

MINUTES APPROVED BY THE PAC ON JULY 12, 2018

Commission Members Present: Emily Lux, Linda Taylor, Michael Goetzke, Pat Truax, Dana Eytzen, Laura Frye, Kathleen Leatham. **Staff Present:** Colleen Winters. **Absent:** Tom Gamble, Kathy Broom, Tom Johnston

1. **CALL TO ORDER:** By Dana Eytzen at 5:30 pm.

2. **DISCUSSION ITEMS:** Approval of CEP expenditure for advertising:

- There is \$256 remaining after PAC brochure
- \$500 will be forfeited due to there being no outstanding mini-grant applications. This \$500 was unexpectedly available after a mini-grant was forfeited due to a lack of culminating paperwork despite several reminders to the applicant, and there was not enough time remaining to issue the funds to another applicant.
- It was proposed to use the remaining \$256 to advertise for the upcoming September 15th and December 8th “Art Bizarre” events, primarily via Facebook advertisements. Other ideas included sandwich board signs (declined because there are several available to borrow), using funds to place an ad in the Chalk Art section of the News-Times (declined due to a free ad space scheduled for the same publication), placing an ad in the Fall Arts Guide (declined for the time being due to cost, but may consider in the future.) Pat moved to use the remaining funds from the advertising subcategory of the “Enriching/Promoting PAC in the Community” CEP grant for marketing the September 15th and December 8th art events via Facebook advertisements with a budget of \$10 per day for 25 days. Kathleen seconded. Motion carried, unanimously.

3. **ADJOURNMENT:** Dana Eytzen adjourned the meeting at 6:11pm.

Respectfully Submitted by Emily Lux