

Reedsburg Arts Committee Agenda
July 7, 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 JUNE 2, 2020.:

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. Consider and Review Grant Application for Touchdown Tavern - Mural.
- B. Sub-Committee Reports:
 - A. Policy and Document Oversight.
 - B. Maintenance and Budget - Budget revisions and update.
 - C. Social Media and Community Awareness.
- C. New Business:
 - A. Revisit Gnatzig video proposal.
 - B. Reaction from City Council June 22 presentation.
 - C. Sauk County AHHP Grant Application.
 - D. Nishan Park - Ad Hoc Committee Site Visit.
 - E. Jen Stanek Mini-grant proposal.
 - F. Committee Membership.

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: June 2, 2020

Call to Order: 12:15pm

Meeting Location: Virtual Meeting via Zoom

Members Present: Glen Slaats, Chair, Lee Gnatzig, Jenifer Stanek, Katie Schofield, Beth Voigt

Members Absent: Michelle Zuelke, Gatlin Fenwick

Others Present: Jacob Crosetto, Joann Mundth-Douglas, Tim Becker, Jan Aslaksen

Motion by Stanek to approve the previous meeting minutes from March 3, 2020. Second by Voigt. Approved.

I. General Business:

- A. Sub-Committee Reports
 - a. Policy & Document Oversight: Nothing to report
 - b. Maintenance & Budget: Nothing to report
 - c. Social Media & Community Awareness:
 - i. Website has been updated with pictures. Looking for input on how much or what kind of content to post on Facebook.
- B. Nishan Project Update: Project has been on hold due to COVID-19. Might meet soon.
- C. Grant Application Review and Process - ArtsLink, Crosswalk project
 - . Stanek makes motion to approve grant at \$1300, Voigt seconds, motion carries.
- D. Revisit ArtsLink request for Ruminant maintenance funding.
 - . Discuss possibility of RAC submitting Ruminant maintenance grant to County since it is a city owned project.
 - a. Stanek makes a motion to fully fund the request. Gnatzig seconds. Motion carries.
 - b. Glen and Joann will work together regarding submitting an AHHP grant to the county.
- E. Discuss resolution of Gnatzig video proposal:
 - a. Tabled until next meeting, need clarity from Tim Becker
- F. New Business - discuss local artist COVID-19 support proposal
 - b. Tabled until next meeting

II. Motion by Stanek, seconded by Schofield to adjourn at 2:15 p.m. Motion carries..

Respectfully submitted by Katie Schofield

Request 6/3

Touchdown
Grant App
PDF.

2020 Public Art Grant Application

Applicant Information

Name: Touchdown Tavern

Street Address: 125 E Main St

City / State / Zip: Reedsburg WI 53959

Phone: 608-524-6724

Email: touchdownwi@gmail.com

Applicant status:

- ☐ 501(c)(3) not-for-profit organization
- ☐ Tax Exempt Unit of Local Government (includes school districts)
- ☐ Other IRS recognized not-for-profit organization
- ☐ Individual

Project Title: Mural by Laura Annis

Amount requested from Reedsburg Arts Committee (up to \$3,000 if applicable): \$2,500.00

Describe the Applicant: Please provide a concise summary of yourself or organization (250 words or fewer)

Touchdown Tavern has been operating in Downtown Reedsburg since October 2004. We have always been active in community events, donating to everything from the Ambulance tournament, Fish Family Steak Feed, Reedsburg Wrestling, and countless small fundraisers to benefit specific needy residents. Kari has been in a leadership role with Distinctly Downtown Reedsburg (FKA Reedsburg Revitalization Organization) for over 11 years.

The business is in the historic Roper or City Hotel, built in 1886. The building is on the Historical Register of Places and features a Mansard roof. The building is featured in the Reedsburg Architectural Walking guide. In 2005, Touchdown Tavern received an award from the Historic Preservation Commission for having completely repainted the building using historical colors.

