

# CITY OF WEST CHICAGO

WHERE HISTORY & PROGRESS MEET

## WEST CHICAGO CULTURAL ARTS COMMISSION

Thursday, May 2, 2024

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: April 4, 2024
4. Items for Discussion and Possible Action
  - a. 2024 Loteria Proposal
  - b. 2025 Art Banner Exhibit: Theme Selection
5. Other Business
  - a. 2023 Art Banner Exhibit Status
  - b. Artculture
  - c. Olmec Trails - Commission Involvement
6. Adjournment

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



**DRAFT CULTURAL ARTS COMMISSION MINUTES**  
**Thursday, April 4, 2024**  
**West Chicago City Hall – 475 Main Street**  
**7:00 p.m.**

**1. Call to Order, Roll Call, Establishment of a Quorum**

Chairman Kuharich called the meeting to order at 7:02 p.m. Roll Call found Commissioners Garcia, Hernandez, Treudt, and Walsh present. Commissioner Gsedl and Plumlee were absent. Also in attendance was Marketing and Communications Manager Daniel Peck and Alderman Lori Chassee.

**2. Public Participation**

None.

**3. Cultural Arts Commission Meeting Minutes of February 1, 2024**

Commissioner Walsh made a motion, seconded by Commissioner Hernandez, to approve the minutes of March 7, 2024, with requested changes as discussed. Voting Aye: Chairman Kuharich, Commissioners Garcia and Treudt. Motion Carried.

**4. Items for Discussion and Possible Action**

- A. *Art Banner Exhibit 2024: Artwork Approval.* Commissioners reviewed and confirmed the 26 artworks selected for the 2024 Art Banner Exhibit. No motion carried.
- B. *Arteculture.* The event cannot be supported as a City/Commission initiative since the initiative was already pre-planned and progress was underway. Alderman Chassee suggested that the Commission include the initiative on the list of items intended for City Council approval and engagement in its annual report, which includes proposed initiatives for 2025. No motion carried.
- C. *Taco & Art Festival.* The event cannot be supported as a City/Commission initiative. Commissioners are welcome to volunteer their time to the event as individuals separate from the City. No motion carried.
- D. *Loteria.* Commissioner Hernandez made a motion, seconded by Commissioner Garcia, to proceed with seeking prior approval from the City Council to proceed with relaunching the Loteria initiative in 2024. Voting Aye: Chairman Kuharich and Commissioner Treudt and Walsh. Motion Carried.

**5. Other Business**

Commissioners discussed potential themes for the 2025 Art Banner Exhibit. Shortlisted themes included: engine power, water, unity, sustenance, and nourishment.

**6. Adjournment**

At 8:10 p.m., Chairman Kuharich adjourned the meeting.

Respectfully submitted,

**Daniel Peck**

Marketing and Communications Manager  
City of West Chicago

**WEST CHICAGO CULTURAL ARTS COMMISSION  
AGENDA ITEM SUMMARY**

**ITEM:** 4.a

**TITLE:** 2024 Loteria Proposal

**DATE:** May 2, 2024

**ITEM SUMMARY:**

On April 4<sup>th</sup>, the Commission motioned to seek approval from the City Council to proceed with relaunching the “Loteria” initiative in 2024.

Provided with this item is a draft Proposal from Chairman Kuharich for review and consideration. With the approval of the Commission, the Proposal may be presented to the Public Affairs Committee for consideration and recommendation for approval by the West Chicago City Council.

**MOTION PROPOSED:**

- Accept the draft proposal for a proposed 2024 Loteria initiative and have City staff present the proposal at the next Public Affairs Committee meeting.

## **West Chicago Cultural Arts Commission Proposal: WeGo Loteria 2024**

In Fall 2023, Cultural Arts Commission (CAC) launched the successful WeGo Loteria Project as part of the overall countywide push from College of DuPage/McAninch Arts Center for the Warhol/Pop Art exhibit. The initial idea came from a desire to participate, but in a decidedly, uniquely WeGo way.

