



Agenda
Village of Arlington Heights
Arts Commission
Commissions Room 2nd Floor

Village Hall
33 S. Arlington Heights Road
Arlington Heights, IL 60005
July 2, 2014
6:30 PM

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES

- A. Minutes 6/4/14

IV. REPORTS

- A. Public Comments

V. OLD BUSINESS

- A. Arts Outreach Events - Fall 2014 Art Outreach Ideas
- B. Arts Outreach Events - Spring 2015 Art Outreach Ideas
- C. Call for Artist Forms - Subcommittee Report
- D. Commission Communication Updates - Idea and Program listing
- E. Commission Communication Updates - Marketing
- F. Banner Pole Project
- G. Decorate a Birdhouse Competition
- H. Walk in the Park Art Festival
- I. Promenade Festival

VI. NEW BUSINESS

- A. Arts Commission Project List
- B. Appointment of Vice Chair
- C. Informational Material/Announcements

VII. OTHER BUSINESS

VIII. ADJOURNMENT

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Item: Minutes 6/4/14

Department: Planning & Community Development

ATTACHMENTS:

Description

Minutes 6/4/14

Type

[Minutes](#)

DRAFT
MINUTES OF
THE VILLAGE OF ARLINGTON HEIGHTS
ARTS COMMISSION MEETING
HELD IN THE COMMISSIONS ROOM
OF THE VILLAGE HALL
JUNE 4, 2014 AT 6:30 P.M.

Arts Chair Seitz-Pagano called the meeting to order at 6:30 p.m.

Members Present: Mary Seitz-Pagano, Arts Chair
Toni Higgins-Thrash
William Kruser
Janet Souter
Kristen Schurtz
Tara Riley
Scott DeLaney

Also Present: Derek Mach, Staff Liaison

Arts Chair Seitz-Pagano led the Commission in the Pledge of Allegiance.

APPROVAL OF MINUTES

The Commission reviewed the draft minutes from May 7, 2014. Commissioner Souter commented that the Commission discussed posting items on the Commission's web page, which is part of the Village website and not creating an electronic scrapbook. Commissioner Higgins-Thrash agreed. Staff Liaison Derek Mach commented that the minutes will be corrected.

COMMISSIONER RILEY MADE A MOTION, SECONDED BY COMMISSIONER SCHURTZ, TO APPROVE THE MINUTES FROM MAY 7, 2014 WITH THE REVISIONS DISCUSSED. ALL WERE IN FAVOR. THE MOTION CARRIED.

ARTS OUTREACH EVENT

The Commission discussed ideas for the Fall 2014 Artists Outreach Event. Arts Chair Seitz-Pagano explained that the winner of the film festival, banner winners, birdhouse winners, and the Cultural Arts Award winner will be recognized as part of the Fall Outreach Event. Arts Chair Seitz-Pagano explained that Commissioner Higgins-Thrash provided a contact for a cartoonist. Commissioner Kruser suggested Kevin Corcoran as an option for videography. Commissioner DeLaney suggested that there be an overall theme to tie the different backgrounds together. Arts Chair Seitz-Pagano explained that previously Gary Coulobol was discussed as an option for an illustrator/cartoonist. Commissioner Riley volunteered to contact the Illinois Institute of Art regarding options for potential presenters. Commissioner Souter volunteered to assist Arts Chair Seitz-Pagano with the Fall Arts Outreach Event. Arts Chair Seitz-Pagano explained that the presenters should be finalized in the next two months. Commissioner Riley is going research options for an animation artist.

Arts Chair Seitz-Pagano asked if there is any update for the Spring 2015 Artist Outreach Event. Commissioner Riley and Schurtz commented that there is no update at this time. Commissioner DeLaney asked if there is a conflict with a family member performing at an Outreach Event. Staff Liaison Derek Mach explained that there would be a conflict. Staff Liaison Derek Mach explained that the family member is receiving exposure and marketed as part of the program. Staff Liaison Derek Mach explained that it has the appearance that the family member is featured as part of the event because of the relationship with the Arts Commissioner.

CREATIVE WRITING PROGRAM

Commissioner Souter explained that the program was well received and that the performances were wonderful.

Commissioner Souter explained that there were three different performances at the different schools. Commissioner Souter explained that the students were asking if they could participate in the program again next year. Commissioner Higgins-Thrash commented that the program was a great success and that the performance venue worked out well.