The business offers full-time employment to both Mike and Kari Walker, and part-time employment to between 4-8 employees per week.

Project Description: Please include concept, dimensions, materials, timeline, location if known, etc. (500 words or fewer)

Our business is about to completely transform - new name, new menu, new logo. As such, we have commissioned Baraboo resident and known muralist, Laura Annis, to create a mural to completely fill the space between the two picture windows to the West of the front steps of the building. The mural will be installed during the summer of 2020.

The new restaurant will include one or more Wisconsin-sourced ingredients in every menu offering. The concept of the mural highlights the importance of eating local by using regional ingredients. Besides being surrounded by all manner of family farms and CSAs, Reedsburg plays an important part in our state's dairy production.

Ms. Annis will paint on ACM (aluminum composite material) panels then attach them to the exterior of the building. She uses Nova Color paint which has a high UV resistance and stands up to the elements experienced in this region. There will also be three topcoats of spar urethane applied to eliminate any chance of mold or water deterioration.

Project Partners: List project partners and how you will work with them (if applicable). (200 words or fewer)

We do not have any partners, however included with our application is a letter of support from Reedsburg ArtsLink.

How would this project benefit the City of Reedsburg and / or engage the community? (250 words or fewer)

This unique mural will become a destination for locals and tourists alike, similar to the "Hops" mural on the Corner Pub building. The vibrant colors and original nature of the mural will encourage people to stop and read about the mural. In this age of chronicling every part of life, we imagine that many people will take photos of the mural and share the photos on social media. This will inevitably lead others to discover Reedsburg. There will be an explanatory sign in the window and on our new website, giving credit to the RAC for supporting public art.

Project Budget:

If you are requesting funds from the RAC, provide a concise summary of the project budget including revenues, expenditures and in-kind contributions (or attach a summary). Ideally revenues will equal expenditures.

Revenues: Other grants, donations, sales or admissions received (if any)

Expenditures: Cost associated with the project such as artist fees, supplies, transportation, marketing

In-Kind: Donations other than cash - volunteer time, supplies or services such as printing or marketing, etc.

The cost of the mural is a one-time price of \$2,500.00. This is for the time Ms. Annis spent creating the image, materials, creation, and installation on the building.

There will not be any revenues, expenditures, or in-kind donations associated with the project.

Do you have the necessary insurance coverage
☐ Yes ☐ No ☐ I'm not sure

This project will be (Please check one):

- ☐ Loaned to City of Reedsburg
☐ Donated to City of Reedsburg

Comments: The mural will be permanently attached to the building.

By submitting this application, the undersigned hereby certifies and affirms that:

1. They are an authorized representative of the applicant organization;
2. This application has received the approval of the applicant organization's governing board or chief administrative official (*if applicable*);
3. The information contained in this application and its attachments is true and correct to the best of his/her knowledge.

Applicant's Signature: Kari A Walker Date: 5/31/2020

Submission Requirements:

Submit at least two of the following, along with the application form. If sent digitally, send files as pdf or jpg:

- Artist resume(s) (Resumes or bios for lead artists and organizers)
- 4-6 examples of previous work or the artist's website
- Anything else that demonstrates applicant's ability to realize the project

Email materials to arts@ci.reedsburg.wi.us or drop off a paper copy to the attention of Reedsburg Arts Committee at Reedsburg City Hall: 134 S Locust Street.

Applications are due to the RAC on June 1, 2020 by 5 pm CST. Questions? Email us at arts@ci.reedsburg.wi.us.

(For Staff/Committee Use Only)

Date/Time Received: _____ Received By: _____

Touchdown Tavern
125 E. Main St.
Reedsburg WI 53959
608-524-6724

Artist Bio

Laura Annis is a working professional artist who studied fine art and animation at Columbia College Chicago. She exhibited work throughout the city while working for multiple theaters creating scenic art for a period of sixteen years. While participating in an artist residency at the Wormfarm Institute in 2011, she fell in love with Sauk County and relocated to Baraboo. Since living in this region she has flourished as a muralist working independently creating multiple works in Sauk County, for Epic in Verona, as well as internationally with the Global Mural Association. With her mural work she continues to exhibit studio work and is a tenured artist on the Sauk County Fall Art Tour.

