



Public Arts Commission

Cravath Lakefront room 2nd floor 312 West
Whitewater Str, Whitewater, WI, 53190 *In Person
and Virtual

Thursday, April 03, 2025 - 5:00 PM

MINTUES

CALL TO ORDER

Meeting called to order at 5:03 p.m.

ROLL CALL

PRESENT

Board Member Neil Hicks
Board Member Kim Adams
Board Member Megan Matthews
Council Representative Brienne Brown

ABSENT

Board Member Emily Kate
Board Member Katy Wimer
Board Member Justin Mane

STAFF

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 Board Member Adams, Seconded by Council Representative Brown.

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

CONSENT AGENDA

Items on the Consent Agenda will be approved together unless any committee member requests that an item be removed for individual consideration.

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

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

1. Approval of February 6, 2025 Minutes

2. Approval of March 6, 2025 Minutes.

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.

None

CONSIDERATIONS / DISCUSSIONS / REPORTS

3. Discussion and possible action regarding plans for the the Art Innovation Celebration.

EDD Zeinert explained this is a loose itinerary with how we would like the day to look. It is going to be a busy day. That day is also, the Food Truck Fest and the Arts Alliance also has its own program going on that day. EDD explained that she has given her notice to the City and her last day is April 17th. We have hired an new interim and she is aware of the project, but based on my conversations with staff we think this is the best to plan and move forward from here.

Adams asked about music. EDD Zeinert stated that she and Adams had discussed this individually but the group had not. Katie Weimer's husband he plays in a band, but also plays the fiddle and the violin very nicely. So we could possibly work with him to provide some fun music at the Art Box dedication right out on Flatiron Park. And he could lead people in to the reception and maybe later than in the day, his band could be contracted. So if we could work that out as a possibility that would be awesome.

EDD Zeinert asked about what his average cost is?

Adams stated she did not know, it depends on the number of musicians play with him. It varies. Adams stated that she would be happy to have a conversation with him about rates.

EDD Zeinert stated that would be fine to get general rates, however it would be up to staff to negotiate pricing. If he would be interested in doing the Food Truck Fest that would fall under the Community Development Authority (CDA).

Adams asked who would be the point person.

EDD Zeinert stated that until April 17th it would be her. And after the 17th, it would be Emily McFarland. EDD Zeinert stated that these are conversations that we can have prior, recognizing that there are a lot of budget constraints because we want to give the artists most of the funding.

Adams asked if there was funding for bands at Food Truck Fest.

EDD Zeinert stated there had been but that's part of the Community Development Authority. This is a separate project than Food Truck Fest. Food Truck Fest has its own budget under the Community Development Authority.

Adams stated that if we wanted to contract Dale, this is the name I couldn't think of when I was first talking, Dale Weimer. If we wanted to contract him to do the little bit and then do the band.

EDD Zeinert explained that this body would not be able to approve a budgetary expense for Food Truck Fest only the part related to the Art Celebration.

Brown explained that this body would pass him on to the CDA, however that is going to have a slightly different makeup because there is a new City Council coming in so we will have to wait a bit until we know how all the bodies are going to work.

EDD Zeinert stated that what can be done is staff contact Dale and we could get some general pricing and things like that. The Food Truck Fest things can be discussed on the CDA level and I can get their input on certain things.

Adams stated that she could talk to him about stuff over at Flatiron Park, I can get his pricing for that and I can ask what the prices is for the band and send that on to you to work with the appropriate people to negotiate that with.

Hicks asked if we need to pull a permit for that music.

EDD Zeinert stated that it would be part of the special events permit for Food Truck Fest. We would just modify our permit. I did ask for live music because that is what the CDA had asked, but didn't provide specific live music, so I felt the vague language would cover it all.

Adams asked if a special event permit had been done for the Traffic Box Dedication and did that include live music.

EDD Zeinert confirmed that a special events permit had been pulled, but she would have to review if live music was included.

Adams stated that 10 a.m. for the dedication, do you want to make note of the time for the gallery reception.

EDD Zeinert asked if the gallery reception was part of the Art Alliances program?

Adams confirmed that it was, but didn't know if we wanted to make a note to indicate that it was happening right after.

