



AGENDA OF THE GREEN BAY PUBLIC ARTS COMMISSION

**WEDNESDAY, MAY 23, 2018, 8:00 AM
CITY HALL, ROOM 310**

A. Roll Call.

1. Members: Kent Hutchison - Chair, Alex Zacarias - Vice-Chair, Ald. Randy Scannell, Matt Buchanan and Tiffany Bowles
2. Liaison Representatives: Staci Mincks, from Mosaic, Beth Lemke, from Neville Museum and Lee Klemens, from Civic Symphony

B. Approval of the Agenda.

1. Approval of the May 23, 2018, agenda of the Green Bay Public Arts Commission.

C. Approval of Minutes.

1. Approval of the April 25, 2018, minutes of the Green Bay Public Arts Commission.

D. Regular Business.

1. *Referred back from May 23, 2018, meeting:* Discussion with possible action on reevaluating the Annual Grant Program funding match.
2. *Referred back from March 28, 2018, meeting:* Presentation of the Green Bay Public Art Commission's draft application for the Green Bay Packers Foundation Grant.
3. Discussion with possible action on Ned Cain's Rotating Art Program application.
4. Consideration with possible action to increase the work hours of the Public Arts Coordinator to better engage the arts community, create additional programs and commence fundraising.

E. Informational.

1. Chairperson's Report and Project Updates.

2. Coordinator's Report and Project Updates.
3. Next Meeting Date: Wednesday, June 27, 2018, at 8:00 A.M. in Room 310.

F. Public Hearings.

G. Adjournment.

- 1) THIS MEETING IS RECORDED: THE VIDEO OF THIS MEETING AND MINUTES ARE AVAILABLE ONLINE AT www.greenbaywi.gov
- 2) ACCESSIBILITY: Any person wishing to attend who requires special accommodation because of a disability, should contact the City Safety Manager at 920-448-3125 at least 48 hours before the scheduled meeting time so that arrangements can be made.
- 3) QUORUM: Please take notice that a majority or quorum of the Green Bay Public Arts Commission will attend this committee meeting and will constitute a meeting of the Green Bay Public Arts Commission for purposes of discussion and information gathering relative to this agenda.
- 4) REPRESENTATION: The party requesting the communication, or their representative, should be present at this meeting.



MINUTES OF THE GREEN BAY PUBLIC ARTS COMMISSION

**WEDNESDAY, APRIL 25, 2018, 8:00 AM
CITY HALL, ROOM 310**

A. ROLL CALL.

1. Members: Kent Hutchison - Chair; Alex Zacarias - Vice-Chair; Ald. Randy Scannell, Matt Buchanan and Tiffany Bowles

Present: Kent Hutchinson, Ald. Randy Scannell, Alex Zacarias, Matt Buchanan, Kent Hutchison, Tiffany Bowles, Excused:

2. Liaison Representatives: Staci Mincks from Mosaic, Beth Lemke from Neville Museum and Lee Klemens from Civic Symphony

Liaisons Present: Staci Mincks - Mosaic; Beth Lemke - Neville Museum and Lee Klemens - Civic Symphony

B. APPROVAL OF THE AGENDA.

1. Approval of the agenda for the Green Bay Public Arts Commission for April 25, 2018.

Moved by Ald. Randy Scannell, seconded by Matt Buchanan to approve the agenda for the Green Bay Public Arts Commission for April 25, 2018. Motion carried.

Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, Tiffany Bowles, No- None, Abstain- None

C. APPROVAL OF MINUTES.

I. Approval of the minutes from the March 28, 2018, Green Bay Public Arts Commission meeting.

Moved by Alderperson Randy Scannell, seconded by Commissioner Alex Zacarias to approve the minutes from the March 28, 2018, Green Ba Public Arts Commission Meeting. Motion carried.

Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, Tiffany Bowles, No- None, Abstain- None

D. NEW BUSINESS.

I. Green Bay Packers Plaza and Capstone Project Presentation, by Daniel Roarty and University of Wisconsin-Green Bay Environmental Design students.