To see examples of her work visit www.lauraannis.com.



REEDSBURG ARTSLINK

May 21, 2020

Reedsburg Arts Committee
134 South Locust Street
Reedsburg, WI 53959

Dear Committee Members,

I am writing in support of Touchdown Tavern's request for funding of the mural for the front of their building. Touchdown's owners, Mike and Kari Walker, have been strong supporters of Reedsburg Area arts activities for many years. Over the years, they have also integrated the work of local artists into their building interior. I'm so pleased to see their support of local artists continuing to further deepen. For this project, Mike and Kari invited a group of artists and community members to weigh in on the project idea and design. The group explored many ways that the mural could be used to reflect Reedsburg's unique culture which combines a strong agricultural heritage and earthy self-confidence with a growing local foods culture.

Knowing that it enriches both, and grows our community, ArtsLink has long sought ways to strengthen the relationships between artists and local business owners. That I know of, this was the first time that a local business was deliberate about including a group of artists in an important business decision. I am heartened and impressed by this progress, and see the lively discussion of the group reflected in the result-a strong, culturally relevant mural design that has significant artistic merit.

Suitable surfaces for public art are limited in our community. If we wish to see an abundance of public art in Reedsburg, it seems important to support the businesses who are actively growing the "culture of culture" here. Arts Committee funding for this project will signal to other businesses the value of bringing professional artists to the table, encouraging more new projects. While it is important for all of Reedsburg, it's especially important for Reedsburg's downtown to continue to distinguish itself as a destination. This project will certainly help accomplish that.

Please accept my robust endorsement of Touchdown Tavern's mural project. I welcome you to contact me with any questions or concerns you may have.

Sincerely,

Joann Mundth Douglas
Joann Mundth Douglas
Director

PO Box 605, Reedsburg, WI 53959

(608) 393-2795

reedsburgartslink@gmail.com

Reedsburg Public Art Guidelines

From Section 3.1 of Reedsburg Art in Public Places Policy

These guidelines are a dynamic, working document that will be reviewed periodically by the RAC and amended as needed.

Proposed public art shall be reviewed by the RAC. Recommendations will be requested from affected boards, commissions, organizations, and associations when appropriate. Updates to City Council will be given as needed. Temporary art (installed less than 6 months) may be approved directly by affected committees if they comply with RAC Guidelines. Appeals may be heard by the City Council as needed.

Proposed public art will be evaluated on the following criteria.

Art with the highest scores will receive a recommendation from RAC for installation.

Proposed Art Project: _____

Proposed Date of Installation: _____

Grant Amount Requested: _____ Grant Amount Approved:

Artistic Quality	The strength of the artist's concept, vision and execution	40	
Artistic Merit	The extent to which the project deepens and extends the arts' value, including the ability to foster new connections and to exemplify creativity and innovation.	40	
Context	The architectural, historical, geographical, geological, and socio-cultural context of the site where the artwork will be installed or displayed or performed.	Bonus	
Structural Soundness	The resistance to theft, vandalism, weathering, and/or excessive maintenance or repair costs.	5	
Public Safety	Artwork shall not present a hazard to public safety.	5	
Diversity	A range of style, scale, and exploratory as well as established art forms.	5	
Feasibility	Evidence of the artist's ability to successfully complete the work as proposed including: project budget, timeline, artist's experience, soundness of materials, and zoning, construction, and design guidelines.	20	
Donor Conditions	If applicable.	5	
Type of Art	_____ (See table below. Diversity is preferred.)	n/a	,
TOTAL	120 possible points	120	

Other Considerations: _____

Other Considerations:

- Unrestricted monetary donations to help fund public art will be accepted at any time. Donations with conditions or restrictions such as use for acquisition of a specific artwork or theme will be reviewed and accepted in accordance with this policy, and declined if the conditions or restrictions are not approved.
- If applicable, loaned artwork can be purchased if there is sufficient public support to acquire it via public fundraising, City Funding for the Arts Program, or City Council action.

