

Reedsburg Arts Committee Agenda  
April 6, 2021  
Reedsburg Public Library, 370 Vine Street

ZOOM Invite  
Meeting ID: 2653059438  
Meeting Password: vS7zqz

**6:30 PM**

DUE TO THE RESTRICTIONS CAUSED BY THE COVID-19 PANDEMIC, SOME VOTING MEMBERS MAY BE PRESENT VIA TELECONFERENCE OR VIDEO CONFERENCE, AS PROVIDED BY THE RECOMMENDATIONS OF THE WISCONSIN DEPARTMENT OF JUSTICE. <https://www.doj.state.wi.us/news-releases/office-open-government-advisory-coronavirus-disease-2019-covid-19-and-open-meetings>

*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 MARCH 2, 2021:**

**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. Sub-Committee Reports:
  - 1. Policy and Document Oversight
  - 2. Maintenance and Budget
  - 3. Social Media and Community Awareness
- B. New Business:
  - 1. Approve/Deny Artslink grant application and presentation.
  - 2. Approve/Deny Wormfarm grant application and presentation.
  - 3. Approve/Deny maintenance request for City Park Peace Posts.
- C. Next Meeting Tuesday, May 4, 6:30pm, Reedsburg Public Library

**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  
MARCH 2, 2021, Minutes

PRESENT: Glen Slaats, Jen Stanek, Kari Walker, Lee Gnatzig

ABSENT: Katie Schofield, Samantha Ruiz, Beth Voigt

Guests: Joanne Mundth, Donna Neuwirth

Glen Slaats called meeting to order 6:35pm

Kari Walker moved approval of February minutes. Seconded by Jen Stanek. APPROVED

NEW BUSINESS

1. Jen Stanek moved approval of Artslink request for extension to file its final report on 2020 grant, and permits Artslink a one-time exemption to the policy relating to restricting an organization's access to a grant application before a final report is filed. Seconded by Kari Walker. APPROVED
2. Jen Stanek moved approval of renewal of American For The Arts lapsed membership (\$75). Seconded by Lee Gnatzig. APPROVED
3. Glen Slaats announced Beth Voigt and Katie Schofield have resigned from the committee.

Lee Gnatzig moved adjournment. Seconded by Jen Stanek. APPROVED

Meeting adjourned at 7:21pm

NEXT MEETING

Tuesday, April 6, 6:30pm, Reedsburg Public Library.

City of Reedsburg  
2021 Public Art Grant Application

**Applicant Information**

Name: Reedsburg ArtsLink

Street Address: 129 E. Main Street

City / State / Zip: Reedsburg, WI 53959

Phone: 608-393-2795

Email: reedsburgartslink@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: FLUVIAL NORTH

Amount requested from Reedsburg Arts Committee (up to \$3,000 if applicable): \$ \$1200

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

Please see attached.

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

Please see attached.

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

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

**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.

Please see attached.

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:

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: Joann Mundth Douglas Date: 3/11/2021

**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](mailto: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 May 15, 2021 by 5 pm CST.** Questions? Email us at [arts@ci.reedsburg.wi.us](mailto:arts@ci.reedsburg.wi.us).

(For Staff/Committee Use Only)

Date/Time Received: \_\_\_\_\_ Received By: \_\_\_\_\_

## Reedsburg Arts Committee Grant Application

### *FLUVIAL NORTH*

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#### **DESCRIBE THE APPLICANT**

**Mission:** Reedsburg ArtsLink works to unify, enrich and enliven its community via the arts.

**Vision:** The Reedsburg Area is vibrant with creative activity year-round and increasingly recognized as an arts hub in South Central Wisconsin.

The brainchild of 2 local artists and an arts advocate seeking to use the arts as a platform to build their community, Reedsburg ArtsLink is a multi-disciplinary arts nonprofit founded in February of 2014. It functions as both a cultural anchor and catalyst by maximizing existing arts activities and creating its own free or low-cost programming. It also advocates for local art and artists, and functions as a liaison between stakeholders in government, for profit and not for profit businesses and education.

ArtsLink has initiated multiple permanent and temporary large scale public art projects in Reedsburg including installation art, murals and crosswalks. It also offers programming including youth arts classes, art exhibitions and arts events.

**Visit us at [www.reedsburgartslink.org](http://www.reedsburgartslink.org).**

## **PROJECT DESCRIPTION**

### **Summary**

FLUVIAL NORTH will be installed in Harvest Park from May-October of 2021. Featuring eleven 6-foot cyanotype banners mounted on steel posts it will become the backdrop for 3 one-hour workshops in which participants create their own small-scale cyanotype banner for short-term exhibition in the park. Prior to the installation, a free online Rural Public Arts Panel will be offered to a national audience.

