



**MINUTES NO. 2023-04-WS
PUBLIC WORK SESSION OF THE CITY COUNCIL
OF THE CITY OF MADISON, ALABAMA
May 8, 2023**

The Madison City Council met for a public work session on Monday, May 8, 2023, at 5:00 p.m. in the Council Chambers of the Madison Municipal Complex, Madison, Alabama. Noting that a quorum was present, the meeting was called to order at 5:00 p.m. by Council President Ranae Bartlett.

The following Council Members were in attendance:

Council District No. 1 Maura Wroblewski	Present
Council District No. 2 Connie Spears	Present
Council District No. 3 Teddy Powell	Arrived at 5:01 P.M.
Council District No. 4 Greg Shaw	Present
Council District No. 5 Ranae Bartlett	Present
Council District No. 6 Karen Denzine	Present
Council District No. 7 John Seifert	Arrived at 5:07 P.M.

City Officials in attendance were: City Clerk-Treasurer Lisa D. Thomas, Deputy City Clerk-Treasurer Kerri Sulyma, City Clerk Administrative Assistant Mari Bretz, City Attorney Brian Kilgore, City Administrator Steve Smith, Fire Chief David Bailey, Police Chief Johnny Gandy, Director of Development Services Mary Beth Broeren, Communication Specialist Gabriel Kuenzli, Assistant Planner Kali Zimmerman, Information Technology Support Technician Rhianna O'Reilly, and Information Technology Support Technician Garrett Gillott.

MURAL GUIDELINES FOR THE CITY

Director of Development Services Mary Beth Broeren provided a brief overview of the drafted guidelines for murals in response to citizen's interest. Director of Development Services Mary Beth Broeren shared that they are recommending allowing murals in commercial district and asked council to consider a provision to allow murals on city property. The current draft that Director of Development Services Mary Beth Broeren is sharing does not include murals on city property. The following guidelines were drafted:

- No more than 2 murals per building
- Murals would have to be on the sides or on the back of the building, except for mix-use buildings in B1, where there would be a consideration to allow them in front of the building
- Creation of a Mural Advisory Board appointed by council
- Application with a filing fee
- Submission of schematic design along with a maintenance plan
- Murals would be checked twice per year

Director of Development Services Mary Beth Broeren asked council to review and to email her staff with questions or suggestion before they reassemble again in a future work session.

Council President Bartlett asked Director of Development Services Mary Beth Broeren if they anticipate discussing it further in a work session before it is brought to council for a vote. Director of Development Services Mary Beth Broeren responded with a yes because there are no mural guidelines in the City of Madison and unlike other cities who "wing-it", Madison will not be one of those cities. Assistant Planner Kali Zimmerman has spent a lot of time reviewing various cities who have adopted mural guidelines. Director of Development Services Mary Beth Broeren also spoke briefly on the legal aspect of mural guidelines and would be discussed in-depth in a future work session.

Council President Bartlett asked if putting the mural guidelines topic on a June work session would work for meeting Planning's timeline. Director of Development Services Mary Beth Broeren responded that it would be fine as they know of one group that is wanting to do a mural in the fall.

SCIENCE MUSEUM PROPOSAL

City Administrator Steve Smith appeared before City Council and Mayor Finley to introduce Joe Iacuzzo and his team of scientists to propose a science museum in Madison. Joe Iacuzzo has been a teacher, a marketer, has worked with United Way and Make-A-Wish, a lobbyist, a creator of a children's magazine, has worked with Universal Pictures on the Jurassic Park Institute Program, has created museum exhibits, and displays around the world, co-produced award-winning documentary, and has founded numerous science festivals.

Joe Iacuzzo appeared before City Council and Mayor Finley where he shared his proposal for a science museum on the Hexagon property. Mr. Iacuzzo discussed what the museum would look like, possible exhibits that would be housed at the museum, along with the murals and interactive walls in the building. Mr. Iacuzzo shared what the financial benefits of the museum would be to the community and the economic impact to the city.

Council Member Shaw asked Mr. Iacuzzo if this would be his first museum that he has ever started from scratch. Mr. Iacuzzo responded that he has helped start up two other museums but that he was not the founder.

Council President Bartlett asked Mr. Iacuzzo who is his non-profit organization. Mr. Iacuzzo responded that it is the Innovation for Education Foundation which is a Alabama registered 501(c)(3) organization that has been in existence since 2016.

Council President Bartlett raised concerns about the sustainability of a science museum in Madison in terms of financial support. Mr. Iacuzzo responded that he could structure it so that it would not cost much to build it and operate it.

Council Member Wroblewski confirmed that with the first responders occupying part of the building if they didn't put the museum in that space, the space would remain empty. Mayor Finley confirmed.

Council Member Spears asked Mr. Iacuzzo for financial data and numbers that Council could look at because even though it is a non-profit, he needs to explain their viability for investors. Mr. Iacuzzo responded he did not have it today.

Financial viability discussion continued between Mr. Iacuzzo, council members, and City Administrator Steve Smith. Council Member Powell shared that currently he does not support it because there are questions that have not been answered such as who the curator is and what kind of experience do they bring to this venture. Council Member Denzine thanked Mr. Iacuzzo for his enthusiasm and shared that she thinks it is an excellent addition. Council Member Denzine also asked Mr. Iacuzzo if he could provide an overview of the floor plan or

what the kids would see as they walked through. Mr. Iacuzzo provided a brief overview and explained that it would follow a story that would be integrated, and he is planning for a 90-minute overall experience, but some might go through it in less or more time. Council Member Seifert asked Mr. Iacuzzo how facilities and organizations such as the Cook Museum and the North Alabama Zoological Society would affect the museum, would it be partnering, or competing against them. Mr. Iacuzzo said that he has worked with zoological societies in the past and would hope for a partnership with other organizations.

Council Member Denzine asked about a timeline for getting a plan, funding, and when council would need to decide. City Administrator Steve Smith responded that if he could get a head nod that they would start gathering all the information requested immediately and that the timeline would depend on how quickly Mr. Iacuzzo could get some letters of commitment and if they could come to terms based on what council wants to see on the agreement. City Administrator Steve Smith added that they would not try to rush it through as they want to make sure that all council's questions and financial resources are met, even if it takes several months.

Council Member Denzine asked City Administrator Steve Smith if they were tying up the space for someone else by waiting for questions to be answered. City Administrator Steve Smith explained that his sense of urgency with the museum proposal is that he wants to get the building designed for the first responders and the fire station, and if they are going to move forward with the museum, he would like us and the museum to use the same architect and take care of both at the same time. Council Member Denzine added that she was a yes in moving forward with the museum.

The discussion on the science museum proposal ended as Council President Bartlett reminded all that they were out of time as the regular scheduled council meeting was to begin in 2 minutes at 6:00pm. Mayor Finley thanked Mr. Iacuzzo for his time and presentation.

ADJOURNMENT

Having no further business to discuss, the work session adjourned at 5:58 p.m.

Minutes No. 2023-04-WS, dated May 8th, 2023, read, approved and adopted this 22nd day of May 2023.

Council Member Maura Wroblewski
District One

Council Member Connie Spears
District Two

Council Member Teddy Powell
District Three

Council Member Greg Shaw
District Four

Council Member Ranae Bartlett
District Five

Council Member Karen Denzine
District Six

Council Member John Seifert
District Seven

Concur:

Paul Finley, Mayor
Attest:

Lisa D. Thomas
City Clerk-Treasurer

Mari Bretz
Recording Secretary