

Indianola Public Arts Commission
Meeting Minutes – Thursday, August 10, 2023
Brickhouse Tavern, 107 N. Buxton Street, Indianola, IA

Members Present: Justin Nostrala, Bob Kling, Hayden Keeney, Grant Darrah
Also Present: Jackie Raffety

Bob called the meeting to order at 6:00 p.m.

Updates on Festival Planning

- Artists Bob spoke with were happy.
- Read the survey responses which Jackie had provided.
- Tickets for meals need to have \$10 limit specified.
- Lack of heat was a problem at Picken Hall. Several artists complained.
- Simpson limits room availability to 10.
- Balloon Festival didn't list parade or art festival.
 - - Grant addressed advertising - may need traditional marketing:
 - heard feedback that no one knew it was going on, certain demographics didn't know about it, nothing at the balloons or fair to promote
 - Need to spend time doing traditional marketing – flyers in businesses, community centers, and churches (100% digital only reaches a certain audience)
 - Invest in signage that we can display on 65/69/92 the week prior (Art Festival This Weekend – Buxton Park)
 - Invest in signage to have on display during the Fair (A frame style – Yoga in the Park for example)
 - Invest in signage to have on display during the Balloons (A frame style – Yoga in the Park for example)
- Festival should be advertised at actual balloon festival.
- Banners could be put up around town.
- Art Festival should be listed in balloonist packets.
- Posters should be placed around the square, etc.

Saturday Morning:

- Registration table needed to be set up earlier.
- Things got very busy Sat. morning.
- Raffle Ticket process needs to be refined. Some artists weren't aware we were doing it – should spend more time planning this out if it has value.
- Reduce slots or volunteer - don't need that many.

Student Art Exhibit:

- Need to make it better. Ideas from those that have displayed artwork this way?
- Tent needs weights.
- Perhaps easels next time.
- Perhaps rent a big tent.
- Is there a way to get more student participation? - from elementary schools, etc?
- Parents should be informed that they should pick up children's artwork. (This would inadvertently get more people there).

Other random Festival issues:

- People started tearing down before 4.
- We should hire a face painter next time.
- An attendee suggested putting signs advertising the festival along the roads.
- Need signs indicating where Buxton Park is.
- Flyer about festival needs to get out earlier.

- Ask Balloon Festival not to book a balloon event during parade and art festival.
- Acknowledge Simpson College next year.

Piano discussion: Savor the Rise and West Hill Brewing were going to be explored by Grant.

Agenda Items for next time focused on ideas for public art projects:

- Building we were looking at is being sold – no point pursuing mural in alley for now.
- Perhaps ask businesses in Indy, who wants a mural?
- Next meeting: come up with art projects for which we could get grant support.
- What about the mural project Amanda Zwanziger of Chamber of Commerce presented?
Bob will send Justin info he has via Amanda.

Minutes for April, May and June meetings were approved.

Jackie asked when we want to elect new officers. We agreed to wait until IPAC is full again.

Meeting adjourned at 7:10 p.m.