

Reedsburg Arts Committee Agenda
January 14, 2020
Reedsburg City Hall Council Chambers
12:15 PM

NOTICE IS HEREBY GIVEN THAT A MAJORITY OF THE MEMBERS OF THE COMMON COUNCIL MAY ATTEND THIS MEETING TO GATHER INFORMATION ABOUT A SUBJECT OVER WHICH THE COMMON COUNCIL HAS DECISION-MAKING AUTHORITY. IF A QUORUM OF THE COMMON COUNCIL ATTENDS THIS MEETING, NO ACTION WILL BE TAKEN BY THE COMMON COUNCIL AT THIS MEETING.

CALL TO ORDER

APPROVAL OF MINUTES

I. APPROVE MINUTES FOR THE MEETING HELD ON NOVEMBER 5, 2019:

THE COMMITTEE WILL RECEIVE INFORMATION ON NON-AGENDA TOPICS BROUGHT BEFORE THE COMMITTEE BY MEMBERS OF THE PUBLIC. THE COMMITTEE WILL NOT DISCUSS THESE TOPICS, AND WILL NOT TAKE ACTION ON ANY OF THEM AT THIS MEETING

I. GENERAL BUSINESS:

- A. Approve/Deny Appointment of the Recording Secretary.
- B. Report of Budget Committee. Approve/Deny proposed 2020 budget.
- C. Review Film Proposal submitted by Lee Gnatzig.
- D. 2020 Committee Membership. Expiring terms: Jen, Katy S., Glen.
- E. Sub-Committee Assignments.
- F. RFPs for Grants.
- G. In Cahoots.
- H. Other Business: Final Reports from Artslink (flower); Wormfarm.

II. ADJOURN:



The City of Reedsburg does not discriminate on the basis of disability in the admissions or access to, or treatment of or employment in, its programs or activities. Disability-related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by calling (608) 524-6404. To be able to meet the needs of a request for a different format contact the City Clerk-Treasurer at 134 S. Locust Street, Reedsburg, WI at least 48 hours prior to the commencement of the meeting so that any necessary arrangements can be made to accommodate each request.

Reedsburg Arts Committee

Meeting Minutes

Date: November 5, 2019

Call to Order: 12:19 p.m.

Meeting Location: Reedsburg City Hall, 134 South Locust

Members Present:

Glen Slaats, Chair
Jennifer Stanek

Gatlin Fenwick

Lee Gnatzig

Members Absent: Beth Voigt, Katie Schofield, Jean Polk

Others Present: Jacob Crosetto, Joann Mundth-Douglas

Motion to approve the previous meeting minutes: October 1, 2019 Motion by Stanek Second by Fenwick

Motion Carried.

General Business:

1. **Committee Chair Introductions.**
 - i. No action taken.
2. **Renewal of Association with Arts Wisconsin – Annual organizational membership dues.**
 - a. Motion to approve the renewal by Fenwick Second by Stanek.
 - i. Motion Carried 4-0
3. **Representation at Wisconsin Creative Summit sponsored by Arts Wisconsin. December 11, 2019. Registration Fee \$30, plus mileage.**
 - a. Motion to approve the representation for two (2) attendees by Stanek Second by Fenwick.
 - i. Motion carried 4-0.
4. **Request for funding to support upgrade of Ruminant - \$5,000 (initial payment)**
 - a. Motion to approve the proposal by Stanek Second by Fenwick.
 - i. Motion denied 1-3 with Slaats, Fenwick, and Gnatzig opposed.
5. **Review other updates from sub-committees: maintenance & budget, policy/document revisions, webpages, and social media.**
 - a. No action taken.
6. **New Business: Krsko reimbursement received.**
 - a. No action taken.
7. **Adjourn**
 - a. Motion to adjourn by Gnatzig Second by Fenwick.
 - i. Motion carried 4-0. Meeting adjourned at 1:42 p.m.

