



**CITY OF MADISON HEIGHTS**

**CITY HALL - LINDELL ROSS EXECUTIVE CONFERENCE ROOM,  
300 W. 13 MILE RD.**

**ARTS BOARD MEETING AGENDA**

**OCTOBER 08, 2025 AT 6:30 PM**

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**CALL TO ORDER at 6:32 PM**

**ROLL CALL**

**Toya Aaron, *Vice Chair***

**Mark Bliss, *Council Representative (absent)***

**Michael Covert, *Chair***

**Brian Davis, *Member (absent)***

**Laurie Geraldts, *Member***

**Susie King, *Member***

**Bill Mier, *Council Alternate***

**Harley Mordarski, *Staff Liaison***

**Jennifer Nagle, *Social Media***

**Kimberly Oprins, *Alternate (absent)***

**Vita Palazzolo, *Member***

**Keaton Soto-Olson, *Member***

**Thomas Wrona, *Alternate (absent)***

**Sandie Young, *Alternate***

**Motion by Nagle, seconded by Mier, to excuse Bliss, Davis, Oprins, and Wrona**

**Yea: All**

**Nay: None**

**Motion Carries**

**ADDITIONS/DELETIONS**

**Motion by Geraldts, seconded by Mier, to add Tree Lighting and Goodfellows Art Supply Drive to the agenda.**

**Yea: All**

**Nay: None**

**Motion Carries**

## **APPROVAL OF MINUTES**

### **1. Approval of Minutes**

**Motion by Aaron, seconded by King, to approve the August 19, 2025 minutes as written.**

**Yea: All**

**Nay: None**

**Motion Carries**

## **MEETING OPEN TO THE PUBLIC**

### **REPORTS**

#### **2. Treasurer Report (Mordarski)**

During the meeting, questions were raised about why Karaoke Krush was paid twice for the karaoke event. Mordarski explained that the initial payment had already been issued before the power outage occurred, and the vendor later offered to return at a discounted rate, resulting in the second payment. Gerald also asked for clarification on the pumpkin painting allocation. Mordarski noted that the Recreation Department and the Arts Board intend to partner on the activity, with the Arts Board contributing \$200 and some painting supplies, while Recreation will cover the remaining costs.

#### **3. Social Media Report (Nagle)**

Nagle reported that the page has received more than 4,000 views in the past month and noted that the Skelebration Trail post continues to be a major hotspot.

### **UNFINISHED BUSINESS**

#### **3. Skelebration Trail (Gerald, Young, Wrona, King)**

The event is scheduled for Sunday, October 19th from 5:00 to 7:30 p.m. Gerald reported that there will be sixteen stations or activities for children and asked for volunteers to assist that day. Nagle, Aaron, and King confirmed they would be available to help. The Food Pantry will also be present, so Palazzolo will attend, and Soto-Olsen indicated they may be able to participate as well.

#### **5. Harvest Festival Pumpkin Painting**

**Motion by Gerald, supported by Palazzolo, to spend \$200 on Pumpkin Painting Supplies for the Harvest Festival.**

**Yea: All**

**Nay: None**

**Motion Carries**

Gerald will be present to staff the station and will arrive at 11:00 a.m. to assist with setup. The event will take place at Rosies Park from 12:00 to 4:00 p.m. She will also create a sign reminding attendees

not to eat the painted pumpkins. The board agreed that this notice is necessary due to concerns that some individuals may try to repurpose the pumpkins for food, despite the paint being unsafe for consumption.

#### **6. Trail Tunes 2025 (Bliss, Palazzolo, Aaron, Mier, Davis)**

The reduced layout was very well received, with attendees noting that it allowed them to see most or all of the bands and made setup significantly easier. Because the team was unexpectedly short-staffed that morning, having fewer performance spaces to assemble proved to be a major benefit. The kids' foam party, aerialist, and fire performer were all popular additions that complemented the live music. Food trucks arrived as scheduled, and both returning and new bands offered very positive feedback. The new online voting system, which used QR codes, was also highly successful, generating the highest number of free votes and the most revenue from paid votes to date.

