August 5, 2019

The meeting was called to order by Chairman Bruce Bondy at 7:00 pm in the Terrace Room at the Village Hall.

Commissioners present: Chairman Bruce Bondy, Sharon Moyer, Joei Shavitz, Bonnie Siegel, Joan MacVay, Michelle Gershkovich, Christopher Laughlin, Liaison Cheryl Fayne-dePersio Chris Sheban, Ernie Halperin, Eileen Loftus, Jerry Block and Karen Mahoney

Commissioners Absent: Marsha Schwartz, Madison Carroll, Robert Sills, Al Alvarez, Chris Nibeck

Guests: Kittie Yohe, David Brodsky, Ciara Walsh, Molly Montgomery

MINUTES:
Chairman Bondy asked Commissioners to review the July 2, 2019 draft minutes for approval.
Commissioner Halperin motioned to approve the July 2, 2019 Regular Arts Commission minutes, seconded by Commissioner MacVay. All in favor and the motion passed.

Finance Report
Staff Liaison Fayne-dePersio told the Commission that the current balance is $22,315.49. She clarified for some of the Commissioners that the high balance is because of the recent $10,000 deposit from the Village at the beginning of the fiscal year in May.

Plein Air Festival
The 3rd Annual Plein Air Painting Festival will be held Sept. 26-29, Thursday – Sunday, with a one week exhibit the following week at the Village Green Center, which will provide for a variety of opportunity to invite various groups to view the art.

The goal of the event is to always have artists painting in the Village Green, so the Quick paints will be scheduled in a way so that we will always have artists painting and doing demonstrations both days. Artwork will start being displayed for sale on Saturday through Sunday and then in the open gallery the following week. The commission discussed having antique cars on Saturday night as an object for artists to paint. The event will officially start on Thursday, Sept. 26 and the meet and greet at the Village Green
Center will be on Thursday Night. Jessica mentioned to the commission about possibly having some sort of signage to make it known to the public that a Plein Air artist is painting.

The Commission discussed having a few artists to paint at the Farmers Market, which is the day before the event starts, as a promotion. Commissioner Moyer suggested having artists, during the event, paint at farmers markets in other towns surrounding Northbrook. Chairman Bondy indicated this would help draw people to the event. Jessica was delegated to do research on local farmers markets and Chairman Siegel will paint at the Farmers market in Northbrook as promotion.

Music for the weekend was discussed and Commissioner Laughlin stated that he will secure music for Sunday afternoon from 12-4 pm. A budget for music was discussed and Commissioner Laughlin motioned for up to $1500 to be used for up to three different artists for four hours. Commissioner Moyer seconded the motion, all in favor. Motion passed. For the Saturday night musician, who will be decided upon on a later date a budget of $300 was suggested and motioned by Commissioner Laughlin and seconded by Commissioner MacVay, all in favor. Motion Passed. It was mentioned that in order to recover some of the Plein Air costs, as in year’s past, the commission will take 35% of the painting revenue that will be earned from the festival.

Volunteers will be needed to check in paintings, Commissioner Bondy will send out a sign-up sheet for specific activities during the festival. It was noted that Commissioner Sills would be helpful as cashier as he was last year. Chairman Bondy said there would be fewer paintings to manage this year so it should be easier to coordinate. Commissioner Gershkovich said she could try to coordinate some of the GBN students and expressed interest for students to participate at the event painting and to help with the event. Staff Liaison Fayne-dePersio reminded the commission that if GBN students were to volunteer that they must be 18 years old.

Commissioner Loftus asked for a schedule of events to confirm with the Park District venue of the Village Green Center. Chairman Bondy confirmed that the commission will need the Village Green Center all day on Thursday (Sept 26), Friday (Sept 27), Saturday (Sept 28) and Sunday (Sept 28). The commission expressed that they would maybe like to go to the venue late on Wednesday (Sept 25) to set up prior to the event.