Respectfully Submitted,

Jacob Crosetto, City Clerk-Treasurer/Finance Director

REEDSBURG ARTS COMMITTEE BUDGET 2020

Beginning Budget Balance	\$18,000
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Designated Expenditures

Maintenance	\$2,000*
Arts Grants	\$5,000
In-Cahoots	\$2,000
Nishan RFP	\$5,000**
River Park Investment	\$2,000

TOTAL EXPENDITURES	\$16,000
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UNDESIGNATED/CARRY OVER BALANCE	\$2,000
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*Establish designated account with annual 10% contribution

**Arts Committee Initiated Public Art Installation

REEDSBURG ARTS FILM PROPOSAL

This proposal is for the production of a film focusing on art in Reedsburg. The formation of an arts committee has formalized a growing creative atmosphere in our community that should be documented for historical preservation, education and promotion of the arts.

The film would cover various aspects related to the development of art and artists in the Reedsburg area.

It would begin with an interview with Steve Compton and his vision for an arts committee - who, what, why and where- and the formation process of the Blue Ribbon Committee that developed the standards and paper work for the Reedsburg Arts Committee. Interviews with some (or all) members of the BRC regarding their views on the forming of an art committee and why they were involved. The current arts committee members would be interviewed about their involvement with the committee.

Next would cover some local organizations that have contributed to the growth and nurturing of local art - the CalCenter, ArtsLink and Wormfarm Institute to name a few. These groups are focused on art and its development and have made great strides to bring a variety of art to the area. We would tell the story of each group from their inception to their current status.

Another section would tell the stories of local artists and why they do what they do. Katie Schofield and Peter Krsko are examples. Segment would consist of interviews and a more in depth view of their life as artists.

Another section would provide greater detail and history about each individual permanent display around the area including the Ruminant, Community Bank relief, Bicentennial monument, VFW memorial, etc.

Length of film would be 20-30 minutes. Film would broadcast on local cable, Baraboo and Sauk Prairie cable. Links would be available on the library page (Reedsburg, Baraboo, Sauk, etc.), Reedsburg city site and Sauk County site. The Youtube, Dailymotion and Facebook platforms would be included.

Reedsburg Arts Committee Grant
Final Report: Reedikulus Polychrome Wildflower
Reedsburg ArtsLink
10/23/2019

Summary

This project created a colorful, large-scale, temporary participatory public art installation in Reedsburg's City Park which is home to many community events and festivals throughout the summer. The *Reedikulus Polychrome Wildflower*, created by Peter Krsko, was inspired by the "Black-Eyed Susan", a wild flower native to Wisconsin. The wooden base structure was 15' in diameter and 20' tall. The artist created a second level of petals that were able to move up and down by moving a pulley, which created additional interest, especially among children. During a variety of events in the park, community members and visitors of all ages were invited to help complete the artwork by weaving multi-colored twine between attachment points to create the flower's colorful petals. The installation was completed mid-June and remained on display through the 2020 Fermentation Fest. Volunteers handing out colored twine were present to assist participants during 2 Concerts in the Park, the Reedikulus Arts Crawl, Party in the Park and Fermentation Fest. We estimate that roughly 750 participants directly interacted with the piece by crawling within it, viewing it closely or adding their own special knot or weave. We estimate that another 3,000 people viewed the installation from within the park or from the street.

Number directly served: estimate 750

Number indirectly served: estimate 3,000

Strengths and Weaknesses

The strengths of this project included 1.) an experienced and imaginative local public artist with a strong reputation 2.) public visibility and access to the piece especially during special events created an additional point of interest and curiosity in the park 3.) the interactive nature of the piece inspired a lot of imagination, especially among children, who experienced the work as a giant flower, a fort, a shelter, a game and a climbing challenge 4.) the structure provided both fine and gross motor challenges for kids and opportunities for parents to teach and interact with their children 5.) the attraction in the park reflected well on our community overall 6.) the project was completed on time and within budget.