### **General Description**

FLUVIAL NORTH will be a curated excerpt of FLUVIAL, a stream of 140 6' blue banners installed along Honey Creek during the 2020 Farm Art DTour. FLUVIAL was created by the visual artist team of Sheila Novak, Emilie Bouvier and Crysten Nesseth, all with Midwest roots.

To create FLUVIAL, the artists gathered stories from folks with roots in our region, exploring the agricultural, personal and spiritual histories of the land. They also collected photographs, maps and other materials, including everything from old farm equipment to native plant life to illustrate the stories. The layered complexity of each banner builds upon the next to create a sense of journeying back through rich layers of cultural and agricultural history that lays bare the souls of local people whose families have lived upon the land for decades. The exhibit invites viewers to consider their own relationships to the land, the ways it has served and supported them, and their hopes for its future. The simplicity and beauty of the medium lends itself to effective storytelling through layered exposures of shadow, text, and pattern.

Once the exhibit is installed, the artists will offer 3 one-hour hands-on artmaking workshops for the community. Using prompts provided to participants in advance, the artists will solicit short stories and reflections that participants will use to make their own small cyanotype banners. Mounted on garden flag hardware, these will be installed for a time alongside the larger banners in the park, after which participants may claim them for display in their own landscapes.

Prior to the installation of FLUVIAL NORTH, two members of its artist team will participate in a public, online panel discussion with the creator of Ruminant, Karl Unnasch, and additional rural arts leaders who'll address the unique challenges of bringing public art to rural areas.

### **Educational Outreach**

We expect this installation to be seen and enjoyed by thousands. The Reedsburg Chamber welcomes roughly 10,000 unique visitors each year. We hope many will take a closer look at both this installation and Ruminant.

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The project's cyanotype banner workshops will accommodate up to 45 participants. Local, regional and/or national marketing plans will be implemented to spread the word about each aspect of this project, and we will make special efforts to reach out to underserved populations within our community for the workshops.

## PROJECT PARTNERS

Here is a list of our collaborators and how we'll work with them:

**Artist Sheila Novak**, Lead artist. Will work with Director Joann Mundth Douglas on contracts, installation/de-installation and workshop planning.

**Donna Neuwirth**, Wormfarm Institute Director. Has advised on the merits of bringing a segment of the original FLUVIAL project to Reedsburg for an extended public exhibition and will continue to advise.

**Reedsburg Arts Committee**. Worked with Director to review and approve project for Reedsburg. Prospective funder. Will be asked to help promote and archive the project for Reedsburg.

**Matt Scott**, Reedsburg Parks and Rec Director. Parks and Rec Committee has approved the installation of FLUVIAL NORTH in Harvest Park from May 20-October 31, 2021, and will coordinate with ArtsLink on the use of Harvest Park for the project's workshops.

**Kristine Koenecke**, Reedsburg Area Chamber of Commerce Director. Will assist with promotion of the exhibit through the Chamber.

## BENEFITS TO THE CITY OF REEDSBURG

The intended outcomes for this project include the general goals of *Creative Placemaking* which the National Endowment for the Arts describes as

*leveraging the arts and engaging design to make communities more livable with enhanced quality of life, increased creative activity, a distinct sense of place, and vibrant local economies that together capitalize on their existing assets.*

And, as written in Sauk County's 2017 Placemaking Plan,

*Sauk County is unlike any other place, but it is difficult to gauge how many people recognize that.*

Centered on the collective narratives of vulnerability and mutual dependence of our local people, this project skillfully illustrates that the Reedsburg area, set in the heart of