However, despite strong advertising that produced the second-highest engagement level in the event's six-year history, the park still did not draw the hoped-for turnout. Weather was likely a contributing factor, but the low attendance was disappointing. Suggestions for boosting audience size, including potential date changes, collaboration with another event, or new advertising approaches, are welcome. While vendors felt more integrated into the festival in this year's layout, their overall number remained too low. Additionally, a comedian scheduled to keep the crowd engaged during the Battle cancelled. The "head-to-head" battle concept is enjoyable but has yet to truly succeed, and alternative formats should be explored. One band also cancelled, though Drum Messengers stepped in to fill the slot. Repeat sponsorships remain an ongoing concern as well.

#### **7. Civic Center Hopscotch (Gerals)**

Covert noted his dissatisfaction with the mural's current condition and expressed a desire to see it redone soon. The board agrees to revisit this agenda item in the spring

#### **8. DIA Inside|Out 2025 (Gerals, Nagle, King, Young)**

Mordarski reported that the park paintings will be removed on November 11th.

#### **9. Summer Concert Series (Aaron, Bliss, Gerals, King, Soto-Olsen)**

Mordarski indicated that now is the time to begin securing sponsors. It would be helpful to establish the event dates soon and consider adding one or two concerts. Last year, City Manager Marsh and Mordarski began making calls in November. Mordarski recommends requesting \$500 from potential sponsors. She also recommended that the Board consider increasing compensation for bands, likely to around \$700. In addition to pursuing local sponsors, the board should also reach out to larger organizations. King may be able to assist with outreach through their connections in Leadership Macomb.

#### **10. Bandshell Utilization Subcommittee (Gerals, Covert, King, Mier, Palazzolo)**

The Bandshell Utilization Subcommittee discussed the possibility of combining the subcommittees. No formal decisions have been made, but the topic will be revisited as circumstances evolve.

## **NEW BUSINESS**

### **11. Library's Tiny Art Show**

The Tiny Art Show will run from October 10 through November 22, with the exhibit on display from December 1 through December 30. Mordarski will provide DIA goodie bags to Heather Hames for use in a raffle.

### **12. Arts & Craft Supply Swap (Nagle, King, Young)**

The board discussed the Arts & Craft Supply Swap, led by Nagle, King, and Young, noting that the proposed \$5 entry fee to access the Breckenridge Room and trade supplies could discourage participation, especially since people could trade outside at no cost. The group emphasized that eliminating the fee would help maintain attendance and strengthen the event's focus on community-building and networking. Donations would support the Madison Heights Goodfellows. Potential dates considered were November 22 and December 6, with the event running from 1 to 4 p.m.

**Motion by Nagle, supported by Soto-Olsen, to establish December 6<sup>th</sup> as the official date for the Arts & Craft Supply Swap**

**Yea: All**

**Nay: None**

**Motion Carries**

### **13. Arts Board Logo**

Regarding the Arts Board logo, the group continued discussions about a summer concert series design, and King agreed to consult a graphic designer friend for input.

### **14. Tree Lighting**

For the Tree Lighting event on November 24, the board noted that crafts, goodie bags, and reindeer would be offered. Setup would begin at 5:30 p.m. for a 6:00 p.m. start. Young will tentatively mark the date, and no budget is required since leftover supplies will be used.

### **15. Art Supplies for Goodfellows**

In preparation for collecting art supplies for the Goodfellows, Geraldts will update an existing flyer for distribution. The City Manager's Office will accept donations, and the board will encourage contributions during the December 6 art swap. Geraldts will specify that only new art supplies should be donated. At this time, Palazzolo also shared that she does not wish to continue serving on the board after the start of the new year.

## **ADJOURNMENT 8:10**

**Next Meeting: January 7<sup>th</sup> at 6:30 pm in the Executive Conference Room**

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heights.org at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.

DRAFT