

**VILLAGE OF ALGONQUIN
PUBLIC ARTS COMMISSION
Meeting Minutes
William J. Ganek Municipal Center – Board Room
July 11, 2013
7:00 p.m.**

***AGENDA ITEM 1:* Roll Call to Establish a Quorum**

Present: Chairperson Miller; Commissioners Foster, Rehwaldt, and Rogers.

Absent: Commissioners Browe-Ullery, Kennedy, and Sapeta.

Staff Members Present: Ben Mason, Senior Planner.

***AGENDA ITEM 2:* Approval of May 9, 2013 Minutes**

Commissioner Rehwaldt made a motion to approve the May 9, 2013 minutes as presented and was seconded by Commissioner Foster. A voice vote noted all ayes. The motion carried.

***AGENDA ITEM 3:* Recap June 2013 Art on the Fox**

The commission reviewed last month's Art on the Fox event, and a summary report provided by the event consultant Julie Farris of JMF Events. The main topics of discussion were the concept of incorporating business sponsorship into the event and plans for updating the artist application for 2014.

Ms. Farris explained that business sponsorship could be setup at several different levels and benefit packages. For example, a title sponsor package could be created, whereby a single business would be the presenting sponsor of the event as a whole. Smaller sponsorship packages could also be made available for businesses interested in sponsoring a specific event or activity, such as the best in show awards or music stage.

The commission was interested in the concept of business sponsorship and Ms. Farris offered to help provide commission members with a sponsorship package to present to businesses. Staff recommended approaching Algonquin businesses first and *Commissioners Miller and Rogers* volunteered to serve as the Public Arts Commission's representatives to the local business community.

The commission also reviewed a copy of the previous year's artist application and discussed setting the fees and deadlines for 2014. The commission decided to move the early-bird application deadline up to January 15, so that artists would be notified of acceptance into the show by February 1, which would be two months earlier than in previous years and allow artists to block off Art on the Fox weekend on their summer

schedules. There was consensus from the commission to keep the non-refundable jury fee at \$15, and increase the booth fee slightly to \$110 (early-bird) and \$135 (late entry), in order to provide more revenue for promotions to increase foot traffic through the event.

Village Staff will prepare a draft of the 2014 artist application and send a copy to Ms. Farris, for review and comment. *Commissioner Foster* asked how many applications were rejected this past year. Ms. Farris noted there were two rejections and she recommended having a non-participating artist jury the applications in the future, to enhance the professional image of the event.

Other ideas discussed for potential consideration in the future were scheduling a buyer's night during the art fair to match-up committed purchasers with participating artists, and creating a section in the park for art-related businesses to setup booths, such as art supply stores and print shops.

AGENDA ITEM 4: Other Business

There was general agreement from the commission that the village should continue to work with JMF Events as the Art on the Fox event organizer.

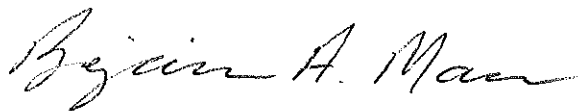
Mr. Mason stated that all commissioners recently re-appointed in May, need to complete the state of Illinois Open Meetings Act online training again this summer.

The next commission meeting will be Thursday, August 15 to review new artwork submittals as part of the village's annual public art program.

AGENDA ITEM 5: Adjournment

A motion to adjourn the meeting was seconded and a voice vote noted all ayes. The motion carried, and the meeting was adjourned at 9:15 p.m.

Respectfully Submitted,

A handwritten signature in cursive script that reads "Benjamin A. Mason". The signature is written in dark ink and is positioned above the printed name of the signatory.

Benjamin A. Mason, Senior Planner