



## Public Art Committee (PAC)

Whitewater Municipal Building Council Chambers,  
312 West Whitewater St., Whitewater, WI 53190  
\*In Person and Virtual

**Tuesday, November 12, 2024 - 5:30 PM**

Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone. Citizen participation is welcome during topic discussion periods.

### Public Arts Committee

Nov 12, 2024, 5:30 – 7:30 PM (America/Chicago)

Please join my meeting from your computer, tablet or smartphone.

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Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number: (262) 473-0108.

## MINUTES

### CALL TO ORDER

Meeting called to order at 5:40 p.m.

### ROLL CALL

#### PRESENT

Board Member Kim Adams  
Board Member Megan Matthews  
Board Member Justin Mane  
Council Representative Brienne Brown

#### STAFF MEMBER

Taylor Zeinert, Economic Development Director (EDD)

### APPROVAL OF AGENDA

*A committee member can choose to remove an item from the agenda or rearrange its order; however,*

*introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the Committee to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.*

Motion made by Council Representative Brown, Seconded by Board Member Adams.

Voting Yea: Board Member Adams, Board Member Matthews, Board Member Mane, Council Representative Brown

## **HEARING OF CITIZEN COMMENTS**

*No formal Committee action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Committee discusses that particular item.*

***To make a comment during this period, or during any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial \*6 to unmute your phone and dial \*9 to raise your hand.***

## **CONSIDERATIONS / DISCUSSIONS / REPORTS**

1. Discussion and Possible Action on painting of traffic boxes.

EDD Zeinert explained that this was something that was brought up at the first meeting about doing smaller projects. The Public Works Committee approved the Public Arts Commission to paint eight (8) traffic boxes. Wanted to bring this to the committee to figure out how many of these boxes the committee wanted to start with and the timeline.

Matthews stated she would like to see all eight done yesterday.

Adams stated it felt reasonable to do all eight. Wants to get this out there so that all eight boxes have a consistent story.

Adams stated Wisconsin has some difficult weather. We need to be mindful of high and low temperatures to make sure the paint adheres to the boxes properly.

Brown stated that we should get students involved. Getting participation from university student's midterm may be difficult.

Adams asked why March as to opposed to May.

Brown stated that after spring break students are checked out. The students have three weeks after spring break. During that time, they have major projects and finals.

Matthews stated that she thinks that maybe, we have students help with the design of it up to March.

Adams stated depending on how fast we can get this together, maybe we get designs from different groups such as the high school, Arts Alliance or grade schools each doing a box. We may want to do a call for artist so that we don't have two of the same concepts. Than we move into the implementation phase, then the celebration phase.

EDD Zeinert asked about how long a call for artist takes in terms of preparation and materials. And how long should the call be for?

Brown stated that it all depends on the art.

Adams stated that it would depend on where we are pulling from. The Arts Alliance exhibition in August, goes out in February since it is all over Wisconsin. Adams asked where are we going to publicize?

EDD Zeinert the artist that will be painting these electric boxes will be local artist. Is this a concrete thing or do we want to open it to the tri county, the State of Wisconsin or nationally.

Brown feels that if we get local people to at least design it maybe not paint it. Maybe it could be a separation of the design and painting. But would like the first 8 to be local.

Adams asked about how many boxes are there?

EDD Zeinert clarified that there are 8 traffic boxes, but there are other kinds of boxes.

Matthews stated that for the initial, she feels that this should be a local thing.

Mane asked how many artist do we know that live in Whitewater.

Brown stated that Adams knows a lot of local artist but Brown herself knows at least three off the top of her head.

Adams stated that the members of the Arts Alliance should be invited.

Matthews stated she agrees with this, but in the beginning having local buy in would be a good idea. It wouldn't stop us from doing this process.

EDD Zeinert stated that we could do a large call to artist with a note, that we will prioritize local artists.

Brown asked where all the boxes are located.

EDD Zeinert stated that she will ask Brad Marquardt. The boxes are scattered all around town at different intersections.

Brown feels like this could blossom into something else.

EDD Zeinert mentioned that themes have also been talked about. EDD Zeinert was wondering, whether this the body had any themes that they wanted to put forward or just let the community do what they want.

Brown stated let it be the artist choice.

EDD Zeinert stated that what she is hearing is that we should move forward with the call for artists on all eight boxes. And once we get responses we will bring those back to this commission. How long do we want to keep the call for artists open?

Brown stated that winter is a good to think about things. It gives professors time as they are planning their next semester.

Mane stated that the timeframe would have to allow for parent notification since this would be done outside of class time. More likely done in an art club setting. Mane feels the biggest hurdle will be the weather.

Adam suggested that maybe we have individuals take on the priming of the boxes while the weather is more reasonable to allow the canvases to be ready.

Mane stated that this would be a good test of what temperature allows for good adherence. If the primer doesn't stick then the paint won't.

EDD Zeinert stated that putting the call out for artist by the end of 2024. With designs sent to us by the end of February. Which would allow us to bring the designs to this Commission, Public Works Commission and, then to Common Council for approval. Have them start priming at the end of March. Having the painting completed by the first week in May for the Story Telling Festival.

EDD Zeinert asked if she was ok to ask Brad.

Adams suggested getting the priming and prepping done now.

EDD Zeinert explained that we would do the call for artist the same way we do a press release.

Adam suggested that it goes to the student engagement office.

EDD Zeinert stated that she would bring the call to artist notice to the body next meeting. This will all the body to go through it and decide where it needs to go.

2. Discussion regarding setting a day and time for ongoing monthly meetings.

EDD Zeinert asked if Llana should continue to send out a survey for each meeting or should a day and time be established.

Brown stated to send a survey for a day and time to be established.

## **FUTURE AGENDA ITEMS**

## **ADJOURNMENT**

Meeting adjourned at 6:06 p.m.

Motion made by Board Member Adams, Seconded by Board Member Matthews.

Voting Yea: Board Member Adams, Board Member Matthews, Board Member Mane, Council Representative Brown

A quorum of the Common Council may be present. This notice is given to inform the public that no formal action will be taken at this meeting.

**Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk (262-473-0102) at least 72 hours prior to the meeting.**