Adams stated that my thinking was we were going to do the dedication, encourage participants to go in to the Art Alliance and then encourage people to go down to Cravath Lake. Kind of making a collaborative combined event. So listing all that out, I think would be helpful. So from 11 to 1 is going to be the gallery reception The Fiber of Our Community is the title of the exhibition.

EDD Zeinert stated that when we do the marketing material that is something we can add. That's a great way to highlight there's so much going on. I just wanted to focus on the celebration portion of that day. Do you want to do opening remarks, do you all want

to speak. Do you want a guided art walk and the artist talk. Thoughts on the community celebration aspect. I think that is a great way to throw in the fiddle.

Matthews asked about how each artist gets three to five minutes to explain their box and their vision. Is that part of when people are walking around?

EDD Zeinert stated that we would have easels set up that would have photos of each of their boxes and then we would have maps available so that people could walk to each of them and it would give them a chance to showcase and talk but also for those that may not be as mobile they can still see.

Matthews stated so then the artist will be at the box waiting for people to come to them?

Adams stated no it would all be at Flatiron Park and everything would be on easels there.

Matthews asked for clarification on how the three to five minutes of talking would work.

EDD Zeinert stated that the initial vision was the interim or whoever is in my position would say welcome and thank you. If anyone else wanted to speak or the city manager wanted to speak after that then we would turn it to the artists and let each of them speak for three to five minutes each.

Brown asked if we were giving out maps. I was wondering if we wanted to do non-permanent markings on the sidewalks, like arrows or foot prints.

EDD Zeinert stated that would be something she can ask Brad about.

Matthews felt that would be a good idea. It makes it a little more festive.

Brown stated that it is a way for people who don't show up at Flatiron Park to see them and say where do these go and lead them and pulled other people there too.

Adams suggested having a scavenger hunt having people find the boxes with the map and take a picture of themselves with the box. Then texting that somewhere for a prize drawing or something.

EDD Zeinert stated she thinks these are all great ideas, but is going to be really transparent, we don't know with the transition of staff what staffing is going to look like. So doing a bigger project is not a good idea.

Brown stated that we can get some volunteers. We can get some QR codes up there. If we get stencils, we can get someone temporary spray paint with temporary paint. 10 years ago we did a project where we painted the street with monarch butterflies with stencils and it lasted all summer.

Brown stated that we can easily get people from the neighborhood and she would be personally in charge of it if people are okay with that but we could get some stencils and do maybe claw prints footprints whatever just to get people kind of moving.

Matthews stated do you know how Parks and Rec has Stevie, maybe squirrels or squirrel prints. How about we tie Stevie in somehow.

Adams stated that having Willie the Warhawk down there and Stevie would be it kind of fun and festive to entice people to come.

Brown stated that we can get volunteers, it doesn't have to be all city staff.

EDD Zeinert stated that she would reach out to the Parks Department and just encourage them to hide Stevie around the boxes during that time.

Adams asked about where the easels and poster board would be coming from.

EDD Zeinert stated that the easels are currently in her office. The poster board would be ordered from like DigiCopy or whoever.

Adams asked if we were thinking poster or foam core board.

EDD Zeinert stated more likely foam core board.

Adams stated she would recommend foam core board since it is more durable. She asked about what the back up plan is if it rains.

EDD Zeinert stated that the back up would likely be City Hall.

Adams asked wouldn't you want to do it at the Arts Alliance.

EDD Zeinert stated if that was fine with Adams.

Adams confirmed that it would be absolutely fine to do the rain back up at the Arts Alliance. She just wants to make sure that is incorporated in their plan.

Hicks asked if there was any advertising for the event along with the Food Truck Festival, such as a banner over Main Street.

EDD Zeinert stated that we have our application in for the banner for Food Truck Fest but has not done one for the Art Celebration.

Adams asked where the chalk would be supplied from.

EDD Zeinert stated that the City would be providing the chalk supply.

Adams asked if there would be certain stations where kids can use them on the sidewalks. Is that throughout Main Street?

EDD Zeinert stated it would be only at Flatiron Park.

Matthews asked how are we connecting with kids to let them know there is going to be this cool thing with chalk.

