

CITY OF WEST CHICAGO

WHERE HISTORY & PROGRESS MEET

WEST CHICAGO CULTURAL ARTS COMMISSION

Thursday, April 6, 2023

West Chicago City Hall – 475 Main Street

7:00 p.m.

AGENDA

1. Call to Order, Roll Call, Establishment of a Quorum
2. Public Participation
3. Approval of Minutes
 - a. Cultural Arts Commission Meeting: March 9, 2023
4. Items for Discussion and Possible Action
 - a. Art Banner Exhibit 2023: Productions Status, Map/Website, Installation
 - b. Arteculture Reception
 - c. Summer 2023: Andy Warhol “Loteria” Initiative
5. Other Business
6. Adjournment

CC: Mayor Ruben Pineda, City Council, Michael Guttman, West Chicago Cultural Arts Commissioners, Media, Daniel Peck

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Ruben Pineda
MAYOR
Nancy M. Smith
CITY CLERK

Michael L. Guttman
CITY ADMINISTRATOR

West Chicago Cultural Arts Commission
Thursday, March 9, 2023
7:00pm
MINUTES

1. Call to Order at 7:05pm by Heidi Kuharich; Roll Call: Paulina Garcia, Uwe Gsedl, Jacob Hernandez, Anni Holm, Heidi Kuharich, Buddy Plumlee, Deborah Walsh, and City Liaison Daniel Peck in attendance; Quorum established
 - a. Guest attendee: Jonas Franz
2. Approve Minutes of February 2, 2023
 - a. Anni Holm made motion to approve, Jacob Hernandez seconded; Approved unanimously
3. Items for Discussion and Possible Action
 - a. Art Banner Exhibit 2023
 - i. Commission reviewed all banner designs (by Uwe Gsedl), confirmed all selections with minor edits
 - ii. Commission noted some selections appear to have been generated using AI (artificial intelligence); there is no rule against this currently but may need to enact one moving forward
 - iii. Uwe Gsedl noted that he submitted three images but only one was reflected in the final submissions
 1. This is a greater issue than just the immediate omission. Discussion on how many other artists might be experiencing same without Commission's knowledge. Needs to be addressed for future projects with possible alternatives considered.
 2. Dan Peck noted that banners are printed in pairs so going to 26 would not cause issue. Anni Holm sent missing images to judge, Sara Phalen (note: judge was not bound to push total number to 26). Sara Phalen confirmed selection of one offered image (as meeting adjourned).
 - iv. Deborah Walsh and Anni Holm will work to map best location of each banner in advance of hanging (delivering plan to Public Works).
 - v. Discussion on artist exhibit/reception traditionally held during Blooming Fest; artists given opportunity to show originals, CAC coordinates and provides light refreshments. Considering pandemic absence of reception/exhibit, perhaps moving to hang at Library; Heidi Kuharich will reach out to Ben Weseloh to inquire and get details.
 - vi. Theme for 2024 Art Banner Exhibit should be announced at Blooming Fest (when 2023 unveiled). Commission will finalize theme at April meeting.
 - b. Summer 2023: Andy Warhol "PopCan" Initiative
 - i. Discussion on City Staff dismissal of initiative, reportedly stemming from "questions" though not presented to Commission prior to opting out. Commission members voiced concerns over unilateral decisions being made outside of meeting confines.
 - ii. Heidi Kuharich and Paulina Garcia reported on secondary initiative of WeGoLoteria (initial presentation piece attached).
 - iii. In light of City Staff movement against PopCans, Buddy Plumlee motioned to accept WeGoLoteria, seconded by Anni Holm; AYES = 6, NAY = 1
 - iv. Buddy Plumlee, Anni Holm, and Paulina Garcia will work to secure artists for WeGoLoteria card design; Dan Peck will work to secure business involvement and compensation for artists (suggested \$50 Dick Blick cards as in past); Heidi Kuharich will work to compile and communicate all details to advance project between this meeting and next.
4. Other Business
 - a. Buddy Plumlee outlined the history of the ArteCulture Exhibit. It is currently set to be installed at Kindred Coffee Roasters for display throughout May. Traditionally, the artist reception is held during Blooming Fest. Buddy will create promo piece and Dan Peck will use to promote event. Buddy Plumlee will coordinate reception with light refreshments; Dan Peck confirmed funding.
 - b. Public Participation/Presentation: N/A
5. Adjournment: 9.10pm

West Chicago Cultural Arts Commission: Agenda Items

Thursday, April 6, 2023 at 7:00 p.m.

