

**Lake Odessa Area Arts Commission**  
**Regular meeting**  
**July 12, 2021**

Meeting called to order 7:00 pm by Chairperson Hickey

Roll Call: Karen Banks, Jennifer Hickey, Margaret Hermes, Patrick Reagan, Carrie Johnson, Nancy Mattson

Absent: None

Motion made by Banks, supported by Reagan to approve the agenda, with the addition of a discussion of the VFW selling poppies at the Art in the Park event and of newspaper ads for the event.  
– motion carried by voice vote of members present, 6-0.

Public comment – no public comment was heard.

Motion by Banks, supported by Hermes, to approve Minutes of June 14, 2021 meeting – motion carried by voice vote of members present, 6-0.

Discussed financial report – Motion by Reagan, supported by Mattson, to approve the accounts payable report as submitted. Motion carried by voice vote of members present, 6-0.

Motion by Hermes, supported by Johnson, to approve the Revenue/ Expense report as submitted.  
Motion carried by voice vote of members present, 6-0.

Discussion Items:

A) Grant Application – Banks has submitted the annual grant request from the MCACA. Next year's request to be reviewed by MCACA will be for over \$13,000.00

B) 2021 Art in the Park

- 1) Artists Applications: there are now 53 applications that have been received. Discussion took place about Jennifer Burns, of Grandville, Michigan, and her application to sell pebble art with custom frames. Hermes and Hickey stated that they were fine with this artist being included. No vote was taken.
- 2) Booth Assignments: Banks and Hickey will be marking booth assignments soon.
- 3) Entertainment: Discussion took place about having the Flag Ceremony at the beginning of the event. All agreed that was fine. Discussion took place about contacting Marbles the Clown for time of appearance. Dance Floor: discussion took place about purchasing a new dance floor, renting a dance floor, or using the old dance floor. Reagan made the motion to use the old dance floor. This motion was supported by Hermes. Motion carried unanimously by voice vote of members present, 6-0.

- 4) Concessions: Mattson stated that there will be no ice cream vendors. Discussion took place about allowing Alexa's Sugar Coated Bakery taking part. They are tax exempt and would like to have a single booth. Food Vendor Apps: motion by Banks, supported by Reagan, to accept food vendor apps, along with necessary late fees, from Maria's Tacos, Hardin Concessions, and Alexa's Sugar Coated Bakery. Approved via voice vote, 6-0. Porta Potties: motion by Banks, supported by Reagan, to approve \$545 for the rental of porta potties for the event. Motion approved via voice vote, 6-0.
- 5) Wine Tasting: Reagan stated that the special event liquor license app was approved by the Village Council at their May 2021 meeting. Reagan will send in to the State of Michigan. Reagan stated that he will begin working with wine vendors for purchase of wine for the event.
- 6) Children's Area: Johnson stated that this activity will run from 10am until 1:00 pm. Marbles the Clown will appear. There will also be rock painting, face painting, and a bean-bag toss.
- 7) Advertising – Banks discussed the event book for the 2021 event. The group also discussed newspaper advertising for the event and specifically discussed either a half or full page for advertising. Radio advertising: the group discussed getting quotes for radio advertising from WION and WBCH. Reagan stated that he will call WION to get a quote. Radio ads will run for two weeks before the event. Handbills: 1,000 handbills will be printed for the event and distributed to businesses. The group also discussed passing out handbills during the Fair parade. Signs: the group discussed wayfinding signage for during the event. Banks stated that new ones should be made. Event Photographer:
- 7) Sponsorships– Banks showed a graphic about the rise in sponsorships this year. Banks made a motion, supported by Johnson, to approve a booth space for Agape Home School group for the event. Motion carried 6-0.
- 8) Facebook: Hickey stated that the event's Facebook page has received increased attention.
- 9) T-Shirts: the group discussed the t-shirt colors for this year's event. The same logo will be used for this year's event as in previous years.
- 10) Golf Carts: the group discussed golf carts. Chief Carts of Lansing has provided a quote for two golf carts for \$580.00. Banks requested a third cart be rented and the group agreed. The cost for three carts will be \$770 total. Motion by Reagan supported by Mattson, to rent three carts at a cost of \$770.00 from Chief Carts. Motion approved unanimously through voice vote, 6-0.
- 11) Photographer: Jodi Strang has volunteered to be the photographer for this year's event.
- 12) Radios: Motion by Hermes, supported by Johnson, to rent 10 radios for this event from Crouch Communications for \$100.00. Motion approved unanimously through voice vote, 6-0.
- 13) Event Food and Drink: the group discussed food and drinks for volunteers before and during the event. Chips, cookies, and juice boxes were the preferred snacks. Sandwiches were also discussed. Cans of pop were considered to not be a good idea. Saturday morning, three trays of cake donuts will be purchased. Johnson will get doughnuts, Hermes will get beverages.
- 14) Overnight security: Motion by Reagan, supported by Johnson, to approve utilizing Tim Day and Dan Johnson for overnight security at the rate of \$150.00 each. Motion approved through voice vote of members present, 6-0.

B) Next meetings July 12, 2021 and July 26, 2021 at 7:00 pm at the Page Building.

Meeting adjourned: 8:54 pm

Respectfully submitted  
Patrick Reagan  
Village Manager/ Village Clerk