

LAKE STEVENS ARTS COMMISSION
Visitor Information Center
10020-B Lundeen Parkway Lake Stevens
July 25th, 2018

Call to Order: 6:36 p.m.

PRESENT: Commissioners Steve Apodaca, Holly Forbis, Bridget Scott and Linda Ehmen

ABSENT: None.

OTHERS PRESENT: Jim Haugen, Parks & Recreation Coordinator, Terry Meyer

Roll Call: All present.

Approval of Minutes:

MOTION: Moved by Commissioner Ehmen, seconded by Commissioner Scott, to approve the minutes of the July 11, 2018 meeting. On vote the motion carried (5-0-0-0).

Guest Business: Terry Meyer reported that the Music by the Lake was posted 16 times on social media and reached approximately 8,000 people for the first music event and that the second event posting reached an audience of 12,000.

Discussion/Action Items:

Community Garden: Commissioner Ehmen reported that the mural painting will be hung on the garden shed after Aquafest with two final coats of protective sealant to be applied. She added that she has some ideas for the lettering on the mural and proposed using a Microsoft print product for the lettering.

Standing Committee Reports:

Community Outreach, Marketing/Publicity: Commissioner Apodaca updated the City will spearhead the Facebook/Internet effort and the Commission will consider forming a subcommittee of possibly three commissioners to oversee this to develop content and contacts for future marketing and advertising, once proper training is provided. Commissioner Ehmen said it is important to understand target audience, demographics, etc., as well as outreach beyond Lake Stevens such as Granite Falls, Arlington. etc. The idea of reaching out to entities, such as the Children's Museum, also discussed for better social visibility.

Movies in the Park: Commissioner Apodaca will put out A boards at locations such as Safeway, Haggen, etc., Commissioner Ehmen proposed spraying them with protective UV coating to prevent damage from sun and weather elements with a goal of putting them out two weeks prior to maximize advertising. Jim Haugen said cotton candy and popcorn will be supplied for upcoming events. Commissioner Ehmen discussed better lighting for the machines so the children and families present could watch the making of cotton candy, etc. Jim Haugen shared a contact to potentially perform magic for pre-show entertainment. The Commission also plans to do pre-show trivia with small prizes prior to the show.

Music by the Lake: Commissioner Apodaca and Commissioner Ehmen commented on generous donations made by the public during music events to benefit Arts and Parks Foundation.

New Events/Projects: Commissioner Apodaca announced a special meeting for budget to be held on Wednesday, August 1st.

Theater in the Park: No update.

Youth Activities: No update.

New Business:

Commissioner Apodaca suggested that committee heads for the coming year be selected in September.

MOTION: Moved by Commissioner Ehmen moved, seconded by Commissioner Forbis, that at the first meeting in Septembers, committees be reviewed and reassigned for projects for the upcoming year. On vote the motion carried (5-0-0-0).

Discussion ensued regarding holding a special meeting on August 1, 2018 to discuss the 2019 budget, and there was consensus to do so.

Adjourn: Moved by Commissioner Scott, seconded by Commissioner Forbis, to adjourn the meeting at 7:47 p.m. On vote the motion carried (5-0-0-0).


Bridget Scott