

Indianola Public Arts Commission
Meeting Minutes – Thursday, April 27, 2023
Gazebo, Buxton Park Indianola, IA

Members Present: Grant Darrah, Tim Wilson, Justin Nostrala, Hayden Keeney

Also Present: Jackie Raffety

Grant called the meeting to order at 6:04 p.m.

There were no minutes to preview.

It was noted that with Megan's resignation, we have a vacancy. Grant or Jackie pointed out that the terms of Bob and Monica expire this month.

Updates on Festival Planning

Entertainment/Hayden: Entertainment schedule is tentatively complete but waiting on a few confirmations. Several have inquired about access to electricity. It appears we will have three places they can connect. Rock band will set up on far north of park.

Site Logistics/Jackie: Parks and Rec has several games we can use but need help with transportation as they will be short-handed and priority will be to get the street barriers and sound system, tables and chairs set up. Grant is looking into getting access to a truck to help. The 9 food trucks will all be on Girard Ave. TRM will empty trash and kybos Saturday night.

Sponsors/Tim: Sponsorship update was provided by Jackie this week; Copper + Fringe was a late addition but all felt it was important to add them to the graphics. Reminder that we promised sponsors vouchers for meals from the food trucks. Jackie will let trucks know. Grant will develop vouchers. Tim will get in contact with sponsors to get vouchers distributed. \$10 was set as the value of each voucher. Tim will contact the *Indianola Independent Advocate* to let them know we want to run an ad (promised to the sponsors) and encourage them to do a story promoting the event. He will cc Grant, who will provide the art and copy.

Volunteers/Justin: Volunteer recruitment has had very limited success despite his reaching out to several groups, including civic organizations and churches. He will also contact KNIA and Tim will reach out to Luke Matthews of Luke and Jereny on KIOA to ask them to encourage volunteers. Three shifts for "Booth Sitters" were identified as needing an additional person. All agreed that recruiting will be easier as we get closer to the event. Tim will create a sign-in sheet for volunteers, who will be directed to check in at the registration tent.

Marketing, Artwork/Grant: In addition to our facebook page and city website link, we now have promotions posted on the Chamber of Commerce website and Grant has submitted a post to Catch Des Moines. All are encouraged to share the facebook page with their own contacts. Available on social media are a schedule, list of artists, map, list of food trucks; all accessible with a QR code. Discussion ensued on tee-shirts; the design looks great and we will get enough for all volunteers but not for sale. Lastly, discussion ensued about which balloon artist to engage, since we have a couple of options. We chose Von Von's Balloons, a local who has recently moved to the area and submitted a bid of \$260 for three hours.

The meeting adjourned at 6:40pm.