Weaknesses included some design concerns that made it difficult to keep the piece looking tidy. Short attachment points made it difficult to keep the colored twine from popping off. Also, in course of his building, the artist adapted his plan to increase the height of the piece and create upper level petals that moved up and down with a simple pulley system. Though no incidents were reported, we observed that children were inclined to climb to the top of the center of the flower creating a safety concern.

At one point, some twine was tied together and attached to the park's swing set. By the time we arrived at the park, the issue had already been remedied.

How the Arts Committee Grant impacted the success of this project.

Reedsburg Arts Committee funding was critical to the success of this project, providing 39% of project costs.

Future plans for the Project

The Wildflower remains the property of the artist. It has been disassembled and will be placed in storage or discarded at the artist's discretion. We do find that a new participatory public art in City Park each year is wonderful for our community and this is a project theme that we hope to continue in this, and possibly other city parks in the future.

RAC Grant Final Report Form

Grant Project Title: Reedikulus Polychrome Wildflower

Grant Applicant: Reedsburg Artslink

Location(s) and Audience Reached: City Park, Reedsburg
Mid-June through Mid-October

Number of Participants: Estimated 750 Direct Participants. Please see attached.

Describe the event and the outcomes: Please see attached.

Describe the strengths and weaknesses of the project: Please see attached.

How did this grant impact the success of this project? Please see attached.

Describe future plans for the project (if any): Please see attached.

Project Income (This portion of the report must account for all funds coming into the project from any source.)

Total Earned Income (admissions, sales, or other revenues)	<u>0</u>
Total Cash Income (gifts, other grants, and donations)	<u>3100</u>
Total In-Kind Contributions (donated labor and materials)	<u>145</u>
Total Project Income (Earned + Cash + In-kind)	<u>3245</u>
Amount of RAC Grant Awarded	<u>2000</u>
Total Project Budget (Total Project Income + Grant Request)	<u>\$5245</u>

Project Expenses

Category	RAC Grant (Dollars)	Total Dollars Spent (including RAC grant)
Honoraria and Personnel Costs	1,000	2090
Travel		60
Equipment and Space Rental		
Printing		
Promotion		
Supplies and Materials	1,000	2800
Other		150
Total Cash Expenses		5100
Total In-Kind Services	-----	145
Total Expenses (Total cash + In-kind services)	-----	\$5,245

Explain any major budgetary discrepancies between your RAC grant application and the actual project budget. If all funds were not used, how much will be refunded to the Reedsburg Arts Committee?

Income fell below projections by \$1765 mainly because we were unable to identify a local business sponsor. To limit expenses, Artslink took care of all promotions, printing, signage and administration in house. We also paid the artist less than what he'd originally requested.

Signed By:

Project Administrator

Date: 10/24/2019

A final report and three digital images are required as a part of the grant. These images should be in .jpg format, and of high quality in the 4-6 MB size range. The images should be accompanied by the following information:

- o the name of the photographer

RAC Grant Final Report Form

Project Income (This portion of the report must account for all funds coming into the project from any source.)

Total Earned Income (admissions, sales, or other revenues)	40646
Total Cash Income (gifts, other grants, and donations)	37000
Total In-Kind Contributions (donated labor and materials)	12500
Total Project Income (Earned + Cash + In-kind)	90146
Amount of RAC Grant Awarded	4500
Total Project Budget (Total Project Income + Grant Request)	94,646

Project Expenses

Category	RAC Grant (Dollars)	Total Dollars Spent (including RAC grant)
Honoraria and Personnel Costs	2500	50,295
Travel		2311
Equipment and Space Rental		1722
Printing	1000	8261
Promotion	500	3688
Supplies and Materials	500	2168
Other		13701
Total Cash Expenses	4500	82146
Total In-Kind Services	-----	12500
Total Expenses (Total cash + In-kind services)	-----	94,646

Explain any major budgetary discrepancies between your RAC grant application and the actual project budget. If all funds were not used, how much will be refunded to the Reedsburg Arts Committee?