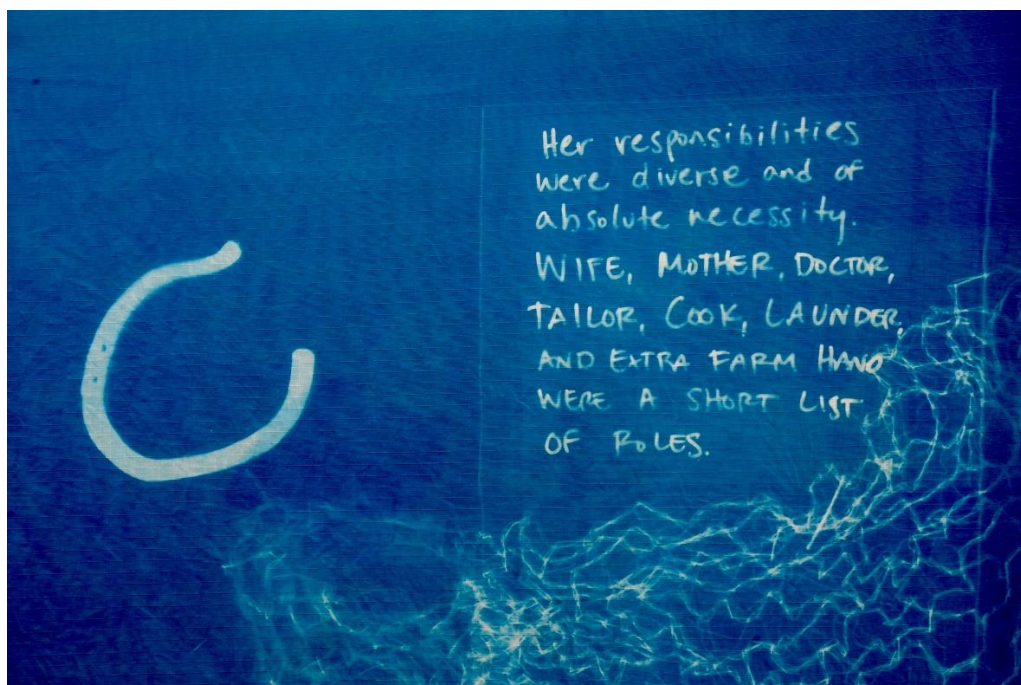
Sauk County, is indeed like no other place. While our landscape and people continue to evolve over the years, this artwork has teased out something about the heart our region.

We expect this work to inspire pride of place among locals, and give visitors a sense of the hardworking people and layered agricultural history of our region. It will also inspire the creativity of the workshop participants whose work will eventually spread throughout the community.

The rural arts panel is designed to advance rural public art both regionally and nationally by shedding light on the unique needs and challenges of rural communities, and the artists serving them. Held online, we expect it to attract a national audience and to spotlight Reedsburg's leadership.

**IMAGES**

*FLUVIAL* by Sheila Novak, Emilie Bouvier & Crysten Nesseth. As seen on the 2020 Farm/Art DTour organized by Wormfarm Institute. Photos by Katrin Talbot.





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## KEY ARTISTIC AND ADMINISTRATIVE PERSONNEL BIOGRAPHIES

### Personnel Form

(Copy this page and complete for each of the major participants in your project)

Name Joann Mundth Douglas

Mailing Address: E6180 Churchill Road, Reedsburg, WI 53959  
(Street) (City) (ZIP)

Job Title and Organization: Founder/Director Reedsburg ArtsLink  
(Job Title) (Organization)

**Education** - *(Describe field of study and institution, including degrees, if any):*  
 BS, UW Eau Claire. Human Development Master's Program, St. Mary's University, Minneapolis. Sauk County Institute of Leadership 2013/14. Rural Arts Management Program (Arts Wisconsin), 2014.

**Qualifying background:** *(In the space provided, please provide a concise summary of the publications, lectures, productions, volunteer service, employment, and/or any other relevant experience which qualify this individual to serve as a resource for the proposed project.)*  
 Joann has been the volunteer Director of Reedsburg ArtsLink since its founding in 2014. In the past 7 years, she has led many large and small scale public art projects including The Ruminant/Harvest Park Project for 6 years and the Reedikulus Arts Crawl for 5 years. She has a background in non-profit work including 2 years as a Development Director for a St. Paul-based non-profit (1999-2001) and one year as the Project Manager for the Wormfarm Institute's Fermentation Fest (2013). She helped found the City of Reedsburg Arts Committee in 2018.

**Specific Function:** *(In the space provided, please provide a summary of the function this individual will play in the proposed project.)*  
 Fluvial Project Manager. Joann will manage all aspects of of this project from fundraising to final reports.

Day time Telephone: 608-393-2795

I have agreed to participate in this project contingent on its funding by the Sauk County UW-Extension, Arts and Culture Committee.

Signature  Date 1/22/21  
1

### Personnel Form

(Copy this page and complete for each of the major participants in your project)

Name Sheila Novak

Mailing Address: 34 Chestnut Square, Jamaica Plain, MA 02130  
(Street) (City) (ZIP)

Job Title and Organization: Founder and lead artist Sheila Novak Studio L.L.C.  
(Job Title) (Organization)

**Education** - (Describe field of study and institution, including degrees, if any):

Bachelor of Arts, St. Olaf College, Northfield, MN - 2012  
 Majors: Studio Art & Environmental Studies: Graduated cum laude with distinction in Studio Art

**Qualifying background:** (In the space provided, please provide a concise summary of the publications, lectures, productions, volunteer service, employment, and/or any other relevant experience which qualify this individual to serve as a resource for the proposed project.)

