

**Village of Algonquin
Public Arts Commission
Meeting Minutes
William J. Ganek Municipal Center
Administration Conference Room
August 18, 2016 7:00 p.m.**

AGENDA ITEM 1: Roll Call and Establish a Quorum

Mr. Mason called the meeting to order at 7pm. Members present were Chairperson Miller and Commissioners Kukreja, Sapeta, and Wood Perdew. Members absent were Foster and Schmitt. A quorum was present.

AGENDA ITEM 2: Approval of Minutes

Chairperson Miller made a motion to approve the minutes of the March 23, 2016 meeting, seconded by Commissioner Kukreja, motion was approved by voice vote.

AGENDA ITEM 3: Public Comment

New Commissioner Kukreja introduced herself and gave some background on her involvement in the arts and local community.

AGENDA ITEM 4: 2016 Art on the Fox

Ms. Julie Farris, JMF Events, reviewed a post-event summary from Father's Day Weekend 2016. Artist surveys were also distributed to the commission, showing artist feedback on the event and their approximate sales. Ms. Farris stated a majority of artists reported sales in excess of five times greater than the booth fee, which is a positive indicator of the show's success. One helpful addition for next year would be to have Public Works or the Police Department block off the parking spaces on the east side of Harrison Street Friday morning, to reserve spots for the artists and vendors as they start to show up in the afternoon.

There was consensus to stay with Artcall.org for another year, to manage artist registration. It was also agreed that the President's Choice award was a popular activity that should be done again next year. Overall, the commission expressed unanimous support for the Village to enter into a contract with JMF Events for 2017, which Staff will coordinate directly with Ms. Farris.

Ms. Farris recommended a key goal for next year should be for the Arts Commission to develop a strong marketing program and brand identity for the event. Commissioners Kukreja and Wood Perdew volunteered to work on a new logo that could be used on such items as signs, t-shirts, posters, coffee mugs, etc; they also will try to come up with suggestions for a logo or other design elements the commission as a whole might be able to use to market itself.

The commission will further discuss the concept of new logos and marketing at its next meeting, so that sponsorship recruitment can then begin in the fall to encourage businesses to become involved with the event for 2017. Ms. Farris stated MCC and Carlos Tequila Grill both expressed interest in sponsoring the event again next year, however there are many more opportunities for businesses and organizations to participate. Ms. Farris will send out a Google Doc to the commission that all members can update with the results of their recruitment efforts.

Mr. Mason recommended starting by contacting those businesses that sponsored the Village's "Ships Set Sail" program in 2015. Ms. Farris suggested reaching out to local bakeries and coffee shops this fall, to recruit a business to sponsor the artist breakfast treats. Ms. Farris also encouraged the commission to forward the names of any restaurants that might be interested in setting up a booth on site to sell directly to the general public, and she will help connect those businesses with the county health department.

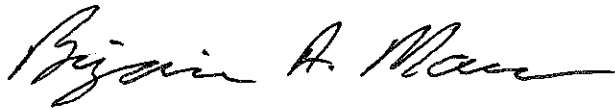
AGENDA ITEM 5: Other Business

The next arts commission meeting will be scheduled for the fall.

AGENDA ITEM 6: Adjournment

The meeting was adjourned at 8:45 pm.

Respectfully Submitted,

A handwritten signature in black ink, reading "Benjamin A. Mason". The signature is written in a cursive, flowing style.

Benjamin A. Mason, Senior Planner