



**CITY OF MADISON HEIGHTS
CITY HALL - MADISON ROOM, 300 W. 13 MILE RD.
ARTS BOARD MEETING AGENDA
MARCH 06, 2025 AT 6:30 PM**

CALL TO ORDER 6:30

ROLL CALL

Toya Aaron, Vice Chair

Mark Bliss, Council Representative

Michael Covert, Chair

Brian Davis, Member (absent)

Ali Dorsey, Student Representative (ex-officio) (absent)

Laurie Geraldts, Member

Regina Juska-Svoba, Member

Susie King, Member

Bill Mier, Council Alternate (absent)

Harley Mordarski, Staff Liaison

Jennifer Nagle, Social Media

Vita Palazzolo, Member (absent)

Keaton Soto-Olson, Member

Alex Walker, Alternate

Veda Wrona, Alternate (absent)

Sandie Young, Alternate (arrived at 7:04pm)

Motion by Geraldts, Second by Bliss to excuse Brian Davis.

Yea: All

Nay: None

Motion Carries

ADDITIONS/DELETIONS

MISILC Update:

MISILC is partnering with the library to create a community-wide pop-up exhibit in their exhibit space. Heather Hames is taking this on, as she is the HREC staff liaison and librarian.

APPROVAL OF MINUTES

Motion by Gerald, Second by Aaron to approve January 22nd, 2025 meeting minutes.

Yea: All

Nay: None

Motion Carries

MEETING OPEN TO THE PUBLIC

REPORTS

1. Treasurer Report (Mordarski)

Gerald asked for clarification regarding Eve's payment to repaint the hopscotch mural. Mordarski confirmed that \$200 was to be paid to Eve directly, and \$100 reserved for supplies.

2. Social Media Report (Nagle)

Nagle reported that the Arts Prom post had 22 respondents and only one purchase via Eventbrite.

UNFINISHED BUSINESS

4. Board Composition & New Members

Board members introduced themselves and their backgrounds.

5. Arts Prom 2025 (Gerald, Bliss, Nagle, Covert, King)

The subcommittee is planning a strong social media campaign to promote the event, encouraging engagement through likes, shares, and comments. Tickets are priced at \$60 each, and the subcommittee is actively collecting auction items, with Covert and his wife already securing three, most of which are Broadway or musical-themed. They plan to reach out to local theater groups to explore ticket exchanges for ad placements in their programs. Additionally, the subcommittee will design a program to mimic the experience of attending a Broadway show. Bliss emphasized the need for full board support, as this will be an all-hands-on-deck event. The target audience is 21 and up, and continued promotion for Eventbrite is necessary, costing approximately \$35 per month. Soto-Olson offered to place a poster at the climbing gym, and Bliss will follow up. Walker mentioned potential sponsorship leads in the area. By mid-April, Tracy at Club Venetian needs a follow-up regarding space and room.

Motion by Bliss, Second by Gerald, to eliminate the \$500 reserved for the Broadway dance party and \$250 for the Gala, instead allocating \$1,200 to be used for Arts Prom expenses such as DJ services, advertisements, and posters, with spending decisions left to the subcommittee.

Yea: All

Nay: None

Motion Carries

6. Skelebration Trail (Geralds, Dorsey, Young)

The Skelebration Trail is planned to accommodate four groups for 45-minute sessions, with a capacity of up to 125 people. At a recent Council Meeting, Mayor Grafstein suggested involving other community groups to boost engagement, recommending a partnership with the recreation department. However, Geralds expressed concern, emphasizing that the trail should remain a standalone event rather than a competitive one. Bliss clarified that the intent is not competitive but rather a way to complement the event through collaboration. Geralds will discuss the idea further with Colin and Brendan from the recreation team.

7. Trail Tunes 2025 (Bliss, Palazzolo, Aaron, Mier)

Bliss reported that the subcommittee will meet in the next 3 weeks to determine the number of bands that will play at the festival.

8. Civic Center Hopscotch (Geralds)

No new updates.

9. DIA Inside|Out 2025 (Geralds, Nagle, King, Juska-Svoba)

Mordarski reported that she plans to attend the Program Orientation on April 2nd. The presentation will include information about logistics from installation to deinstallation and marketing and communication tips. Anyone on the Board is welcome to come. King noted that she would like to join.

10. HREC Cookbook Collaboration (Nagle)

Bliss mentioned that this item wasn't in the HREC workplan reviewed by Council.

11. High Schooler City Hall Art Exhibit (King, Aaron)

King has not received any information back from any teachers or schools.

12. Summer Concert Series (Aaron, Bliss, Geralds, King, Soto-Olsen)

Volunteers will be needed at the merchandise table during concerts. Sponsorships for the concert series have been confirmed, with Circle of Sound and Five Lakes Metro Brass still pending sponsors for their performances on July 9th and July 23rd, respectively, while Weekend Comeback is sponsored by Nowak & Fraus on August 13th, and Dr. Smith is sponsored by Larry Campbell on August 27th.

The Board discussed food truck policies, noting that in previous years, no fees were charged for events like Trail Tunes, but now a \$100 deposit is required to incentivize attendance, with \$50 refunded if the truck shows up. Mordarski emphasized the importance of guaranteeing food truck sales to ensure participation, while Geralds pointed out that the Juneteenth event also charges \$100 per truck. Additionally, Costco in the Southfield Business Center offers a

convenient option for purchasing candy to sell at the summer concert series, as the event is not large enough to justify bringing in a food truck.

13. Arts Board Merch (King, Covert, Walker, Aaron)

Walker offered to create designs for Arts Board merchandise. Aaron reported that the meeting scheduled to discuss this item was canceled due to a snow day, but that she will reschedule. Additionally, Young's husband will take an updated group photo after the next meeting to ensure the Board has a current image.

14. Bandshell Utilization Subcommittee (Gerals, Covert, King, Mier)

Gerals reported progress on the bandshell utilization projects, noting the issue of excessive sunlight if an event were to take place during the day. Mordarski will send the bandshell application to the Board and reviewed the rental costs from the City's budget fee schedule.

15. Arts and Pride (Nagle, Dorsey, King)

Nagle reported that the subcommittee will meet in the next few weeks

Next Meeting: Wednesday, April 2nd at 6:30 PM

ADJOURNMENT AT 7:42 PM

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