1. Art Banner Exhibit 2023 – Production Status/Map & Website Update/Installation

- a. On March 9, Commission members proofread and approved the selected artworks to be part of the exhibit. All submitting artists were contacted and notified if their artwork was selected as part of the 2023 Exhibit. Commissioner Gsedl and Kuharich are currently coordinating with Signarama West Chicago for the production of the banners.

During this meeting, Commissioners need to confirm the locations of the selected artworks on the map provided by staff. Once map locations are provided, staff will produce a digital map for the Exhibit, update the City website, and install the banners in the appropriate locations.

During the May meeting, Commissioners will need to confirm a date for when to launch the voting for the People's Choice Award.

The original project timeline, with current status of items, is provided below for reference.

i. Project Timeline

1. Artwork Deadline: Tuesday, February 14 (Complete)
2. Selection Period: Wednesday, February 15 – Wednesday, March 1 (Complete)
3. Design: Friday, March 3 – Thursday, March 23 (Complete)
4. Production: Friday, March 24 – Tuesday, April 11 (In-Progress; Banners to be ready by week of April 18)
5. Map/Website Update: Monday, April 10 – Friday, April 28 (Map locations needed in order to proceed)
6. Installation: Wednesday, April 12 – Friday, April 28 (Week of April 24)

ii. Project Roles

1. Selection: Sara Phalen/CAC Member(s) (Staff liaison support as needed)
2. Design: Signarama/CAC Member(s) (Staff liaison support as needed)
3. Production: Signarama/CAC Member(s) (Staff liaison support as needed)
4. Map/Website Update: City Staff
5. Installation: City Staff

2. Arteculture Reception

- a. On March 9, Commission members discussed the upcoming Arteculture event that will be held at Kindred Coffee over a series of weeks. During the discussion, Commissioners requested some form of refreshments or appetizers be available at the reception for the event. In reaching out to Kindred Coffee about the option of purchasing refreshments from the business, the owner was currently unaware of a reception. The owner of Kindred has requested additional details about the reception, primarily a date and time, so they can confirm that it will work with their schedule. Once a time and date is confirmed between the Commission and Kindred Coffee, staff will work with the owner to ensure some form of refreshments are available for the opening reception.

3. Summer 2023: Andy Warhol Initiative: WeGo Loteria

- a. During the March 9 meeting, it was announced that the PopCan initiative needed to be tabled due to logistical issues. In response, the Commission discussed and decided to proceed with a new concept that would include the use of loteria.

Commissioners Garcia and Kuharich presented a proposed project plan to the Commission and City staff for review. City staff has reviewed the proposed plan and has found the project to be more feasible to complete and execute, but has also noted some items that need further clarification and consideration from the Commission in order to proceed with the project.

WeGoLoteria

Purpose: to involve the community of West Chicago in the Pop Art movement.
To encourage businesses to participate in a community installation project.

Audience: West Chicago Community

Timeline: Spring/Summer 2023/Mexican Independence Day

The Project: Artists design Loteria cards that are displayed throughout West Chicago and inside participating businesses. Members of the community visit these places to cross off a diagonal, horizontal, or vertical line off a Loteria board. The first [#TBD] players win prizes.

Design Specs: “cards” refers to individual images to be sought in game and played; “boards” refers to multiple image participant pieces

- Loteria cards will be redesigned in the Pop Art Style by one or multiple artists.
- Loteria cards can be a classic theme and/or a new theme (La Catrina instead of La Muerte).
- Loteria cards will be fully biliterate in Spanish and English.
- There will be one or two cards that will be lifesize with face cutouts for players to take pictures in.
- Regardless of Artist involvement, some of the images (4 to 6) will need to be substituted out or eliminated from play

Loteria boards will have a random combination of cards printed on them (16?). Loteria boards will have a header to distinguish them from other Loteria decks, eg: “WeGo Loteria”. The instructions, a list of participating locations, the website, and a QR code will be printed on the back of the boards. ALL in Spanish and English.