Moved by Matt Buchanan, seconded by Ald. Randy Scannell to open the floor for the Green Bay Packers Plaza and Capstone Project presentations by Daniel Roarty and University of Wisconsin-Green Bay Environmental Design Students. Motion carried.

Yes- Kent Hutchinson, Randy Scannell, Tiffany Bowles, Matt Buchanan, Alex Zacarias, No- None, Abstain- None

Moved by Ald. Randy Scannell, seconded by Alex Zacarias to return to regular order of business. Motion carried.

Yes- Kent Hutchinson, Randy Scannell, Tiffany Bowles, Matt Buchanan, Alex Zacarias, No- None, Abstain- None

2. Discussion with possible action on reevaluating the Annual Grant Program funding match.

The reevaluation of the Annual Grant Program funding match is being tabled until the next available Green Bay Public Arts meeting.

3. Discussion with possible action to determine what role the Green Bay Public Arts Commission will take in connecting artists with public art opportunities.

Moved by Ald. Randy Scannell, seconded by Matt Buchanan to allow staff from the Green Bay Public Arts Commission to connect with artists and discover new public art opportunities. Motion carried.

Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, Tiffany Bowles, No- None, Abstain- None

E. INFORMATIONAL.

1. Civic Clerk Meeting Software Training Update.

The Civic Clerk Software Training update was discussed. There was no action taken.

2. Chairperson's Report and Project Updates.

The Chairperson's Report was presented. There was no action taken.

3. Coordinator's Report and Project Updates.

The Coordinator's Report was presented. There was no action taken.

F. NEXT MEETING DATE.

I. Wednesday, May 23, 2018, at 8:00 A.M. in Room 310.

G. ADJOURNMENT.

Moved by Matt Buchanan, seconded by Tiffany Bowles to adjourn. Motion carried.

Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, Tiffany Bowles, No- None,
Abstain- None



Report to the
Public Arts Commission
of the City of Green Bay

MEETING DATE

May 23, 2018

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.I.

Referred back from May 23, 2018, meeting: Discussion with possible action on reevaluating the Annual Grant Program funding match.

BACKGROUND

During the March 2018, regular meeting of the GBPAC, the Commission briefly discussed the possibility of altering the grant match requirement for the Annual Grant Program. Altering the grant match was brought up as a potential solution to increase artist engagement with GBPAC programs. Currently the grant match requirement is 50 percent with a maximum grant award totaling \$1,500 for a project.

Reasons to Alter Grant Match

- Improve artist engagement
- Open granting opportunity to those with little access to alternate funds
- Create interest in program

Reasons to Maintain Current Grant Match

- Ensure consistency in programming
- If funds are altered they will be depleted sooner
- If funds are altered, fewer projects will be able to be awarded
- Many other granting programs require a match
- Programming has currently not been in place long enough to adequately determine that altering the granting amount will actually improve artist interaction
- Requiring artists to add additional funds helps build artist capacity
- Requiring matched funds will increase the potential for larger projects

RECOMMENDATION

After evaluating the outcomes of altering the grant match requirement, staff is recommending that the match remain in place and instead more effort be placed on promotion to increase artist engagement and development of additional artist resources.

FISCAL IMPACT

ATTACHMENTS

None



Report to the
Public Arts Commission
of the City of Green Bay

MEETING DATE

May 23, 2018

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.2.

Referred back from March 28, 2018, meeting: Presentation of the Green Bay Public Art Commission's draft application for the Green Bay Packers Foundation Grant.

BACKGROUND

During the regular March meeting of the Green Bay Public Arts Commission, several grant opportunities were discussed including the Green Bay Packers Foundation Grant. The Chair had requested that staff form a draft application for the grant to be reviewed during the May meeting.

RECOMMENDATION

Refer to staff any necessary changes to the draft Green Bay Packers Foundation grant application.

FISCAL IMPACT

ATTACHMENTS

- I. Draft Green Bay Packers Foundation Grant App

Green Bay Public Arts Commission Draft Application for Green Bay Packers Foundation Grant

Application Deadline: June 1

Provide the organization's mission statement.