Guidelines for Temporary Art Exhibits

- Temporary art is artwork exhibited for 6 months or fewer.
- Temporary public art installations do not require the approval of RAC. Proposals for temporary public art may be brought before and reviewed directly by the affected committee responsible for the proposed site. Committees will follow the guidelines established by the RAC to guide their decision-making process. At their discretion, committees may request RAC review of any proposal.
- A written agreement between the artist and responsible committee will be required.

Guidelines for Accepted Artwork

- After the decision is made, the artist is informed and a contractual agreement is drafted setting forth the length of the loan and other terms such as location, maintenance requirements, insurance, value of artwork, installation and removal responsibility, payment schedule and other conditions pertinent to the agreement.
- Artwork may be declined at the discretion of the City Council consistent with the criteria in the public art policy guidelines.

Types of Public Art --

The table below is a general representation of various types of public art. These categories are not mutually exclusive and not necessarily controlled by the Reedsburg Arts Commission.

Category	Description	Examples
Functional	The primary purpose is functional or utilitarian, and serves a purpose in the public realm. It could be an embellishment of an object or a piece created entirely by the artist.	
Object (or sculpture)	Freestanding, physically independent of other site elements. Can consist of a variety of materials, including metals, wood, concrete, fiberglass, landscape, glass, etc.	
Integrated	Fully incorporated into the design of a larger project or existing element in the community. The process is often	

	collaborative; artists work with design professionals to create and install a work of art.	
Interpretive	Primary purpose is educating the public. The artwork might be self-explanatory or require a panel explaining the project.	
Monument	A statue, building, or other structure created to commemorate a famous or notable person or event.	
Murals	A painting or other work of art created or mounted on a wall, often with messages unique to the area.	
Sensory Art	Appeals to the senses - visual, auditory, touch, or a combination of these. Often a crowd pleaser, drawing people to the area.	
Digital	A technologically based public art form where technology becomes an essential part of the creative and/or presentation process.	
Temporary, Performances, Events, or Festivals	Art projects shown for a specified period of time. Events/performances that occur in public places. Temporary art creates possibilities for experimentation without long-term obligation, and for topics or forms that might not hold up well over time. Temporary projects allow for revolving pieces of artwork, creating a dynamic place and encouraging return visits.	
Serial art	A collection of artworks that reflect meaning through their relationship to one another.	

Amended Reedsburg Arts Committee Budget 2020

Beginning Budget Balance (estimated)	\$15,150
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Designated Expenditures

Maintenance	\$2,000*
Arts Grants	\$5,000
In-Cahoots/Mini-Grants	\$2,000
Nishan RFP	\$5,000**

BUDGETED EXPENDITURES	14,000
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UNDESIGNATED/CARRY OVER BALANCE	\$1,000
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*Establish designated account with annual 10% contribution

** Arts Committee initiated Public Art Installation

July 1 Reedsburg Arts Committee Budget 2020

Beginning Budget Balance (estimated)	\$15,150
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Designated Expenditures

Maintenance*	\$0
Ruminant Outfitting -\$2,000	
Arts Grants	\$3,700
Artslink Grant -\$1,300	
In-Cahoots/Mini-Grants	\$2,000
Nishan RFP	\$5,000**

BUDGETED EXPENDITURES	14,000
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UNDESIGNATED/CARRY OVER BALANCE	\$500
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Ruminant Outfitting -\$500	
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AVAILABLE FUNDS	\$11,200
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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.