How to Play:

The instructions, a list of participating locations, the website, and a QR code will be printed on the back of the boards.

1. Businesses join the game by displaying a card in a prominently visible spot. Participating businesses will serve as one method of getting a board. Participating businesses will be asked to contribute a small prize (gift card etc) to the pool.
2. The user learns about the scavenger hunt through social media, word of mouth, or by visiting a participating location.
3. The user either prints out a board from the website, picks it up from City Hall, or from one of the participating businesses.
4. The user visits a participating business to cross off a card, must be “validated” by the business with specific stamp or hole punch.
5. Winning: completed line in full horizontal, vertical or diagonal row of the board.
6. The user uploads a photo of their completed, validated board to a Google form. It can be a selfie with the board (to be used in PR!) or the board by itself. They can access this form by visiting the website or the QR code printed in the back of the board. Winners will receive prize by mail within one week.
7. If the user is the first of XZY (“while supplies last”), they can claim a random prize donated by the participating businesses.
8. Use hashtag on lifesize cards for selfie uploads. Use photos on social media to promote the scavenger hunt.

Examples of prizes:

Vouchers (3 free tacos and 1 drink from El Coco Loco, free drink at Kindred, 2 paletas from Jorge’s)

Gift Cards (\$5, \$10, etc)

Artist Guidelines

- Pop Art Style
- Artists can chose the theme of the card (example: La Catrina instead of La Muerte)
- Option A: One artist designs the entire deck
- Option B: Multiple artists design the deck

Final WeGo card deck may be

- a. entirely artist-driven with all new images/new subjects
- b. entirely artist-customized with all new images of existing subjects
- c. combination of artist (new or customized) and classic images

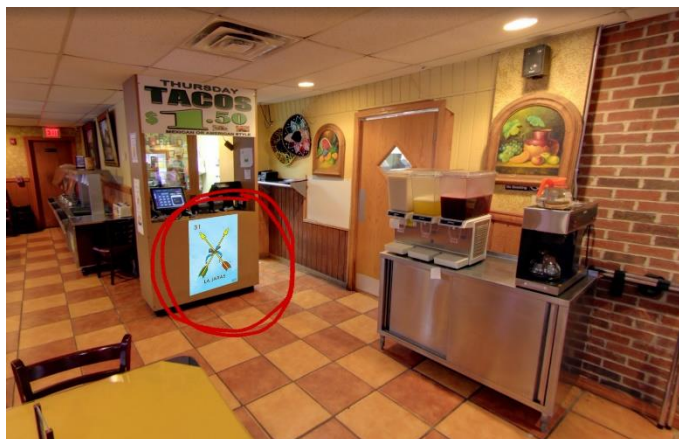
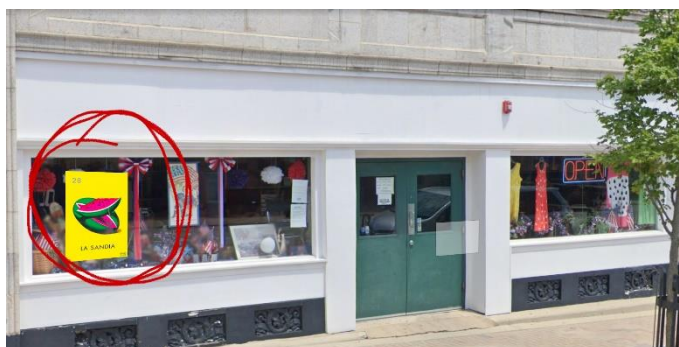
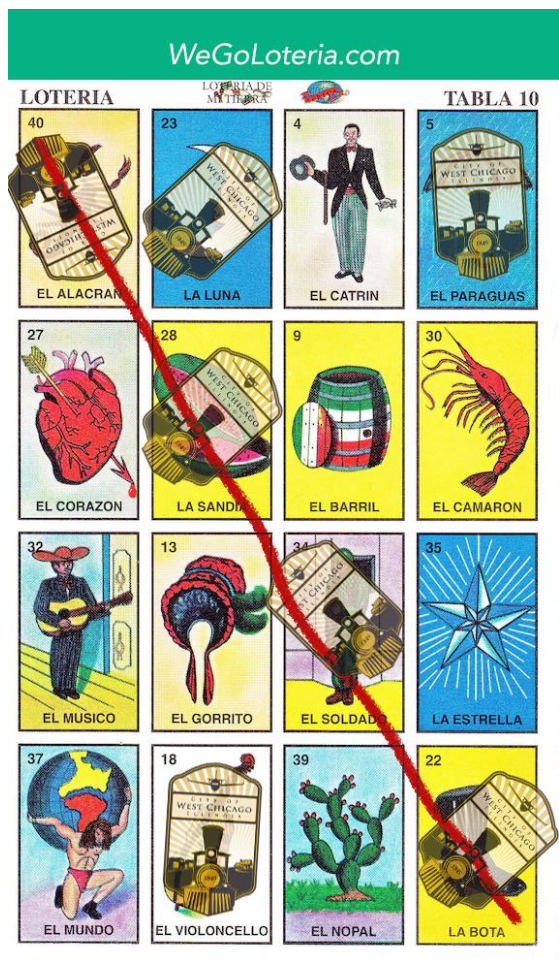
***CAC will have final approval of artist images to ensure appropriateness**