2020 - Artist-in-Residence; The Urbano Project, Boston, MA  
 2020 - Artist - Wormfarm Institute Farm/Art DTour  
 2018 - Creative Community Fellowship, National Arts Strategies  
 2015-2017 - Artist-in-Residence; Hennepin County Medical Center  
 2014 - Artist-in-Residence in Community, Ecology and Spirituality; Holden Village, WA

**Specific Function:** (In the space provided, please provide a summary of the function this individual will play in the proposed project.)

As a collaborative team, each artist brings a unique strength in approaching this project. Sheila (IA) provides the aesthetic and logistical leadership for our artist team and, as a seasoned Public Art Project Manager, she will ensure the team's successful completion of this work. Sheila's aesthetic vision is centered on personal and collective narratives of vulnerability and healing. From neighborhood sculptures to public participatory letter writing and drawing projects, Sheila has created public and social projects that seek to build space for others.

Day time Telephone: 319-331-5003

I have agreed to participate in this project contingent on its funding by the Sauk County UW-Extension, Arts and Culture Committee.

Signature  Date January 20, 2021

1

**Sheila Novak's website:** [sheilanovak.com/FLUVIAL](http://sheilanovak.com/FLUVIAL)

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**Personnel Form**

(Copy this page and complete for each of the major participants in your project)

Name Emilie Bouvier

Mailing Address: 792 Howell St N St Paul MN 55104  
(Street) (City) (ZIP)

Job Title and Organization: Artist at Emilie Bouvier Arts LLC  
(Job Title) (Organization)

**Education** - (Describe field of study and institution, including degrees, if any):  
 BA, St. Olaf College, majors: interdisciplinary studies in art and religion; french  
 MA, Luther Seminary, degree focus: congregational mission and leadership

**Qualifying background:** (In the space provided, please provide a concise summary of the publications, lectures, productions, volunteer service, employment, and/or any other relevant experience which qualify this individual to serve as a resource for the proposed project.)  
 2019 Village Artist (FT staff position), Holden Village, Chelan WA  
 2016 Ovi Ova Ovum, (with Sheila Novak, Sculptor), Redepenning Gallery, Hopkins Center for the Arts, Hopkins, MN  
 2015 Johnson Leadership and Creative Fellowship, Pilgrim Lutheran, St. Paul, MN

**Specific Function:** (In the space provided, please provide a summary of the function this individual will play in the proposed project.)  
 Photographer Emilie (NE) will ensure the success of the cyanotype photographic processes. Emilie's photography practice focuses on using historic and innovative photographic processes to create images that are heightened in their physicality, often incorporating non-traditional materials into the medium. She is a process-based artist who has experience creating art intentionally in relationship with a community and is centered when engaging participants at the intersection of story, place, and image-making.

**Day time Telephone:** 507-581-6662

I have agreed to participate in this project contingent on its funding by the Sauk County UW-Extension, Arts and Culture Committee.

Signature  Date 1/19/21

1

**Emilie Bouvier's website:** [www.emiliebouvier.com](http://www.emiliebouvier.com)

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**Personnel Form**

(Copy this page and complete for each of the major participants in your project)

Name Crysten Nesseth

Mailing Address: 2700 Pillsbury Ave S #3 Minneapolis, MN 55408  
(Street) (City) (ZIP)

Job Title and Organization: Owner and Lead Artist at Iron Maid Art LLC  
(Job Title) (Organization)

**Education** - (Describe field of study and institution, including degrees, if any):

BS Biology, St. Olaf College

**Qualifying background:** (In the space provided, please provide a concise summary of the publications, lectures, productions, volunteer service, employment, and/or any other relevant experience which qualify this individual to serve as a resource for the proposed project.)

PUBLIC ART - Breakerfall 2, steel, Sioux Falls Sculpture Walk, Sioux Falls, SD, 2019; Harp, recycled materials, steel, Castlegar Sculpture Tour, Castlegar, BC, Canada, 2019; Woolly, recycled materials, steel, Eau Claire, WI, 2018, Celeste, steel, Eau Claire Sculpture Tour, People's Choice Award, Eau Claire, WI  
 AWARDS - Park Point Art Festival, Best in Metal Award, Duluth, MN, 2018; Powderhorn Art Festival, Best in Metal, Minneapolis, MN, 2017; Stone Arch Bridge Festival, Best in Metal Award, Minneapolis, MN, 2017; Apple Festival, Best in Show Award, Bayfield, WI, 2016

**Specific Function:** (In the space provided, please provide a summary of the function this individual will play in the proposed project.)

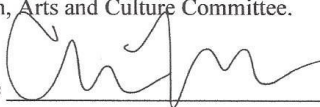
'Sculptor Crysten Nesseth has been creating steel sculpture in the public realm since 2013. Crysten's industrial fabrication background, technical skill set, outdoor installation experience and metalworking studio will ensure the successful realization of the project idea. Her metal sculpture are installed throughout the Midwest in public sculpture tours, and her whimsical designs are inspired by her background in science, the natural world, and a highly imaginative childhood spent on the border of the north woods and farm fields surrounding Barron, WI.

