



**Public Arts Committee
Regular Meeting Agenda
Fraser Town Hall, 153 Fraser Avenue and Virtually
Friday April 15, 2022
9:00 AM- 11:00 AM**

NOTE: Times are approximate and agenda subject to change

**Virtual Meeting Information
Join Zoom Meeting**

<https://us02web.zoom.us/j/2590408013>

Meeting ID: 259 040 8013

Phone 1-344-248-7799

1. Roll Call

2. Approval Of Agenda

3. Consent Agenda

- a. Minutes From 3/18/22

Documents:

[PAC 3_18_22.Pdf](#)

4. Discussion Items

- a. Sculpture Update (Steve)
- b. Oktoberfest
Mugs, event location, discuss music support
- c. Budget For Year

Documents:

[PAC Budget Worksheet V 2.Xlsx](#)

5. Other Business

6. Future Agenda Items

7. Adjourn

Members of the Fraser Board of Trustees may attend this meeting.

**PUBLIC ARTS COMMITTEE
MINUTES**

DATE: Friday, March 18th, 2022

MEETING: Public Arts Committee Special Meeting

PLACE: Fraser Town Hall Board Room

PRESENT

Board: Jerilyn Schuster, Steve Fitzgerald, Callie McDermott, Cindy McCoy, Steve Fitzgerald, Eric Vandernail, Tara Hendricks

Staff: Marketing and Communications Manager, Sarah Wieck

1. **Regular Meeting:** Roll Call

Steve called the meeting to order at 9:16 a.m.

2. **Approval of Agenda:**

Cindy moved, and Callie seconded the **motion** to approve the Agenda. **Motion carried: 7-0.**

3. **Consent Agenda:**

Callie moved, and Cindy seconded the **motion** to approve the Agenda. **Motion carried: 7-0.**

Minutes – January 14th, 2022

4. **Discussion**

- a. Mural Festival
 - i. Theme - The unique way in which Fraser interacts with the 4 elements.
 - ii. Sponsorships for all events
 - iii. Welcome party is where packet pickup is located
 - iv. 30 murals
 - v. Brand consistently

- vi. Artist's choice
- vii. Two stages

- b. Production company for mural festival -
 - 1. Management of property area
 - 2. Sponsorships
 - 3. Advertising
 - 4. Vendors
 - 5. Volunteer management
 - 6. Updating auction site
 - 7. Music/bands

5. **Open Forum:**

6. **Other Business:**

7. **Future Agenda Item:**

Meeting Adjourned:

Eric moved, and Callie seconded the **motion** to adjourn. **Motion carried: 7-0.** Meeting adjourned at 11:55 a.m.

Art in Public Places Budget	2018 Actuals	2019 Budget	2020 Budget	2021 Budget	2021 Actuals	Comments
	22,713	75,000	60,000	91,100		
Mural Walk			20,000	35,000	40,000	Expand to 25 artists, include an event company. Possibly add vendors to raise funds too.
Sculpture Program			15,000	15,000	11,000	2021: 3k for base, , 3k for leased, 5k Commissioned Sculpture
Mural Program			15,000	13,500	10,000	Use at least 10k for Mural Fest Award (pending travel requirements of artist)
Artisan Oktoberfest			10,000	10,000	1,612	Start a second event aimed at also driving arts reputation and visitation to Fraser and local businesses
Church Renovation Assmt				15,000	15,000	Committed to DAO
Zepher Chair Upkeep				2,600	750	Repainting of about 1/3 of the chairs, prioritizing the ones showing the most wear. (\$200/chair)
Totals				91,100	78,362	Ballpark

Revenues	Comments	Budget	Actual	Notes
Town of Fraser Sponsorship		\$35,000	\$35,000	From budget
Sponsorships		\$0	\$0	In kind not included here
Entry Fees	\$50 x 25 artists	\$1,250	\$1,250	Next Year - entry fees for all (per 2020 on table)
GC Tourism Grant & Fraser Marketing		\$10,000	\$10,000	\$5k each
Auction		\$2,500	\$0	Proceeds to FVA
Donations		\$2,500	\$0	People Choice Awards (various, but not included here)
ToF Staff in Kind		\$10,000	\$10,000	From PAC budget
Mural Commission				
Reimbursement for Bands	FRBC, Fishers, Camber/Winery	\$1,000	\$300	300 from FRBC
Total Revenues		\$62,250	\$56,550	