Cut-Outs

- images TBD
- matching board masthead at top of image
- hashtag at bottom of image for uploads



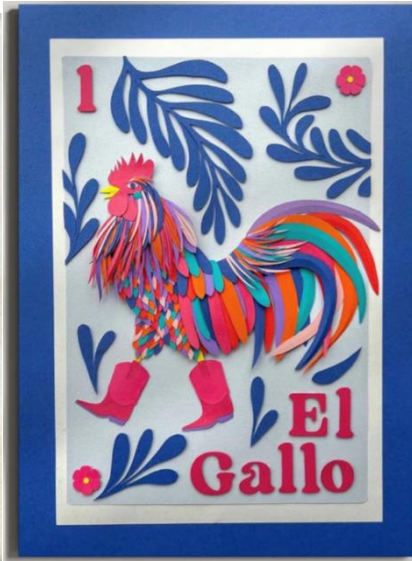
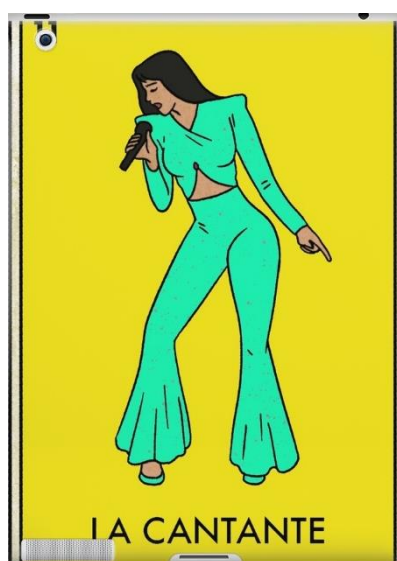
THE ACTUAL PRINT DOES NOT HAVE WATERMARKS



ORIGINAL CARD EXAMPLES



CUSTOMIZED CARDS



WeGo Loteria: Staff Comments

City staff has reviewed the proposed project for the WeGo Loteria, and found the overwhelming feedback was very positive. City staff, and other community partners, are very much excited about the project. As the Commission continues to move forward with the project, the following notes and recommendations were provided by multiple staff members and community groups for the Commission to review:

Purpose/Audience

- The audience should be broader than just the 'West Chicago Community', as this is part of a larger County-wide initiative that could create interest from outside communities. Community members may be the primary target audience, but the other goal should be to also attract visitors to the community.
 - Consider expanding 'Audience' in the proposal to have a primary audience (community members), and secondary audience (visitors)
- "WeGo Loteria" is a fun name, but it does not reference anything for pop-art, or Andy Warhol, which is the primary purpose of the overall community initiative.
 - Rephrase name to include some form of pop-art reference. (i.e. WeGo Pop Loteria)

Timeline

- The timeline is too general and more details are needed in order for staff to assist the Commission. The City is planning to launch the overall "Warhol" initiative in mid-June.
 - Perhaps use that as a launch date and work backwards to identify key milestones? (i.e. artwork due, production, installation, etc.)