**Day time Telephone:**

7157902490

I have agreed to participate in this project contingent on its funding by the Sauk County UW-Extension, Arts and Culture Committee.

Signature



Date

1/20/2021

1

**Crysten Nesseth's website:** [www.ironmaidart.com](http://www.ironmaidart.com)

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## **FLUVIAL NORTH PROJECT TIMELINE**

OCTOBER 2020. Discussions begin with FLUVIAL'S lead artist Sheila Novak concerning curating a section of the 160-banner installation for Harvest park in Reedsburg.

NOVEMBER 2020. City of Reedsburg Public Art Committee approves the project forwards to the City of Reedsburg Parks and Rec Department. Parks and Rec Dept. approves project.

DECEMBER 2020. Artists submit FLUVIAL NORTH proposal to Reedsburg ArtsLink.

JANUARY-MARCH 2021. Grant funding is secured. Workshop details are planned with panel participants. Panel discussion is scheduled and planned. Rain venue is secured for workshops. Project is introduced to the community via traditional and online outlets.

MARCH 2021. Down payment is made to Artists. Class Registration set up. Marketing plan written and early marketing efforts implemented.

APRIL 2021. Promotion continues. Online panel discussion occurs. Workshop registration opens. Volunteers are recruited to assist with installation and workshops.

MAY 2021. ArtsLink works with the community to gather materials that may be used in cyanotype workshops such as plants, tools, hardware, farm equipment parts, and fabric. (Workshop participants will also be invited to bring their own small objects.)

FRIDAY, MAY 20, 2021. Artists arrive and install exhibit. Outdoor, socially distanced potluck and public reception is held with the visiting artists and local arts leaders that evening in Harvest Park. Set up for 5/21/21 workshops begins.

SATURDAY, MAY 21, 2021. Workshops are held in Harvest Park. Second payment is made to artists.

MAY 20-OCTOBER 31, 2021. Fluvial North remains on exhibit in Harvest Park.

WEEK OF OCTOBER 31, 2021. Reedsburg ArtsLink staff and volunteers de-install Fluvial North. ArtsLink mails banners to artists.

DECEMBER 1, 2021. Final reports are sent to grantors.

## BUDGETS, VALUATIONS, ITEMIZATIONS

**Sauk County, Wisconsin**  
**Extension Education, Arts and Culture Committee**  
**West Square Building, 505 Broadway, Baraboo, Wisconsin 53913**

**Projected Income** *(This portion of the application must account for all project funds.)*

**Earned Income** *(List anticipated earned income such as admissions, sales, or other revenues. Detail prices and quantities where available.)*

Source	Amount
Workshop Fees	450.00
<b>TOTAL</b>	<b>A. 450.00</b>

**Cash Income** *(List other sources of anticipated matching cash income such as gifts, grants, and donations.)*

Source	Amount
Reedsburg Arts Committee Grant	1,200.00
Room Tax Grant	1,784.00
<b>TOTAL</b>	<b>B. 2,984.00</b>

**In-Kind Contribution** *(List anticipated contributions such as donated labor, personnel, and materials. Include how you determined this value on the table below including hourly rates and time for personnel costs. You may include an additional sheet if necessary.)*

Item	Source	Amount
Labor	50 hrs @ \$7.25/hour	362.50
Rentals	Workshop Tent, Tables & Chairs	357.00
<b>TOTAL</b>	<b>C.</b>	<b>719.50</b>

**Projected Income Total**

Total General Income Fund/Non-Grant	<i>(Total A + Total B)</i>	3,434.00
Total In-kind Contributions	<i>(Total C)</i>	719.50
<b>Total Projected Income</b>	<i>(Total A+ Total B+ Total C)</i>	4,153.50
<b>This Grant Request</b>	<i>(Not to exceed more than \$5,000)</i>	<b>3,225.00</b>
<b>Total Income</b>		<b>7,378.50</b>

**Sauk County, Wisconsin  
Extension Education, Arts and Culture Committee  
West Square Building, 505 Broadway, Baraboo, Wisconsin 53913**

**Projected Expenses** (How will you use the grant and income?)

*(List all anticipated cash expenses for the project, and indicate the amount of grant funds to be spent in each category. Provide an itemization of honoraria and/or personnel costs on a separate sheet. Provide more details if bulk of expenses in "other" category on an additional sheet.)*

