

## **MINUTES**

### **Lake Odessa Area Arts Commission**

Regular Meeting

Monday, May 12, 2025

Page Memorial Building

Lake Odessa, Michigan

1. **Call to Order:** Chair Hermes called the meeting to order at 7:00 p.m.  
Present: Melanie Baker, Karen Banks, Meg Hermes, Nancy Mattson, Ty Nurenberg, Aurora Rice, Elizabeth Stoneman  
Absent: None  
Visitors: None  
Staff: None
2. **Agenda:** Motion by Banks, supported by Hermes, to approve agenda with addition of Advertising. All ayes; motion carried.
3. **Public Comment:** None.
4. **Minutes:** Motion by Rice, supported by Nurenberg, to approve minutes of 4/14/25 regular meeting and 5/1/2025 special joint meeting with the Downtown Development Authority. All ayes; motion carried.
5. **Finance:**
  - a. Revenue/Expense report was reviewed.
  - b. Motion by Mattson, supported by Rice, to approve accounts payable for April 2025 totaling \$3,683.01. All ayes; motion carried.
  - c. Motion by Hermes, supported by Mattson, to approve \$137.84 expense reimbursement to Karen Banks. All ayes; motion carried.
6. **Action/Discussion Items:**
  - a. **2025 Art in the Park:**
    - 1) **Artists:** To date, 70 total applications received, 87 booths purchased.
    - 2) **Entertainment:**
      - a) Motion by Banks, supported by Mattson, to approve \$400 payable to Caitlin Cusack to perform a one-hour set. All ayes; motion carried.
      - b) Baker stated she has not yet received a response from Steve Aldrich about the VFW performing the flag ceremony. Otherwise, the Scouts can be invited to do the honors.

- 3) Food Vendors: Mattson stated only food vendor confirmed so far is Kool Breeze. Following discussion, motion by Banks, supported by Hermes, to authorize Mattson to waive food vendor fees, if necessary, to incentivize food vendors to confirm attendance. All ayes; motion carried.
- 4) Sponsors: Nurenberg will speak with Tom Scheidt about Buddy's on the Beach donating four \$25 gift cards to be used as door prizes as a sponsorship donation in lieu of cash. Banks reported that no business has signed up so far to be this year's title sponsor.
- 5) Volunteers: Banks reported not many high school students have signed up and there remain many blank spaces on the volunteer roster. Rice, Nurenberg and Stoneman will speak with other students before school year ends. Banks will update sign-up sheet to solicit help from the general public.
- 6) Visitors Guide:
  - a) Nurenberg showed everyone the five sample logos he created for the 50th Anniversary event. Consensus was in favor of Design #5. Nurenberg will send everyone a Google Drive link to see all five designs.
  - b) Printing: Motion by Hermes, supported by Rice, to approve an amount not to exceed \$2,500 payable to River City Reproductions for printing of 1,500 Visitor Guides, twenty comment card notepads and artist booth cards. All ayes; motion carried.
- 7) Visitor Comment Cards: Stoneman will inquire at high school about borrowing three comment card boxes.
- 8) Non-Profit Booth Application: Motion by Banks, supported by Mattson, to approve application from Mitten Misfits Animal Sanctuary. All ayes; motion carried.
- 9) Advertising:
  - a) Motion by Hermes, supported by Mattson, to approve \$436.00 payable to WBCH Radio in Hastings for radio advertising. All ayes; motion carried.
  - b) Motion by Hermes, supported by Mattson, to approve an amount not to exceed \$400 payable to WION Radio in Ionia for radio advertising. All ayes; motion carried.
  - c) Hermes will create an event on the Arts Commission Facebook page and on the Lake Odessa Community Connection page.
  - d) Banks will get a quote from the View Newspaper Group for a full-color, full-page ad in Lakewood News and report back in June.
  - e) Discussion was held re: asking Keith Stanton to provide a quote for printing new t-shirts with the 50th Anniversary logo, as well as swag bags for the artists.

- f) Nurenberg inquired about setting up an Instagram account. Motion by Banks, supported by Rice, to authorize creating an Instagram account. All ayes; motion carried.

**b. Mural Project:**

- 1) Design at 1001 Fourth Avenue (Simple Truth Chiropractic): Mattson will work with artist Dan Arens to modify colors of the agricultural portion of the mural.
- 2) Motion by Nurenberg, supported by Hermes, to approve a contest for the general public to vote on their favorite fishing lure for the large downtown mural and their favorite design concept for the beach mural, with a \$25 gift card to Buddy's being chosen at random for one participant. All ayes; motion carried.

Baker left the meeting at 8:12 p.m.

**7. Board Member Comments:**

- a. Rice suggested a "Chalk the Walk" contest for kids leading up to Art in the Park.
- b. Nurenberg stated that he and Stoneman will not be at June meeting.
- c. Banks read a note from artist July Hallihan, stating that she is retiring and thanking the Arts Commission for her many years participating in Art in the Park. Nurenberg suggested she be recognized in the Visitors Guide.

**8. Adjournment:** Without objection, meeting adjourned at 8:30 p.m.

Respectfully submitted,

Karen Banks, Secretary/Treasurer