Design Specs

- One medium/material needs to be selected and a desired size needs to be estimated. Whether it is a window cling on business windows, or signage that is inside of businesses. One medium needs to be selected.
- Cards should be added on the outside of business windows for consistency, and people can play even when a location is closed
- Consider making loteria cards specific to West Chicago, or specific to businesses/organization
- It would be great to create some loteria cards specific to upcoming community events (i.e. Mexican Independence Day, Food Festival, Halloween Festivities, etc.) and having event themed loteria boards
- Limit cards to a specific number. Staff recommends 16 as an achievable number of participating businesses and organizations.

How To Play

- Having staff at businesses and organizations physically stamp, or punch, loteria boards seems cumbersome and puts additional work on staff of businesses to know what to do, and how to explain the overall initiative which may result in some not participating at all. In addition, if a business is closed, and someone is there to participate, how could they do so?
- Printing different variations of boards could be costly.
- The loteria boards should be either digital only, or a hybrid of both digital and physical copies
 - Perhaps a digital scavenger hunt would be a better route and more achievable for some
- Rather than hole punching loteria boards, consider having clues identified on each loteria card that needs to be written/submitted on the loteria boards
- It'd be fun to create loteria 'scavenger hunts' specific to community events and possibly having specific prizes for that particular events. As an example, at Food Festival, have different loteria at food trucks that

doesn't put extra work on vendors. This could also be an opportunity for local downtown restaurants to promote themselves and offer an incentive to visit them as well. A booth place and a prize wheel could be provided to the Commission if this was considered an option.

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- Mailing of prizes is not an option. Prize pick-up will need to be better identified.
 - Consider coordinating with the Gallery for pickup of prizes, or pickup at community events

Business Participation

- Staff will be able to assist with initially promoting initiative through the City's communications platforms, but Commission members will need to follow up and enlist businesses and organizations.
- Utilizing businesses throughout the entire City of West Chicago could make it difficult for some community members and visitors to participate as they would need to drive throughout the City in order to find specific loteria. It would be easier for people to participate if they could park in one spot then seek out the different cards in a specific area (i.e. downtown, parks, etc.)
 - Consider limiting initiative to just the downtown area, or multiple areas
 - Consider utilizing the numerous community organizations (i.e. park district, library, gallery, museum, etc.) as locations as well
 - The West Chicago Park District has expressed interest in participating, and thought it could be interesting to have loteria scattered throughout Reed-Keppler Park or at different facilities
- It may be difficult to require participating businesses to contribute a small prize towards a raffle, or provide some form of incentive (i.e. discounted product)
 - Consider just listing the business name/logo on boards or website
- Consider create coloring pages for children to create their own loteria at events, should the previous be considered

Cut-Outs

- The large cut-out loteria cards don't correlate with the overall concept and seem like a separate project outside of the overall loteria boards.
 - If wanting to pursue this further, it should be carried out individually with a community partner. Perhaps, this could be an attraction at an event(s) in coordination with the Mexican Cultural Center or People Made Visible?

Artist Guidelines

- Specifically identify 1) whether it's one artist or multiple artists designing decks, 2) one option for "Final WeGo card deck".

Financial Considerations

- Identify the estimated cost being requested by the Commission to pursue this project. Itemize estimated cost for items such as: cost to print/produce graphics, cost to install graphics, cost to compensate artist(s), cost for printing of cards, etc.

General

- Identify the general roles of the Commission, and specific roles of Commissions, and what tasks will be performed
- Outline the specific assistance needed from City staff for initiative
- What is the Commission considering for raffle prizes, awards, give-aways, etc.