CALL FOR ARTISTS FORMS

Commissioner DeLaney and Kruser explained that there is no update at this time.

IDEA AND PROGRAM LISTING

Staff Liaison Derek Mach commented that the program list has not been updated. Arts Chair Seitz-Pagano suggested that staff work with Commissioner Higgins-Thrash on updating the program list. Commissioner Higgins-Thrash suggested that the project list subcommittee (Commissioner Schurtz and Arts Chair Seitz-Pagano) evaluate the list of potential projects in the fall. Arts Chair Seitz-Pagano suggested that the list be trimmed down sooner since it can take several months to implement a new program. Arts Chair Seitz-Pagano asked if the project list could be placed on the next agenda.

MARKETING

Staff Liaison Derek Mach explained that previously there was a subcommittee for marketing. Staff liaison Derek Mach explained that there has not been a strong response to the banner program and that possibly the subcommittee could assist with helping to market some of the Commissions programs. Commissioner Riley suggested a stronger presence on the website and social media. Commissioner Kruser explained that a few artists that have previously participated in the banner program have commented that they do not need another banner and that they are not sure what to do with their existing banner. Commissioner Higgins-Thrash suggested reaching out to the high school art programs. Commissioner Souter commented that a press release for the banner program was sent to the Daily Herald and the Tribune. Commissioner DeLaney suggested that checklists be created with target dates for marketing each program. Arts Chair Seitz-Pagano suggested a subcommittee to assist with developing a marketing plan. Commissioner Riley and DeLaney volunteered to be part of a subcommittee.

PHOTOGRAPHY COMPETITION

Staff Liaison Derek Mach commented that the new picture is hanging in on the first floor of Village Hall.

BANNER POLE PROJECT

Arts Chair Seitz-Pagano asked if there is any update regarding the banner pole project. Staff Liaison Derek Mach commented that the response to the program is disappointing and that there are only three submittals. The Commission discussed promoting the event to students. Commissioner Higgins-Thrash suggested reaching out to past participants. The Commission also discussed promoting the event at the Promenade of Art Festival this weekend. Commissioner Kruser commented that if the program is pushed back it could conflict with the holiday decorations that go up in November.

COMMISSIONER SOUTER MADE A MOTION, SECONDED BY COMMISSIONER RILEY, TO EXTEND THE BANNER PROGRAM DEADLINE FROM JUNE 15 TO JUNE 30. ALL WERE IN FAVOR. THE MOTION CARRIED.

DECORATED BIRDHOUSE COMPETITION

The Commission discussed the birdhouse competition. Commissioner Riley commented that the flyer is posted on the artist resource website.

PROMENADE OF ART FESTIVAL

Commissioner Higgins-Thrash shared a copy of the schedule for Commission participation for the table/tent that is part of the festival. Staff Liaison Derek Mach commented that Amdur Productions is looking for two judges to judge the artwork Saturday morning. Arts Chair Seitz-Pagano volunteered.

WALK IN THE PARK ART FESTIVAL

Commissioner Higgins-Thrash explained that Sunday August 17 is the Walk in the Park Art Festival. Commissioner Higgins-Thrash explained that the fee for participating is \$65.

COMMISSIONER HIGGINS-THRASH MADE A MOTION, SECONDED BY COMMISSIONER DELANEY, TO SPEND PARTICIPATE IN THE WALK IN THE PARK ART FESTIVAL ON SUNDAY AUGUST 17, 2014 AND SPEND \$65. COMMISSIONER HIGGINS-THRASH, DELANEY, SOUTER, SCHURTZ, RILEY, AND SEITZ-PAGANO WERE IN FAVOR. COMMISSIONER KRUSER OPPOSED. THE MOTION CARRIED.

NEW BUSINESS

Arts Chair Seitz-Pagano asked if there is any new business?

Arts Chair Seitz-Pagano reminded the Commission of the June 23 Committee of the Whole meeting. Arts Chair Seitz-Pagano encouraged everyone to attend.

ADJOURNMENT

COMMISSIONER SOUTER MADE A MOTION, SECONDED BY COMMISSIONER SCHURTZ, TO ADJOURN THE MEETING AT 8:25 P.M. ALL WERE IN FAVOR. THE MOTION CARRIED.