Description	AHHP Grant	General Expense Fund	In-Kind Contribution	Total
Lease 11 Banners + hardware @ 165 ea	1,715.00	100.00		1,815.00
Personnel/Labor	900.00	540.00	362.50	1,802.50
Travel/Lodging/Per Diems		1,199.00		1,199.00
Materials/Supplies/Rentals	610.00	200.00	357.00	1,167.00
Postage/Printing		165.00		165.00
Marketing/Advertising		250.00		250.00
ArtsLink Adm. (~15% project value)		980.00		980.00
<b>TOTAL EXPENSES</b>	3,225.00	3,434.00	719.50	7,378.50
<b>TOTAL INCOME</b>	3,225.00	3,434.00	719.50	7,378.50

**Total Income \$**  **= Total Expenses \$**

## FLUVIAL NORTH 2021

In-Kind Services Valuation	Description	Valuation	Total	Notes
	Volunteers/ Install FLUVIAL N.	2 ppl x 8 hs @ \$7.25/hr	\$ 116.00	Assist artists
	Volunteers/De-Install FLUVIAL N.	2 ppl x 4.5 hrs	\$ 65.25	Remove banners and posts. Package and mail banners
	Volunteers/Workshop (WS)	3 ppl x 7 hours @ \$7.25/hr	\$ 152.25	1 volunteer/5 people
	Volunteers WS/ Set up & take down	2 ppl x 2 hs @ \$7.25/hr	\$ 29.00	Tent/tables & chairs
	Workshop Tent	(1) 20x30' @ \$273 ea	\$ 273.00	Estimate by D & S Rentals, Lake Delton
	Workshop Tables	\$9 ea	\$ 54.00	See above.
	Workshop Chairs	(20) @ \$1.50 ea	\$ 30.00	See above.
			<b>\$ 719.50</b>	

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## FLUVIAL NORTH 2021

<b>Personnel Cost Itemization</b>				
	Description	Valuation	Total	Notes
	2 Artists Installation of FLUVIAL NORTH banners.	8 hrs X 2 ppl @ \$40/hour	\$ 640.00	Hourly rate includes site evaluation and curation
	2 Artists, Workshop Instruction	5 hrs x 2 ppl @ \$60/hr	\$ 600.00	Hourly rate includes all curriculum development and prep time.
	2 Artists, Speakers/Rural Arts Panel	1 Hour x 2 ppl @ \$100/hr	\$ 200.00	Std. Honorarium,
	Project Manager	80H x \$0	\$ -	Volunteer staff time may not be counted as in-
			<b>\$ 1,440.00</b>	

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## FLUVIAL NORTH AHHP 2021

Artist Travel	Description	Valuation	Total	Notes
	Artist Airfare RT Boston, MA	\$221	\$ 221.00	Sheila Novak, Std. economy fare
	Artist Mileage RT Mpls/St. Paul	440 mi@ .56/mile	\$ 246.00	Current federal reimbursement rate
	Hotel	2 nights x 2 rooms @ \$122/person	\$ 488.00	WI rates
	Per diem	\$61/day/pers on x 2 ppl x 2 days	\$ 244.00	WI rates
			<b>\$ 1,199.00</b>	

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**ADDITIONAL BUDGET NOTES**

Lead artist, Sheila Novak and one additional artist will visit Reedsburg to install the artwork and lead the workshops. The banners will be leased and remain the property of the artists.

Funding to cover the honorariums of rural arts panel members other than FLUVIAL NORTH artists will be drawn from sources other than this grant.

A Sauk County grant in the amount of \$3225 has been secured for this project.

**ADDITIONAL INFORMATION**

The banners and framing are durable and will hold up well over the project period and beyond.

Workshops will be held outdoors in Harvest Park and open to a broad age range, including school-aged youth. An appropriate rain venue will also be arranged as a precaution. Workshop participants will be asked to follow CDC protocols to prevent the spread of COVID-19 and PPE will be provided.

1. Epithelium was a 2020 DTour artwork by artist Peter Krsko. A few years ago, Peter relocated from Washington, D.C. to Wonewoc, WI and has been an asset to our region since. We hope to work with him as one of the Disc Golf artists.
2. Created by the Baraboo Range Preservation Association, this 2015 Farm/Art DTour artwork was a portal made by removing invasive species from the cleared forest floor. We hope to work with an artist to use similar methods/materials for one of the Disc Golf artworks.
3. This woodwork by Madison-based artist Ellie Erickson shows the idea to carve artworks into dead trees or tree stumps along the course.
4. Map of Reedsburg Disc Golf Course created by Nick Bauer from the Disconsin Club.
5. Little Eagle Arts Foundation organized this ceramic tile mural which was unveiled during the 2020 DTour. It was made by Rural Urban FLOW artists Muneer Bahauddeen and Martina Patterson in collaboration with Sauk County families from the Ho-Chunk Nation. We hope to work with Martina as a Disc-over Art Golf artist. She has been a Wormfarm resident artist and created work for the Reedikulus Art Crawl organized by ArtsLink.
6. This earthwork by artist Tory Tepp was commissioned for the 2020 DTour. Sited in a 4-acre field that Tory and landowner William Gasser planted with kernza, its roots continue to grow, offering opportunities for continued student/community engagement with the Tower Rock Elementary School. This is an example of another Test Plot happening this growing season.