Expenditures	Comments	Budget	Actual	Notes
Permitting	ToF fees waived	\$0	\$0	
Event Insurance	covered via CRSA policy	\$0	\$0	
Signage		\$500	\$500	
Marketing				
Advertisements and App	Walking map, voting and auction	\$3,000	\$6,000	6k, Mural App
Social Media/Print Marketing	Using geofencing data	\$7,000	\$7,000	
Site Development				
Mural Panel Structures	5 more panels and primer	\$3,500	\$4,800	Paint and Home Depot on 6/15, but does this also have supplies base on it?
Restrooms		\$1,000	\$1,000	
Kid Zone and Plow Blades	Supplies, paints	\$500	\$500	
Staff T-Shirts		\$500	\$500	
Trash and bins	Borrow from WP	\$0	\$0	
Meals	(Artists also provided with \$500 stipend)	\$500	\$500	
Water		\$300	\$300	
Artists Stipend	25 artists X \$500	\$12,500	\$12,500	
Awards	2500/1500/1000	\$4,800	\$4,800	
Site Clean Up	ToF in kind	\$0	\$0	
Entertainment		\$5,000	\$6,200	But 1k offset above
Tent and Stage		\$5,000	\$5,555	stage
Mural Commission Award		\$10,000	\$10,000	From PAC budget
Buckets, tickets, square, etc		\$300	\$300	
Total Expenditures		\$54,400	\$49,855	

Revenue over Expenditures	Proceeds to FVA	Budget	Actual	Notes
		\$7,850	\$6,695	Proceeds to FVA

Band	Completed contract	W-9	Location	Time	Day	Pay
A-Mac & Height	Yes	Yes	Main	3:30PM-5PM	Friday	\$ 700
Maffat Tunnel Band	No	No	Camber/WIS	6:00pm-6:30pm	Friday	\$ 400
Tara Rose and The Real Deal	Yes	Yes	Main	6:30pm-8pm	Friday	\$ 800
Tiffany Christopher	Yes	Yes	Fishers Bar1	3:00pm-3pm	Saturday	\$ 300
Michael Kirkpatrick and Sharon Martinson	Yes	Yes	Main	3:00pm-4:30pm	Saturday	\$ 400
John Adam Smith	Yes	Yes	FRBC	4:30pm-6:00pm	Saturday	\$ 300
Wood Baby	Yes	Yes	Main	6:30pm-8:00pm	Saturday	\$ 2,000
Funky Stuff	Yes	Yes	Main	1pm-2:30pm	Sunday	\$ 600
Hunker Down	Yes	Yes	Main	3:15pm-4:45pm	Sunday	\$ 700
						\$ 6,200

As of July 16, 2021

Date	Journal	Reference	Description	Debit Amount	Credit Amount	Balance
			01/01/2021 (00/21) Balance	.00	.00	.00
			01/31/2021 (01/21) Period Totals ***	.00	.00	.00
			02/28/2021 (02/21) Period Totals ***	.00	.00	.00
08/06/2021	AP	31.0001	Shaped Music Productions LLC	.00	.00	.00
			03/31/2021 (03/21) Period Totals ***	2,777.50	.00	2,777.50
			04/30/2021 (04/21) Period Totals ***	.00	.00	2,777.50
04/06/2021	AP	11.0001	Bushfire	6000.00	.00	8,777.50
04/15/2021	AP	199.0001	US Bank	26.99	.00	8,804.49
			04/30/2021 (04/21) Period Totals ***	6,026.99	.00	8,804.49
			05/31/2021 (05/21) Period Totals ***	.00	.00	8,804.49
05/11/2021	AP	47.0001	Midwood Entertainment LLC	500.00	.00	9,304.49
05/31/2021	AP	131.0001	Wyley's Paint Store	13.49	.00	9,317.98
			05/31/2021 (05/21) Period Totals ***	613.49	.00	9,317.98
			05/17/2021	.00	.00	9,317.98
05/17/2021	AP	61.0001	US Bank	229.05	.00	9,547.03
06/09/2021	AP	94.0001	Schall, Tad	1000.00	.00	10,547.03
06/10/2021	AP	91.0001	Bevi, Sump	1000.00	.00	11,547.03
06/15/2021	AP	189.0001	US Bank	467.07	.00	16,154.10
06/25/2021	AP	162.0001	Fraser Valley Ace Hardware	8.98	.00	16,163.08
			06/30/2021 (06/21) Period Totals ***	6,845.10	.00	16,163.08
			07/31/2021 (07/21) Period Totals ***	.00	.00	16,163.08

