

MINUTES

Lake Odessa Area Arts Commission

Special Meeting

Tuesday, June 30, 2026

Page Memorial Building

Lake Odessa, Michigan

1. **Call to Order / Roll Call:** Chair Hermes called the meeting to order at 7:05 p.m.
Present: Melanie Baker, Karen Banks, Meg Hermes, Nancy Mattson, Susan Mesack, Ty Nurenberg
Absent: Elizabeth Stoneman
Visitors: None
2. **Agenda:** Motion by Hermes, support by Mattson, to amend agenda and add 2027 artist booth fees. All ayes; motion carried.
3. **Public Comment:** None.
4. **2026 Art in the Park:**
 - a. **Visitors Guide:** Banks provided price quote from River City Reproductions for printing. Motion by Hermes, support by Banks, to approve \$840 for printing 1,200 booklets. All ayes; motion carried.
 - b. **Donuts:** Banks provided a copy of last year's invoice from Meyers' Bakery showing quantity and price. Baker will contact Meyers' Baker and place same order as last year.
 - c. **Wi-Fi Hotspots:** Banks will coordinate with the Lake Odessa Library to borrow two units.
 - d. **Advertising:**
 - 1) Motion by Banks, support by Mesack to approve \$415 for a half-page black-and-white ad in The Reminder, to be run the weekend prior to Art in the Park. All ayes; motion carried.
 - 2) Facebook Ad: Mesack provided a sample Facebook promotional ad and Hermes shared a photo showing "Hulett Detour." Nurenberg will work on creating two Facebook ads based on discussion. Discussion was held re: doing live Facebook posts during the event.

e. Visitor Feedback:

- 1) Banks stated the cost to run a survey on Survey Monkey is \$99 per month. Based on timing of the event, we would need to pay for two months. Motion by Hermes, support by Banks, to approve \$198 for two months survey hosting. All ayes; motion carried.
- 2) Banks shared a sample visitor feedback survey. Consensus was that the questions and length of the survey were satisfactory. Mesack suggested promoting the survey by placing fliers on picnic tables inside sleeve protectors. Discussion followed. Consensus was to also have some paper copies available at strategic locations.

f. Artist Instruction Letters: Discussion was held whether to abandon the \$20 loading fee for artists. Consensus was to stay with the \$20 fee for those who have pre-paid, and increase the fee to \$25 for those who pay on the day of the show. Suggestion was made to include language in the instruction letter that this fee helps to support local youth organizations.

g. Advertising:

- 1) Motion by Mattson, support by Hermes, to authorize Banks to order banner(s) for the event. All ayes; motion carried.
- 2) Motion by Mattsonm, support by Mesack to approve our subscription to Sunshine Artist Magazine for six issues at \$29.95. All ayes; motion carried.

h. 2027 Artist Fees:

- 1) Discussion held re: fees to charge artisans in 2027. Motion by Mattson, support by Mesack to increase 2027 artisan fees as follows:
 - Increase fee for electricity to \$15
 - Day of Show, 2026 participants only: \$70 for first space, \$30 each additional space, applicant will be pre-juried
 - Until 12/31/2026: \$85 for first booth, \$40 each additional booth
 - After 12/31/2026: \$100 for first booth, \$75 each additional boothAll ayes; motion carried.
- 2) Motion by Hermes, support by Mattson, to eliminate referral rebate. All ayes; motion carried.

i. Trailer: Discussion held re: using Hermes' trailer rather than renting one from U-Haul, as had been approved at the 6/9/26 meeting. Motion by Hermes, support by Banks to use Hermes' trailer to haul supplies to the park, and to purchase a tarp and bungee cords. All ayes; motion carried.

j. **Sponsor Recognition:** Banks and Hermes reported on how they observed the Lake Odessa Fair promoted their sponsors by using 18x24 yard signs rather than a single banner. The yard signs can be re-used in subsequent years. Motion by Banks, support by Hermes, to order yard signs to promote event sponsors. All ayes; motion carried.

k. **Entertainment:**

1) Due to cancellation of the First Congregational Youth Choir, changes were made to the entertainment line-up. Barefoot Blonde agreed to perform for an extra quarter hour, and Michael Hulett agreed to perform an additional half hour. Motion by Hermes, support by Banks, to approve an additional \$100 payable to Barefoot Blonde and to Michael Hulett. All ayes; motion carried.

2) Flag Ceremony: Mattson reported that the VFW cannot find enough people to do the opening flag ceremony. Banks reported the Boy Scouts are willing to do it. Flags from council chambers can be used or we can borrow flags from the VFW.

5. **Board Member Comments:**

- a. Banks reported that she sent questions to Sara Alvarado re: her desire to sell products from her village in Honduras at Art in the Park at no charge. No response was received.
- b. Mesack reported that the Lakeshore Art Festival (Muskegon) recognizes sponsors with artistic-sounded labels and suggested we do the same beginning next year.
- c. Discussion held re: food vendor fees. Consensus was to add to next year's application form that food vendor fees are non-refundable.
- d. Banks reported she purchased a credit card magstripe reader for \$10 and did a test purchase of a \$20 load-in, and requested reimbursement. Motion by Mesack, support by Mattson to approve \$30 reimbursement, or \$10 if Karen can get refund of the \$20. All ayes; motion carried with Banks abstaining.

Baker left the meeting at 9:30 p.m.

- d. Motion by Hermes, support by Mattson, to reimburse Banks for a one-year renewal of the Flipsnack subscription for \$192. All ayes; motion carried with Banks abstaining.

6. **Adjournment:** Without objection, meeting adjourned at 9:35 p.m.

Respectfully submitted,

Karen Banks, Secretary/Treasurer