Roger Popple  
Nature Area

Keebler's  
Park

Hay Cove

Webb Park

The Half-Moon Lagoon

Bamboo Run

Franklin  
Broskie

Disc  
Shop

Monument  
Park

- |                         |                          |
|-------------------------|--------------------------|
| <b>1</b> • 227' • Par 3 | <b>10</b> • 163' • Par 3 |
| <b>2</b> • 271' • Par 3 | <b>11</b> • 185' • Par 3 |
| <b>3</b> • 193' • Par 3 | <b>12</b> • 179' • Par 3 |
| <b>4</b> • 184' • Par 3 | <b>13</b> • 238' • Par 3 |
| <b>5</b> • 270' • Par 3 | <b>14</b> • 168' • Par 3 |
| <b>6</b> • 213' • Par 3 | <b>15</b> • 162' • Par 3 |
| <b>7</b> • 211' • Par 3 | <b>16</b> • 321' • Par 3 |
| <b>8</b> • 264' • Par 3 | <b>17</b> • 354' • Par 3 |
| <b>9</b> • 205' • Par 3 | <b>18</b> • 420' • Par 3 |

500 feet





City of Reedsburg  
**2021 Public Art Grant Application**

**Applicant Information**

Name: Wormfarm Institute - Philip Matthews, Project Director

Street Address: 28 E Main Street

City / State / Zip: Reedsburg, WI 53959

Phone: (252) 292-6100

Email: philip@wormfarminstitute.org

**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: Disc-over Art Golf

Amount requested from Reedsburg Arts Committee (up to \$3,000 *if applicable*): \$ 1,500

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

Founded in 2000 as an artist residency that engages artists in life on a working farm, Wormfarm programs have continued to grow. An evolving laboratory of the arts and ecology, and fertile ground for creative work, Wormfarm explores links between rural and urban communities within and beyond the food chain, creating opportunities for cross-sector collaboration. With the mission to integrate culture and agriculture, Wormfarm's work brings together farming, conservation and the arts to rekindle cultural expression and enhance the economic possibilities of our region while celebrating its unique natural and human history.

Wormfarm expands the concept of sustainable agriculture which reconnects consumers with the source of their food—by connecting rural and urban, people and land, culture and agriculture. It extends the notion of sustainability to include not just nourishment to live, but a vibrant, creative community in which to thrive.

Wormfarm programs have been recognized as national models of creative placemaking. Programs have been supported by national, state, and local grants as well as private foundations and earned income.

**Project Description: Please include concept, dimensions, materials, timeline, location.**

This project is part of Test Plots, a series of nimble experiments organized by Wormfarm that interweave the arts into community life and invite participation. Occurring during the 2021 growing season, each Test Plot will strengthen Sauk County partnerships and inform planning for future projects including the 2022 Farm/Art DTour.

Beginning in early summer 2021, Wormfarm Institute and Reedsburg ArtsLink will collaborate with the Disconsin Disc Golf Club (with the permission of Reedsburg Park District) to install 6 temporary artworks at the Reedsburg Disc Golf Course. The course is located in the Roger Popple Nature Area along the Baraboo River, a couple of blocks from downtown Reedsburg.

Regional artists will be selected by Wormfarm and ArtsLink to create installations that enhance the course and the game, bringing more attention to this community asset and providing fun challenges for players. These could include obstacles to overcome, dividers to more clearly separate “holes,” suspended artworks from trees, or works that support beautification/maintenance of the course, e.g. clearing invasive species to use as a material.

We have been in conversation with Nick Bauer who spearheaded the creation of the course and is excited about the potential of this collaboration. Artworks will be installed for regular play during the 2021 season, and we will host key public events that align with the Disconsin Club’s seasonal tournaments and weekend leagues. We expect artworks to be in place from June through early November, culminating with the Battle of the Bog Tournament. Overall the initiative will reiterate the importance of integrating the arts in shared community spaces and draw attention to the amenities/natural resources that Reedsburg has to offer.

Wormfarm and ArtsLink staff and volunteers will correspond regularly with the Disconsin Club and Park District to ensure that artworks are successfully installed and de-installed (leave no trace) and that they enhance the user’s experience.