Signed By: _____ Date: _____
Project Administrator

A final report and three digital images are required as a part of the grant. These images should be in .jpg format, and of high quality in the 4-6 MB size range. The images should be accompanied by the following information:

- o the name of the photographer
- o the date the photograph was taken
- o the context for the images (what exactly are we seeing?)
- o the name of the funded project
- o the name of the grant recipient organization
- o confirmation that you/the photographer obtained permission from those in the image (or their guardians) to publish the image for reporting, promotional and educational purposes, as needed.

PLEASE RETURN THE COMPLETED RAC GRANT FINAL REPORT FORM WITHIN 30 DAYS OF THE COMPLETION OF THE PROJECT TO THE REEDSBURG ART COMMITTEE AT REEDSBURG CITY HALL

If you are unable to fulfill these requirements by the due date, submit a letter to the Reedsburg Arts Committee asking for an extension. Please include why you are unable to meet the requirements and the estimated date it will be submitted. Your organization will not be eligible for further funding until a final report is completed.

This final report will become part of the Reedsburg Arts Committee and City of Reedsburg public record.

RAC Grant Final Report Form

Grant Project Title:

Fermentation Fest- A Live Culture Convergence

Grant Applicant: Wormfarm Institute

Location(s) and Audience Reached:

Downtown Reedsburg & City Park, Audience 1500-1800

Number of Participants:

Artists & performers - 23, vendors - 16

Describe the event and the outcomes:

Wormfarm Institute mounted the 9th annual Fermentation Fest in downtown Reedsburg. The classes, workshops and other events that make up the core of the Fest took place over the first two weekends in October and were conducted in twelve downtown locations: businesses, churches, a gallery, Webb Middle School and the Boys & Girls Club.

City Park was a Marketplace of Food, Art and Ideas hosting multiple vendors of fresh, processed and ready-to-eat food. It was also the primary site for the arts & culture component of the event and featured several RAC supported performances, installations and interactive artworks during the Fest. Primary among them was the Proscenium Arch installed on the existing bandshell. Sauk County artist Laura Annis created a fermentation-inspired motif custom made to fit the bandshell providing a unique and festive frame for the scheduled performances and it was illuminated at night.

Note- This could be a template for a concert series bandshell treatment that could change annually.

There was a Wormfarm Resident Artists Show called *Happy Hour* in the Woolen Mill Gallery on Friday Oct 11 featuring the work of artists from: California, Minneapolis, Kentucky and Wisconsin. Each artist also exhibited or performed in City Park.

Unfortunately, due to extreme weather on 3 of the 4 days, several of the performances were cancelled. There was a downpour on the opening Saturday and two featured performers (Shotgun Mary & Glenn Davis) along with several vendors cancelled and another group (Holy Sheboygan) shifted from performing in the bandshell to a short acoustic set under the gazebo.

The weather was unseasonably cold on the 2nd weekend causing another featured performer (Shawndell Marks) to cancel as neither her equipment nor her fingers would function in the cold. We also lost a tent that tumbled over in high winds. The closing performer (Sean Hamilton) had to move his equipment into the shelter of the beer tent since by that time the snow was coming down pretty hard. Two additional performances were cut short by the weather- the human knitting project was scheduled to take place over two days as was Ashley's Luisittos puppet/ marionette meander.

A performance that was able to take place both weekends was Earthtones, a project created by Wormfarm resident artist Tory Tepp as part of the Rural/Urban Flow, it premiered in its very early stages during the Reedikulus ArtsCrawl. Tory created and, along with others performed several musical instruments fashioned from old farm and garden tools. Earthtones performed earlier at *Farm Aid* who also served as a sponsor for Fermentation Fest. Earthtones will develop further in 2020. Tango dancers also performed in the bandshell.

An element of the Rural/ Urban Flow in City Park was an interactive loom project supervised by Milwaukee artist Martina Patterson. Two 8'x8' wooden framed looms were constructed for casual passersby to create large weavings from fabric donated by urban and rural partners. The looms had been installed at the 2019 *Farm Aid* concert as well as in City Park and one will move to Alice's Garden in Milwaukee (Rural/ Urban Flow partner) in 2020. The weaving demonstrates that urban and rural prosperity is connected and that individual actions contribute to a greater whole.