The Green Bay Public Arts Commission (GBPAC) promotes the arts, culture, and creative identity of Green Bay through awareness efforts, provisions and exhibitions. The GBPAC exists to fund artistic activities and support cultural programs that integrate and advance arts and culture as an essential part of life in Green Bay.

Select the organization's primary focus area.

Arts and Culture

Select the organization's primary funding source.

Grant Money Private Donors Fundraising Initiatives Other Local Support

How many people does the organization serve per year?

0 - 25 26 - 49 50 - 99 100 - 249 250 - 499 500 - 999 1000 and Above

Select the primary population served by the organization.

☐ Children 0-17 ☒ Adults 18 and Over ☐ Family Units ☐ Boys/Men Only ☐ Girls/Women Only ☐ Animals ☐ Other

Enter the percentage the organization spends annually on each of the three expense categories listed below. All three categories added together must equal 100%.

Administration (staffing and facilities) %50

Fundraising %10

Programs %40

Describe the organization's greatest challenge. What plans have been put in place to overcome this challenge? Describe the progress that has been made.

As a young organization getting established and creating recognition for ourselves has been the greatest challenge so far. There are numerous arts organizations throughout the city of Green Bay that are providing alternate opportunities, it is our intention to work with these organizations to better improve the artistic community and provide more opportunities for artists. Plans are currently being established to increase promotional efforts and better engage artist participation. In addition to increasing promotional efforts, staff is also focusing on reaching out and connecting with various art groups through the city to share this opportunity. We intend to learn more about what the creative community wants and to share our programming.

Currently the Green Bay Public Arts Commission has been receiving increasing interest and engagement with our programming. As more and more public art pieces are created throughout the city, we receive more exposure and ensure that the citizens and artists of Green Bay become aware of the benefits our programming can provide. The Green Bay Public Arts

Commission is also currently coordinating the selection, development and installation of an interactive sculpture created by local artist, Kent Hutchison, and paid for by the generous donation from the Wisconsin Public Service Foundation.

How are the organization's donors acknowledged?

Currently we are determining several ways that we can acknowledge the generosity of our donors. Donors will be mentioned not only on our website but also throughout our programming materials. In addition to this, we are also planning to host exclusive donor appreciation art openings. Once a new piece of public art has been installed we will work with donors and the artist to host an exclusive unveiling and artist exchange where donors will have a chance to speak with the artist and learn more about their work and process.

Amount Requested - between 3000 and 10000:

\$10000

Total Project/Program Budget:

\$10092

Project/Program Name - Rotating Art Program

Is there a facility to visit and observe this project/program?

☒ Yes ☐ No

Project/Program Description - include the problems, needs and/or issues it addresses and the activities, timelines, and/or community partners utilized.

The Green Bay Public Arts Commission created the Rotating Art Program in order to beautify our community, promote our cultural identity and to encourage artistic engagement. We intend to elevate neighborhoods and other areas of our city with art. To elevate our communities we must take part in our communities, so the Green Bay Public Arts Commission has installed six 6-foot by 6-foot concrete foundations throughout the city to serve as platforms for temporarily installed works of art. Each site is in a heavily trafficked area and is highly visible, providing citizens and visitors the opportunity to interact with the artwork.

The Rotating Art Program operates on a continuous rolling basis. Artists are welcome to apply for the program whenever, but will only be selected by the Commission based on artistic merit. Placement of accepted artwork is determined based on theme and availability of display spaces. Once an artist is selected, they will install their sculpture at one of the predetermined locations where their work will remain on display for one year. Within that year the artist is able to sell their work if they are interested. This provides neighborhoods or private partnerships the chance to permanently display the work at their select location. Once the display pad is vacated, another selected artist will be placed and the process repeats. Once a piece is installed we will coordinate a private unveiling event providing the opportunity for

donors to meet with local artists and receive an exclusive chance to learn more about the artist's work and their creative process.

