



**MINUTES OF A REGULAR MEETING OF THE  
SUNSET VALLEY ARTS COMMISSION  
MONDAY, FEBRUARY 14, 2022 AT 2:00 P.M.**

This meeting was held virtually: <https://attendee.gototraining.com/r/328002172755521538>  
Training ID: 786-368-860

MEMBERS PRESENT: Karen Medicus (Chair), Sasha Russell (Vice Chair), Ruth Pifer-Huston, Joe Huston, John Frick, Julie Kestner, Rob Johnson (Council Liaison)

STAFF PRESENT: Matt Lingafelter

1. Call to Order
  - Chair Medicus called the meeting to order at 2:05 P.M.
2. Citizen Comments
  - None
3. Consider approval of the minutes from January 28, 2022
  - Ruth Pifer-Hutson made a motion to approve the minutes, seconded by John Frick; all voted in favor and the minutes were approved
4. City Council Liaison Report
  - Council Member Johnson presented his report
    - Update on Utility Box Mini Mural project – artist selections
5. ArtFest Discussion/Action Items
  - Paid Media Presentation by Susan Seale
    - Ruth Pifer-Hutson made a motion to follow the recommended media plan as presented by Susan Seale, seconded by John Frick; all voted in favor and the motion carried
  - Commission discussed current ArtFest Sponsors and Sponsorship solicitation progress
    - Ruth Pifer-Hutson made a motion to place Home Depot as the platinum-level sponsor, seconded by Sasha Russell; all voted in favor and the motion carried
  - Update on Non-profit organizations to promote the arts

- Social Media Needs discussion
  - Commission to look for a volunteer to handle social media coordination and promotion for ArtFest 2022
- 6. Discussion/Possible Action on planning for projects and events in FY22
  - Brief discussion and planning for the Council retreat joint session
- 7. Future Discussion Items/New Business
  - ArtFest T-shirts and other items to be discussed in March
- 8. Adjourn
  - Joe Hutson made a motion to adjourn, seconded by Sasha Russell; all voted in favor and the meeting adjourned at 4:09 P.M.