Describe the strengths and weaknesses of the project:

The greatest strength of the Rural/ Urban Flow at Fermentation Fest is that it builds and expands upon existing momentum and cultural infrastructure to both establish and strengthen the links between our communities. For example: the Peace Posts in City Park were created by Muneer Bauhadeen an Urban Flow collaborator with community participation. Wildflower by Peter Krsko, commissioned by Reedsburg ArtsLink remained through Fermentation Fest serving to link cultural activities in the Park and between arts organizations. Laura Annis' Proscenium highlights the culturally significant bandshell by temporarily transforming it.

The Fest already attracts a large number of urban folks who find connections with rural communities through food and culture. By explicitly integrating our urban partners into our efforts we welcome deeper interactions between our places, each with its unique assets that sometimes struggle to find common ground. This creates not only a more resilient and vibrant regional culture and economy but also works toward the goal of

overcoming our perceived (or cultivated) differences that stand in the way of developing a thriving region that values both its rural and urban parts.

A primary challenge, that is out of our control, is the increasingly erratic and extreme weather that has negatively impacted this annual event for the past few years. Though the class attendance was not affected, outdoor activities clearly were.

Another weakness is ongoing difficulty finding the necessary talent locally to realize ambitious efforts. We will take these challenges into consideration as we plan for 2020.

How did this grant impact the success of this project?

Support from the new Reedsburg Arts Committee is significant on many levels. When Fermentation Fest began in 2010 with the Smithsonian exhibit, Key Ingredients: America by Food and our assertion that the Arts are a Key Ingredient to a thriving rural community - the words were aspirational. At the time we could not have imagined this official support of the arts in Reedsburg would be possible. Fast forward nine years and several ambitious projects where forward thinking leaders recognize the arts as a powerful tool in the community development tool kit. We are proud and honored to be supported by a new program that our work may have informed.

Reedsburg Arts Committee funding allows us to share with more distant funders that there is important local support. This puts us in a stronger position to leverage these small grants for others and bring more resources to this community.

Describe future plans for the project (if any):

In 2020, the Farm/ Art DTour returns with a new route that will take us to the southern part of Sauk County. How and if this will coincide with Fermentation Fest classes remains to be seen. The larger stated goals of Fermentation Fest remain: to ferment new ideas, projects and collaborations that extend across the region and throughout the year. The Rural/ Urban Flow initiative is such a collaboration and will continue. The growing network will convene in early December to determine next steps that will include Reedsburg focused programming outside of Fermentation Fest.

There is considerable interest at the national level to see the Rural/Urban Flow project develop as we approach the 2020 election since it is seen as an opportunity to promote civic dialog - a bridge, perhaps over a perceived rural/ urban divide.

Photos attached:

#1 Proscenium arch

Photographer-Katrin Talbot

October 2019

City Park Market place this proscenium attached to City Park bandshell was created by Laura Annis with Tango dancers preparing for a performance
Fermentation Fest, A Live Culture Convergence
Wormfarm Institute
Permission to use

#2 Earthtones

Photographer- Donna Neuwirth

October 2019

City Park. these instruments were created by Tory Tepp
Fermentation Fest A Live Culture Convergence
Wormfarm Institute
Permission to use (waiting for better photo – this is a placeholder)

#3 Puppet

Photographer- Jay Salinas

October 2019

City Park Marketplace this puppet and marionette were created and performed by Ashley Lusietto in front of Beer Garden, mosaic by Beth Persche
Fermentation Fest, A Live Culture Convergence
Wormfarm Institute
Permission to use

#4 Fermentation Class

Photographer-Katrin Talbot

October 2019

Woolen Mill Gallery – Class: Cheese and Favorite Ferments
Fermentation Fest, A Live Culture Convergence
Wormfarm Institute
Permission to use