We will design and print flyers that locate the art works on the course and also feature natural disc-overies such as birds and wildlife native to the area. These will be available at the Chamber and other locations.

In agriculture, seeds are trialed in a test plot to determine viability. We will evaluate outcomes—see what worked, what didn’t—and afterwards gather stakeholders to gauge interest in expanding in 2022 and beyond. In the test phase, we will invite artists we have worked with before, who will help think through the process with the future goal for artists to be selected through a jury process.

**Project Partners: List project partners and how you will work with them.**

**Disconsin Disc Golf Club:** Nick Bauer and key club members will consult on artwork locations and game-player interaction. It is important that the experience draw visitors from Reedsburg,

Sauk County and further afield. The Disconsin Club has connections with other disc golf clubs in Madison and elsewhere, and can help us facilitate this promotion.

**Reedsburg ArtsLink** will co-select artists with priority given to 1-2 Reedsburg artists. By curating a cohort of regional artists who are both emerging and established, learning opportunities abound for all. Once selected, we will take a group walking tour through the course led by Nick Bauer. The artistic team will support the realization of the works and key public events.

We are meeting with the **Sauk County Parks Department** on Tuesday, March 16. We have been in preliminary conversations about this project and expect the official permission process to go off without a hitch. Their support is key as we hope that this year's "test plot" might lay groundwork for continuing collaboration at this unique Reedsburg amenity.

**Reedsburg Area Chamber of Commerce** will carry the flyer/maps and suggest it as another place to Disc-cover in Reedsburg, whether or not there is an interest in disc golf.

**How would this project benefit the City of Reedsburg and / or engage the community?**

Outdoor cultural events that can be enjoyed by people of all ages continue to be important this year, when traditional venues are still recovering from the pandemic. Disc-over Art Golf draws creative input from key local partners to enhance and draw attention to Reedsburg's Disc Golf Course and Roger Popple Nature Area.

It will also boost what Downtown Reedsburg has to offer residents and visitors alike, drawing more people into our downtown area. By amplifying an existing attraction, we hope to support our local restaurants and retailers, and inspire people to see Reedsburg as an active center for culture, play and engagement. Hosting key public events at the course has the potential to fundraise for more permanent course improvements, adding value to this downtown amenity.

The project speaks to the importance of the arts in the fabric of community life. It brings artists to the conversation about downtown revitalization and establishes relationships through a temporary "test plot" that has the potential to become a longer-term opportunity for growth. In addition to providing inspiration and support for artists, these site-responsive artworks will attract attention, participation, and economic, social and cultural benefits to downtown Reedsburg.

<b>Wormfarm Institute - Disc-over Art Golf Budget</b>		
<b>PROJECT EXPENSES</b>		
Artists & collaborators	Honoraria - 6 artists avg. 1000	\$ 6,000
	Artist mileage (150 @ .57)	\$ 86
	nature/ bird walk research	\$ 200
		\$ 6,286
Personnel	Project management	\$ 1,500
	Coordination - 80 hrs @ 18	\$ 1,440
	Communications & marketing - 22 hrs @ 15	\$ 330
		\$ 3,270
Supplies	Materials	\$ 300
	Equipment rental / operation	\$ 125
		\$ 425
Event costs	Hospitality	\$ 150
	Documentation - 3 hrs @ 50	\$ 150
		\$ 300
Promotion	Flyer / map design	\$ 400
	Signage & printing	\$ 300
		\$ 700
<b>Total cash</b>		<b>\$ 10,981</b>
<b>IN KIND</b>		
	Reedsburg ArtsLink	\$ 1,000
	Disconsin Club	\$ 200
	Install/ remove volunteers - 10 people x 12 hrs @ 7.50	\$ 900
<b>Total in kind</b>		<b>\$ 2,100</b>
<b>Total expenses</b>		<b>\$ 13,081</b>
<b>INCOME</b>		
	SCAHP	\$ 1,500
	WAB (pending)	\$ 1,200
	Private foundations	\$ 3,500
	Business sponsors	\$ 3,000
	Individual contributions	\$ 281
	In kind	\$ 2,100
<b>Reedsburg Arts Committee</b>		<b>\$ 1,500</b>
<b>Total income</b>		<b>\$ 13,081</b>

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: Artworks are temporary and will remain property of artists with full knowledge that this is an experiment.

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: \_\_\_\_\_



Date: March 15, 2021

**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](mailto: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 May 15, 2021 by 5 pm CST.** Questions? Email us at [arts@ci.reedsburg.wi.us](mailto:arts@ci.reedsburg.wi.us).

*(For Staff/Committee Use Only)*

Date/Time Received: \_\_\_\_\_ Received By: \_\_\_\_\_