kristie had briefly e-mailed one another and spoke about the possibility of the mural art panels being installed as part of a collaboration with the Oswegoland Park District where they could be placed in front of retention ponds,

When this was re-visited during the meeting, Kristie felt that going that route would make the current mural project a completely different project altogether, not one in which the Farmers Market theme would necessarily make sense. It was stated that the subject of the art belonged with the traffic pattern downtown and bear the river/Farmers Market location.

The Commission felt that the location needed to be where it would be up for a minimum of five years.

#### Downtown Banner Project

Julie passed out a copy of the downtown map where the light poles were located for reference, indicating that the Madison St. light towers weren't included at this time. She mentioned that the Village was working on a revision.

Julie conveyed that after an internal meeting was held regarding the banner policy, it was determined that banners are not sponsorable in the traditional sense but another organization. The word "sponsor" was intended to refer to the name of the organization who reserved light poles for banner purposes.

During the timeframe in which the banners would potentially be going up, the Oswego Area Chamber of Commerce expressed interest in putting up approximately 10 of their banners downtown as well. The exact location of the banners would be determined by Village Staff.

The Commission reviewed the locations via the light poles as well as the spreadsheet provided by Oswego Public Works Superintendent, Brian Evans, which outlined which light poles would allow for larger banners and which light poles would only allow 24" x 24" banners.

The Commission determined that the new priority would be to put the students' work on 24" x 24" banners in the following locations:

- Main St. from Jefferson St. to Van Buren St. and Jefferson St. from Main St. to Madison St.: 33 poles
- Jackson St. from Madison St. to Harrison St.: 22 poles
- Van Buren St. from Adams St. to Madison St. 8 poles
- TOTAL: 24" x 24" banners on 63 poles

The new priority for the 30" x 60" banners was determined to be in the following locations using high school students' artwork primarily:

- Washington St. from just south of the Fox River to Madison St: 14 poles
- Madison St. from Washington St. to 5 Corners: 20 poles

The name of the project was discussed with the following names brought forth for consideration:

- Oswego Colors Unleashed or Unloaded
- Oswego COLAB
- Art in Oswego
- Oswego Art on the Street
- Colorful Oswego
- Color Oswego
- Look Up Oswego

Kristie made a motion to use the name, “Look Up Oswego”. A vote was taken and “Look Up Oswego” was unanimously passed as follows:

- Tony: Aye
- Kristie: Aye
- Bridget: Aye
- Karen: Aye
- Katie: Aye

Katie agreed to work on a logo for the project using the name “Look Up Oswego”. The Commission agreed that the logo would be placed on the banners on both sizes. However, name, age and anything else about the artist would be omitted. The year, 2024” would be placed at the top.

The initial letter was reviewed that was sent in December to the District 308 Art Teachers and was amended with the goal to re-circulate it with the following changes:

- Remove, “Due to space limitations, this opportunity is viewed as a “rite of passage” for 5<sup>th</sup>, 8<sup>th</sup> and 12<sup>th</sup> grade students.”
- Change the word, “Runners-up” to “Alternates”
- Define alternates and include why they are being asked for.
- Criteria - Define Color and medium as “Open”
- Under Tentative Timeline, remove:
  - Date of art contest announcement: No later than March 22 & prior to Spring Break
  - Date art submissions are due: To be determined at each school
  - April 23 – May 10, 2024: Banners printed
- Include the resolution needed and type of file suggested for upload

## **STAFF REPORTS**

None

## **COMMISSIONER REPORTS**

Karen revisited the community art project where approximately 10 – 15 smaller-sized furniture items would be painted and auctioned off. It was agreed that this would take place at Wine on the Fox. The painting of the furniture would commence on Sat. May 4, from Noon – 4:00 p.m. at the event near the Creation Pavilion. It would dry overnight.

On Sunday morning Karen and her team would come to the park to touch up the artwork and seal the paint. From Noon – 5:00 p.m. on Sun. May 5, the work would remain on display as part of a silent auction. It was suggested to use Village iPads to allow online bidding with payments ultimately taken through Square-Up and a credit card reader. We could also consider using [www.Betterworld.org](http://www.Betterworld.org)

Tony expressed interest in regrouping on the Artoberfest idea and consider a month-long celebration of the arts.

**ADJOURNMENT**

Tony motioned to adjourn the meeting at 8:24 p.m. Katie seconded the motion.

**NEXT MEETING**

Wednesday, April 10, 2024, at 6:00 p.m. at Village Hall.