CAC invited 16 artists to reimagine classic Loteria images in a pop art style and add cards depicting some of our most popular West Chicago icons. The result was a collection of 34 original Loteria cards positioned all around town for a community-wide scavenger hunt-style game. Players were encouraged to e-mail an image of the completed playing board for verification and a small prize (while supplies lasted).

The original artwork was also put on exhibit at Kindred Coffee Roasters as an additional opportunity for the community to view all pieces and as an added perk for the artists. Several of the artists commented that they enjoyed being able to contribute artistically with renditions of sites they felt tied to as residents.

Anecdotal responses from players included comments on how much fun it was to run around finding the Loteria images and see what the WeGo versions looked like, as well as finally learning where a certain business is located or discovering a spot they knew nothing about previously. In confirmation of the original hope, participating businesses experienced increased foot traffic. Participating sites commented throughout that people could often be seen out with their playing boards. One business made a point early on to note the “grandpa out with his little grandson, running around downtown with their playing board”.

It was the specific requests from participating businesses to make it “an annual thing” that made us consider taking the game from a one-time event to an annual celebration of our vibrant Mexican community as the timeline corresponds with Mexican Independence Day and Día de los Muertos. It also introduces the beloved traditional game of Loteria to those who might have been unfamiliar.

**Looking to 2024**, in light of Community response, the Commission is requesting funding to repeat this project going forward. CAC is suggesting reproducing the 2023 images with an additional four images for the 2024 series. CAC intends to maintain the 2023 timing, applying all images to participating sites during the first weeks of September, in time for the game to “begin” in correlation with Mexican Independence Day festivities and continue through Día de los Muertos, with Commission removing images after the first week of November. As with the 2023 version of the game, prizes will be awarded to verified winning game boards while supplies last.

### **Proposed WeGoLoteria 2024**

Reprinting of existing 34 images @ \$15 each	\$510
Artist (2) gift cards for new images (4) @ \$25 each	\$50
Printing of 4 new images @ \$15 each	\$60
Prizes* (one per player, while supplies last)	\$50
Stamps (prize/artist mailing)	\$18
<i>*2023 prizes were purchased with donated funds; this cost is a back-up in case similar donation is not secured</i>	
<b>Total</b>	<b>\$688</b>

### **Additional Staff Considerations\***

*\*All components of 2023 Project with updates provided by Commission*

- Webpage updated according to 2024 parameters (copy provided by CAC)
- Map of sites created by City Staff (location information provided by CAC)
- Social media support from City Staff (copy and graphics provided by CAC)
- Playing boards printed and hosted in City Hall lobby for Community convenience
- West Chicago envelopes to mail prize certificates and artist gift cards (25)

### **Discussion Point (TBD)**

The 2023 WeGoLoteria Project asked participants to e-mail images of completed playing boards to [cultural@wego.org](mailto:cultural@wego.org) for verification and prize follow-up. The Commission monitored that account and managed any questions and prize distribution. In 2024, the Commission does not have access to that e-mail account and is considering the simplest method of accomplishing the same task (both for the Community and project management). CAC is currently examining alternate methods including employment of a form accessed through associated webpage (staff assistance required), alternate e-mail method (no staff assistance required), etc.

**WEST CHICAGO CULTURAL ARTS COMMISSION  
AGENDA ITEM SUMMARY**

**ITEM:** 4.b

**TITLE:** 2025 Art Banner Exhibit Theme Selection

**DATE:** May 2, 2024

**ITEM SUMMARY:**

On April 4<sup>th</sup>, the Commission discussed potential themes for the 2025 Art Banner Exhibit. Shortlisted themes included: engine power, water, unity, sustenance, and nourishment.

The Commission is requested to confirm a theme for the 2025 Art Banner Exhibit. Once approved, staff will draft a tentative schedule for consideration and approval.

**MOTION PROPOSED:**

- Approve [Theme] as the theme for the 2025 Art Banner Exhibit.