

## MINUTES

### Lake Odessa Area Arts Commission

Special Meeting

Thursday, April 5, 2023 - 5:45 p.m.

Page Memorial Building

Lake Odessa, Michigan

**1. Call to Order / Roll Call:** Hermes called the meeting to order at 5:45 p.m.

Present: Hermes, Johnson, Mattson, Banks

Absent: Rice

Visitors: Gary Mattson

**2. 2023 Art in the Park:**

a. Advertising: Banks presented five options from Adams Outdoor for billboard advertising. Motion by Hermes, support by Johnson to approve the following:

- Poster 811 (Lowell, MI): \$1,050
- Poster 271 (Lansing, MI): \$1,150

All ayes; motion carried 4-0 with Rice absent.

b. Sponsors: Gary Mattson indicated his company's interest in being the 2023 title sponsor, and also presented a proposal for a holiday window decorating contest. He gave to the Arts Commission a check totaling \$4,475 to cover the 2023 Art in the Park sponsorship and three years of sponsorship for the window decorating contest. Arts Commission members thanked him for his generosity. The check from Mr. Mattson will be held pending receipt of sponsorship paperwork and discussion/approval by the Arts Commission at its next meeting of the window decorating contest.

Nancy and Gary Mattson left the meeting at 6:05 p.m.

c. Advertising (Continued): Banks presented proposals from radio stations WION and WBCH.

1) WION (Ionia): Motion by Hermes, support by Johnson to approve proposal from WION for 40 30-second commercials, 20 per week, starting July 23th and running through August 5th, at a cost of \$338. All ayes; motion carried 3-0 with Rice and Mattson absent.

2) WBCH (Hastings): WBCH presented a proposal of 65 30-second ads to run 10 days to two weeks prior to Art in the Park at a cost of \$585. Consensus was for Banks to try to negotiate a lower rate. Motion by Hermes, support by Johnson to approve an advertising package with WBCH at a cost not to exceed \$400. All ayes; motion carried 3-0 with Rice and Mattson absent.

**3. Adjournment:** Without objection, meeting adjourned at 6:17 p.m.

Respectfully submitted,

Karen Banks, Recording Secretary