The Rotating Art Program focuses on community revitalization enhancement, economic development and improving the quality of life for the citizens of Green Bay. Vibrant energetic communities are filled with creative works of art which helps create a stronger artistic identity, creates peacemaking opportunities, and also assists in resident retention and pride for their community. By improving the artistic vision of Green Bay, we are not only assisting in creating works of art, we are improving the way of life for the citizens and visitors of Green Bay.

Project/Program Start Date: January 1, 2019

Project/Program Completion Date: December 31, 2019

Select the geographical area (based on area code) this project/program primarily serves.

WI North (534) WI North (715) **WI Northeast (920)** WI Southeast (262,414) WI Southwest (608)

Select the primary focus area this project/program addresses.

☒ Arts & Culture

Select the option that best describes the nature of this grant request.

☐ Adult Programs ☐ Capital Fund Support ☐ Community Programs ☐ Equipment Purchase ☐ Facility Improvements ☐ General Support ☐ Scholarships ☐ Youth Programs

How many people will this project/program directly impact?

0 - 25 26 - 49 50 - 99 100 - 249 250 - 499 500 - 999 1000 and above

Is this project/program an/a:

Existing Program New Program

Provide the quantity of people supporting this project/program. If none or not applicable, enter 0.

Full time employees: 0

Part time employees: 3

Volunteers: 8

What aspect(s) of this project/program, if any, are duplicated by other area service providers?

The Rotating Art Program focuses on providing public art opportunities for sculpture artists and aids in improving our communities through art. Within Green Bay, Olde Main Street District provides a similar public art program focused on the Olde Main Street District. This public art program currently focuses on the development of murals within the Downtown and Olde Main

areas of Green Bay. The specific art they center on supporting is different compared to the Rotating Art Program, but both programs are focused and dedicated on providing artists opportunities to share their art with the community and to improve the quality of life for Green Bay.

In addition to the Olde Main Street District's public arts programming, there is another public art program called Acre of Art based in Appleton, WI focusing on placing sculptures within the Appleton area. This program is similar to the Rotating Art Program by taking submissions for sculptures that will eventually be placed throughout the city. Both programs focus on providing artists with a stipend to assist with their work and present the opportunity for artists to sell their work to prospective buyers. The services of Acre of Art are focused within the Appleton-Neenah-Menasha area.

Describe the project/program's main short term goal (within the next year). How will progress toward this goal be measured?

Currently the program consists of six sculpture pads located throughout the City of Green Bay. Within the next year the Green Bay Public Arts Commission intends to expand the program by adding four more locations to the rotation, coming out to a total of ten display locations. Moving toward this goal we have already planned to direct funds towards the installation of these additional display pads. Before installation of these pieces can be performed, we need to seek the necessary approvals from the various owners of the property these display pads are located on. To achieve this goal, we will focus on reaching out the necessary owners to receive these approvals prior to installations.

Describe the project/program's long term goal (within the next three to five years). How will progress toward this goal be measured?

Within the next three to five years based on program success, we will consider expanding by increasing our display areas to 15 sculpture pads throughout the city. In addition to potentially expanding the program we intend to increase the artist stipends provided from \$500 to \$1,500. Progress toward this goal will be based on the measured success and engagement of the program currently. Based on the need for additional display spaces, we will consider expanding to additional locations.

Based on the success of our current fundraising efforts we will be able to determine if increasing artists stipends is achievable. In addition to budgeting funds toward this increase, staff will be applying for grants to aid in funding this increase as well.

Describe anticipated impact(s) on the project/program if a Green Bay Packers Foundation grant were awarded.

If awarded a grant from the Green Bay Packers Foundation these grant funds will help ensure that we can expand the program further and provide more opportunities for artists to engage and display their work with the community. Grant funds will be utilized in installing four additional display pads throughout the city and providing artists a stipend to encourage

displaying their work on these pads. By improving exposure of the program and increasing artist engagement, we will have a larger impact within the community and provide more public art opportunities for a wider audience. Through this grant the Rotating Art Program will be able to aid in improving Green Bay's artistic identity and improve the surrounding neighborhoods of it's citizens. This program will encourage the retention of creative and artistic minds within the community and beautify our city.