Amount type: Actual
 Display: Reference detail

Stage deposit 50%
 Mural App
 Google Play
 Wodd Belly
 Joe McDonald purchase
 Stickers
 Sculpture a
 Sculpture b
 Home Dept
 Spray paint

Revenues	2021				2022			
	Comments	Budget	Actual	Notes	Revenues	Budget	Actual	Notes
Town of Fraser Sponsorship		\$35,000	\$35,000	From budget	Town of Fraser Sponsorship	50,000	50,000	From budget
Sponsorships		\$0	\$0	In kind not included here next year, entry fees for all (left 2500 on table)	Sponsorships	5,000		Hope to exceed
Entry Fees	\$50 x 25 artists	\$1,250	\$1,250		Entry Fees	2,000		80X\$25
GC Tourism Grant & Fraser Marketing		\$10,000	\$10,000	5k each	GC Tourism Grant & Fraser Marketing	10,000		Grand Foundation: Sarah pursues for mktg
Auction		\$2,500	\$0	donate to FVA	Auction			donate to FVA unless proceeds needed to recoup costs
Donations		\$2,500		People Choice Awards	Donations			Underwriters for awards? Music? Receptions?
Mural Commission		\$10,000	\$10,000	From PAC budget	Mural Commission	10,000	10000	
Reimbursement for Bands	FRBC, Fishers, Camber/Winery	\$1,000	\$300	300 from FRBC	Reimbursement for Bands			Relevant for 22?
Total Revenues		\$62,250	\$56,550		Total Revenues	77,000	60,000	

Expenditures								
Expenditures	Comments	Budget	Actual	Notes	Expenditures	Budget	Actual	Notes
					Event Company	17000		Includes stage?
					Ent. Zone Expenses	2000		
Permitting	ToF fees waived	\$0			Permitting	0		
Event Insurance	via CIRSA policy	\$0			Event Insurance	0		
Signage	Sculptures, reuse old	\$500			Signage	500		
Marketing	Marketing map,				Marketing			
Advertisements and App	voting and auction	\$3,000	\$6,000	6k , Mural App	Advertisements and App	6000		
Social Media/Print Marketing	Using geofencing data	\$7,000			Social Media/Print Marketing	4000		

Revenue over Expenditures	Proceeds to FVA	Budget	Actual	Notes	Revenue over Expenditures	
		\$7,850	\$6,695	Proceeds to FVA	150	
Total Expenditures		\$54,400	\$49,855		Total Expenditures	76850
Buckets, tickets, square, etc		\$300			Buckets, tickets, square, etc	300
Mural Commission Award		\$10,000	\$10,000	From PAC budget	Mural Commission Award	10000
Tent and Stage		\$5,000	\$5,555	stage	Tent and Stage	5000
Entertainment		\$5,000	\$6,200	offset above	Entertainment	5000
Site Clean Up	ToF in kind	\$0			Site Clean Up	
Awards	2500/1500 /1000	\$4,800	\$4,800		Awards	6800
Artists Stipend	25 artists X \$500	\$12,500	\$12,500		Artists Stipend	15000
Water		\$300			Water	400
Meals	Borrow from WP (ARTISTS also provided with \$500 stipend)	\$500			Meals	650
Trash and bins		\$0			Trash and bins	0
Staff T-Shirts		\$500			Staff T-Shirts	500
Plow Blades		\$500			Plow Blades	500
Kid Zone and Restrooms		\$1,000			Kid Zone and Restrooms	1200
Mural Panel Structures	5 more panels and primer	\$3,500	\$4,800	Paint and Home Depot on 6/15, but does this also have sculpture base in it?	Mural Panel Structures	2000
Site Development					Site Development	
						For repairs. If we go up 5, boost to 6k
						30x500
						Add Artists Choice at 2k
						0