The week following the event the Commission will be utilizing the Village Green Center to show off the remaining Plein Air paintings. The Commission is looking for possible groups to come in the week after the event and it was suggested maybe if artists paint schools or offices than those groups of individuals can view the paintings and possibly purchase them. Chairman Bondy has already booked National Lewis University’s art education program at 10am on Tuesday, October 1 to view the paintings. It was discussed that on Monday, August 12, Commissioner Halperin and Siegel and Chairman Bondy will review the details of the event in order to solidify a schedule.
**Studios Tour**

Deadline for Artists confirming their participation in the event has passed but is lenient up to August 15 in order to get more individuals to participate. Guest Kitte Yohe said the event planning is moving along with just the mailing that was sent out to all the artists, Guest Kitte Yohe had about six contacts reaching out to participate in the event as artists. The mailing was a very effective tool, and the Commission was pleased with the results versus a mass email that had been used in previous years.

Nine artists are currently committed to participating in the event along with another nine or more artists from the Leisure center who will participate via their art class. The Commission is looking to have about 20 artists participating in total. These studios would be located in about 4-5 homes, including four artists at Commissioner Moyers location and the rest at the Village Green Center. The leisure center (as a studio venue) is for Park District students who already take lessons and will use that location as their studio. The new $25 fee this year was not a deterrent; it has a value for the artists and has encouraged a stronger commitment.

Guest Kitte Yohe will follow up with the participating artists and get copies of their artwork for promotional materials. So far, posters and postcards will be utilized. The event will be held on Saturday, November 9 from Noon to 4pm. Staff Liaison Fayne-dePersio will work with Guest Kittie Yohe and Commissioner Siegel on crafting a press release to the media for the event, this group will also work on crafting a map for the event that outlines the studios on the tour.

**Artist in Residence**

This Thursday, the current artwork being displayed at the library will come down and be picked up on either Friday or Monday. The GBN exhibit will go up on August 13 and run until October 6. Commissioner Block has all the labels for the artwork prepared and will be hanging the artwork for the display. There will be 28 GBN artists displaying in this showcase including artwork from Guest Ciara Walsh.

The reception for the GBN exhibit will be on Tuesday, August 28 at 7pm with the library hosting the event. All the artwork will be from the Junior class at GBN. Commissioner Gershkovich said that GBN could announce the reception and Jessica indicated the school could put it on their digital bulletin board. Last year there were 15 students whose artwork was displayed and this year there is almost double that amount. Commissioner Block suggested inviting Village Board and Library Board members to the reception to boost attendance. After the GBN artwork comes down the following exhibit will be the new Plein Air artwork.

Herb Katz, a Northbrook artist, passed away and it was noted his exceptional artwork was always appreciated and displayed in many Arts Commission events.
Commissioner Block is looking for artists to display their artwork and he spoke to Laura Wassening to find some more artists. Commissioner Block is also looking for more volunteers. It was suggested that the library could hand out flyers and post in the library and their newsletter to recruit artists. The Commissioners also discussed other locations to display the art over the following several events.

**Mailing List Discussion**
Commissioner Laughlin is in charge of the current mailing list - it was noted that mail chimp needs two factor authentication and prefers to have it housed at the Village level so that others in the Commission may have access to postings. Looking for a long-term solution. So Chris will meet with Staff Liaison Fayne-dePersio and Jessica at the Village Hall to set up a long term email list. It was noted about 75 of the 200 artists on the list have exhibited with the Arts Commission over the past years.

**Workshops**
Commissioner Bonnie Siegel stated Spencer Meagher will be teaching a workshop in 2020 along with Michele Usibelli.

**New and Old Business**
Commissioner Siegel announced that in Lake Geneva they are having an Art in the Park this weekend and said it will be a very big event and that all should attend if they are available.
Commissioner Shavitz mentioned that her daughter received a letter in the mail from Meha Smith promoting her artwork and using Arts Commission logos and materials without priority approval or permission. It was noted that someone should get in contact with her to express that she is not able to use the Arts Commission logo as her own.

**ADJOURN**
Commissioner Moyer moved, seconded by Commissioner Siegel, to adjourn the meeting, all were in favor and the meeting adjourned at 8:19pm

Submitted by
/s/ Cheryl Fayne-dePersio & Jessica Livas