

Indianola Public Arts Commission
Meeting Minutes – Thursday, January 26, 2023
City Hall Council Chambers, 110 N 1st St, Indianola, IA

Members Present: Bob Kling, Grant Darrah, Tim Wilson, Monica Weinman, Justin Nostrala

Members Absent: Megan Shipley, Hayden Keeney

Also Present: Jackie Rafferty

Bob called the meeting to order at 6:03 p.m.

Motion to approve November minutes: Moved by Grant, APPROVED

Volunteer needs for each task were discussed, using a list Bob had prepared. Justin recorded needs for each category, which we can revisit at each meeting. He will set up a Signup Genius based on the various tasks/needs. The needs related to **security** will depend on the final plan. Justin will check with organizers of art events in other communities. Simpson may also be increasing staff, which could help. Volunteer needs for **marketing** are not great, other than hanging banners. We agreed to purchase T-shirts for volunteers, with sponsors listed on back. Jackie has a list of **permit requests** she will be submitting. No need for volunteers except to carry out permit-related tasks such as moving street barricades. Similarly, contacting **food trucks** will not require volunteers but setting up chairs and tables will. Bob is using last year's map as a guide to the **layout**, assigning returning vendors to the same spot as 2022 unless they request otherwise. He will mark off the spaces prior to the event. A handful of volunteers will be needed for set up and breakdown. **Restrooms/trash** will not need volunteers except to haul the trash cans to where we want them. General one-time and periodic tasks as described will be assigned to volunteers. Justin is contacting service groups. Monica will also recruit volunteers from Indianola High School, as students can use this service credits. The **registration** tables/tent will serve several functions and will require at least a few steady volunteers to be available to drive the golf cart as needed and to sit for vendors who need to temporarily leave their exhibits. Jackie and Bob will not need volunteers for maintaining contact with **artists** but may need assistance with assembling packets, depending on the number of items donated by local businesses. Monica will make arrangements for the high school's **popcorn popper** to be available but volunteers will be needed to operate it. It will be placed near the **children's arts activities** which will also require volunteers, likely students. Hayden was not able to attend but sent the following notes covering her areas of responsibility:

Entertainment

- Piano (s)
- Yard Games
- Live Musicians - 4 as of now, depending on if the budget will allow for a couple of paid players. I have another musician I'm going to talk to who plays ukelele.

Volunteers

- 4 needed - tentatively one per musician
- A couple can help with hauling/setting up any equipment the musicians need, another can help with keeping track of each time slot and helping the other volunteers with transition between entertainers
- I will be one of the volunteers, of course, and will help be an info source to the entertainers

Discussion then focused on sponsorships, using the draft letter and proposed level description Tim had prepared. The proposed levels of sponsorship were accepted (\$3,000, \$1,000, \$500, and \$250). Since T-shirts will be created, printed logos and names will be added as a benefit of the top three levels. The benefit of a purchase discount on an art item purchased will not be included. Tim will update the letter; Grant will forward the Festival logo. Jackie will check with the Chamber of Commerce to see if they would send the information to members electronically. The list of members is lengthy and it was decided that mailing to all via USPS was not practical in terms of cost or time. Several potential sponsors were identified and Tim will reach out to each of these with assistance from Bob in a few cases. If we can't get assistance from the Chamber in reaching out to members, we can evaluate the success of the in-person efforts and review the membership list to determine what businesses should receive a mailing.

Review of the Arts Master Plan was tabled until the next meeting in the interest of time.

Jackie reported that the Comprehensive Plan has been amended to include more public space including the walking/bike trails. The idea of a living wall was again discussed, with several ideas depending on location. Monica had reached out to someone familiar with Iowa State University's role in working with community projects. This individual recommended starting a conversation with the ISU Landscape Club, which includes upper level students, many of whom need to design projects in public spaces. Trail sculpture is another possible project. These have become quite popular along the region's extensive and growing trail system.

Motion to adjourn by Grant, APPROVED. The meeting ended at 7:28.