EDD Zeinert stated that I was just thinking of things for children to do and chalk came to mind. So no idea, but if you have an idea I would love to hear it.

Matthews stated honestly, I'm think Park and Rec again because they've got a kids program. They are always trying to get kids engaged. I'm not trying to put more work on Parks and Rec. But is there a connection that makes sense where they could say hey kids come do chalk and it is a cool side thing for Parks and Rec going on.

Adams asked are there any youth leaders that could be on hand to invite kid or do we need to tap into some whitewater students.

Brown stated we could tap into FFA and Robotics. That's park of what they have to do is volunteer hours.

Adams stated that we just to have to reach to one or both of those groups to have some kid mentors on hand.

EDD Zeinert stated that this was a lot of good feedback and no action really needs to be taken. Thank you all for your thoughts.

Brown stated that make sure it gets out there that this can be outsourced to volunteers. It's not like we are giving this all to the City.

Adams stated that it is important to put on the record also, that on behalf of the Whitewater Arts Alliance we are happy to support in any way or assist in finding university students to help out to make it a fun and vibrant event. It doesn't have to all be on the new person's shoulders. I think it can be a really good collaboration as long as we know who's doing what and we have some clear expectations.

Brown stated that she would love to even mention something to Studio 84, because they already have a box that's painted up. They can just chalk up their own sidewalks nearby.

Adams stated that they are coming over more to the Arts Alliance too, but to invite them over to share their talents.

Brown stated that they do have a pink box over there that we should throw into the mix.

Matthews asked for a reminder on how we are reaching out to artists or where we are with that?

EDD Zeinert stated that this is not on the agenda so will not dive too much into it. We've sent it to all the places that the commission recommended that we send it to. We sent them to the local press. We spent a lot of our social media highlighting them. We currently have three people that have submitted. The deadline is April 16th. Public Works Committee had requested that they see it before final decisions are made. We will let them see it. It here are any controversial ones. The final group will come to this committee. And you pick your favorites and then those will be recommended to Common Council.

Brown asked how many boxes do we have.

EDD Zeinert confirmed there are eight boxes.

Adams stated that she would be concerned about not having enough and especially if the public works vetos you know one or two out and we don't have enough to work with.

EDD Zeinert stated that we can absolutely resend that out and we can go from there.

Mathews asked for Universities, TV and Radio Stations is there a PDF that you have been using that I could get to them.

EDD Zeinert stated I have connections with them because our TV Station partners with them.

Brown stated I feel like there's a certain amount of people we just need to invite, like people in town we know who are artists.

Adams stated that Carol Yasko stated that she really wants to submit a drawing, but the technology is a barrier for her.

EDD Zeinert stated that in the notices we have been sending out, it show that we have paper copies here at City Hall, so she is welcome to stop on in and can give her paper copy.

Adams asked if there was a paper copy that she could leave with tonight and drop off to here since she is in her mid 80's.

EDD Zeinert stated she doesn't have one right now but she can get one to here by the end of tonight.

Adams stated she wants to paint the box right by her house. It would be so cool to have her painting a box, but I just want to make sure we help her through the barriers.

Matthews asked if they had reached out to artists that had signed up for public arts projects

Adams stated she didn't have that list. However, the call to artist did go out to the 700 or so people that are on the Whitewater Arts Alliance mailing list. The call to artist is also on the Arts Alliance Website.

Matthews asked if it could be sent again. We have artist that are obviously interested in public art. I don't know how many of them, not 700 but maybe there's 30 or 25. I'm not trying to add extra work but if we have a list of previous public artis and you have materials, it's a mater of just sending out a push to them so we can maybe get some more public art.

EDD Zeinert confirmed that it is being posted on our social media at least once a week.

Adams asked what the process will be if we get to the 16th deadline and there's only four or 5 submissions.

EDD Zeinert stated that the next step is that Public Works would review them and we move forward with the four or five or whoever it is. The project should still happen even if we don't have the eight because some our is better than no art. I think based on what the Common Council had charged this group with doing.

FUTURE AGENDA ITEMS

NEXT MEETING DATE MAY 1, 2025

ADJOURNMENT

Meeting was adjourned at 5:28 p.m.

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

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