



100 Parkers Mill • Oswego, IL. 60543 • (630) 554-3618 •
Website: <http://www.oswegoil.org>

WEDNESDAY, MAY 22, 2019
SPECIAL MEETING OF THE CULTURAL ARTS COMMISSION
VILLAGE OF OSWEGO
MEETING MINUTES

Roll Call

Attended: Karen, Tony, Shannon, Kristie, Jenette

Absent: Tamzin, Rachelle, Jennifer

The meeting was called to order at 6:08 PM.

Public Forum:

Opened and closed at 6:09pm

MEETING MINUTES:

Jenette presented written copies of the March 13, 2019 minutes for approval.

Shannon motioned to approve the March meeting minutes; Kristie seconded it. The minutes were approved.

OLD BUSINESS:

1. Public Art Manhole Cover Project Update

- a. Jenette shared with the commission the Muskie and Fox design, which is being mocked up by the foundry.
- b. Jenette described the need for a publicity campaign for the unveiling of the manhole covers, and said that, because of shifting construction timelines, a campaign will need to be designed to be flexible on the timing. She also said this was an important opportunity for the Cultural Arts Commission to promote the Commission, its activities, and to impress upon the public that public art is happening in Oswego.
- c. Kristie suggested that it would be helpful to have a press release "in the pocket" and ready to go, so that details can be filled in.
- d. BLANK said this seems like a good opportunity for a social media, esp. Instagram campaign, provided it can be done safely, for example, designating a particular manhole cover to be a selfie spot.
- e. Kristie suggested a giveaway that could be offered at events. Examples included a keychain, coaster, or chocolate coins.
- f. Jenette said there were or would be 3D renderings that could be used for promotions, such as poster displays.
- g. Kristie asked whether one of the covers could be placed vertically somewhere, for better exposure and photo opportunities. Jenette said she was unsure but would pose the question.



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2. Lit Fest

- a. Jenette said that based on input from the Commission at the March meeting, the Village will be moving forward with producing the Oswego Literary Festival this year. Because the Library will not be hosting, the event is constrained by the size of Village Hall.
- b. There are several success metrics that need to be balanced against each other:
 1. Attendance. Last year was about 300 people including authors and volunteers.
 2. Ideally, revenue neutral, or some way to earn some money on the event.
 3. Exposing people to the literary arts and getting people reading
 4. Getting people to buy books from the authors. Last year's authors were thrilled at their sales. We should send our authors tips for increasing sales, including how to get set up with Square.
 5. Reaching out to non-readers
- c. In terms of resources to tap, Shannon suggested a contact with Jess Goodwin, a storyteller, who could add a live storytelling performance element that might attract families. Kristie suggested the Limelight Theatre's improv group to do literary themed improv.
- d. Commissioners suggested that, if the Village and commission will take responsibility for producing the festival, would it be worth one more conversation with the library to consider using their space basically as a rental?
- e. Either way, a conversation with the library, particularly Gloria Drake, is imperative for determining the author list, which grew significantly when she took over this task.
- f. Commissioners agreed that keeping the festival on the equivalent weekend of the previous year, Sunday, Sept. 29, is ideal for consistency. Continuing the tie-in with the Country Market would also be great, maybe with coupons, in which you get a coupon at the Country Market for the Lit Fest and vice versa. The Lit Fest could also be advertised as parking for the Country Market. Creative chalking could give people a path between the two.
- g. Shannon suggested an online component for tying youth artwork and literature. Jenette asked about whether it could be leveraged to get people physically to the event. Karen said she would ponder.
- h. The One Book One School pick for this summer at both high schools is "Dear Evan Hansen," which is on Broadway. Could there be a possible tie-in there, with a discussion group or performances from the show?
- i. Karen suggested the Downtown Association as an untapped resource. Last year, several stores had lit fest themed promotions that could grow and be good tie-ins.
- j. The authors who knew about the after party and went enjoyed it a lot and it was a good networking opportunity for them. We would like to continue that and let the authors know about it earlier.
- k. Commissioners suggested a conversation between Julie and the library to identify all their barriers to hosting this event, and waiting on a conversation with Anderson's or some other major partner until after that conversation.



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I. Jenette said she would circulate an email for those interested in volunteering, either the day of the event or in a leadership role.

NEW BUSINESS:

1. New board orientation

- a. Jenette said that the new board is still getting acclimated to their roles, and that we still don't have a clear picture on what their vision might be for public art/cultural arts. She said that staff would like the Cultural Arts Commission to present their work so far and what the Commission's vision is for cultural arts in Oswego, probably sometime in August. This would give the board a better idea of what we have accomplished and what we would like to accomplish. It would also give the board an opportunity to give the commission some direction to say which parts of the cultural arts program they like and which they don't.
- b. A good starting point for the conversation would be the Commission's purpose, evaluating what our successes have been on the four points, and areas where we'd like to expand.
- c. Shannon said that this could be a whole meeting.
- d. Jenette suggested she could send the purpose and some thought-provoking questions around to the commission by the end of the week so they could weigh in either by email or at the next meeting.

STAFF REPORTS:

1. No staff reports

COMMISSIONER REPORTS:

1. Kristie has identified Christine Kueker as a person who would make a great commissioner, or, a liaison with District 308.

NEXT MEETING: JUNE 12, 2019

ADJOURNMENT