How did you hear about the Green Bay Packers Foundation grant?

We were notified of this wonderful opportunity through several work associates and subsequently the Green Bay Packers Foundation web page.



Report to the
Public Arts Commission
of the City of Green Bay

MEETING DATE

May 23, 2018

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.3.

Discussion with possible action on Ned Cain's Rotating Art Program application.

BACKGROUND

Experienced artist, Ned Cain, has been creating art full-time for 30 years, with multiple pieces already on display throughout Green Bay. Ned Cain's proposed project is titled *Wind Fishing* and consists of three aluminum disc forms that will rotate in the wind. The piece will be approximately 5 ft. in diameter and around 4 - 7 ft. tall.

RECOMMENDATION

Following artist interview, staff is recommending accepting Ned Cain's proposed art piece for the Rotating Art Program.

FISCAL IMPACT

ATTACHMENTS

1. RAP-NedCain5.16.18
2. RAP Grading Table

Rotating Art Program Application

Artist: Ned Cain

Proposed Art Piece Project Title: Wind Fishing

Project Description:

Three integrated disc forms that will rotate in the wind. Fabricated of Aluminum sheet with a ground finish. I will install this piece with the help of others including Kent Hutchison.

Proposed Work Frontal View: Wind Fishing



Dimensions of Work: Approximately 5-6ft diameter and 4-7ft tall.

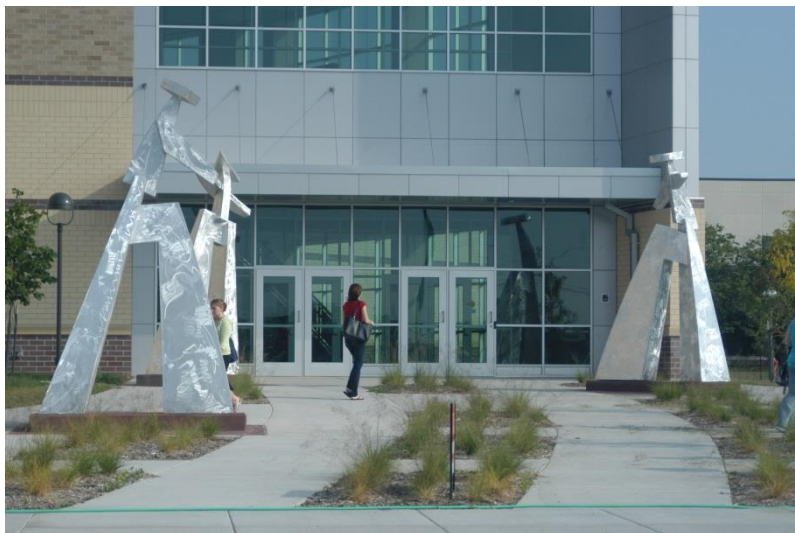
Experience (What is your experience with exhibiting public art?)

I have been doing public art full time for thirty years. Projects include: "A Sculptural Environment" On Broadway in Green Bay, "Babble" Neville Public Museum, "Travelers" NWTC green Bay, "Performers" University Wisconsin Communication Arts Center Fox Valley among others. In addition I exhibit at Edgewood Orchard Galleries in Door County.

Previous Art Examples:



Navy Pier, Chicago "Three Travelers" Fabricated Steel



Will this piece be for sale? yes

Price: \$8,000 - \$10,000

Coverage: **Insurance** no **Permits** no

RAP GRADING TABLE

1. **THEME/MOTIF** - The Artist has effectively presented a central idea throughout the whole of the piece.

Up to 10 pts

Weak	Fundamental ideas have not been explored and are not present in the piece.	0 – 3 pts
Average	Fundamental ideas are not fully explored and are not successfully carried through the piece.	4 – 7 pts
Excellent	Fundamental ideas are explored throughout the work and are conveyed by the overall visual experience.	8 – 10 pts
		TOTAL

2. **BUDGET** – The Artist’s budget aligns with the PAC budget; the Artist realistically assesses her costs.

Up to 10 pts

Weak	Budget lacks required information or includes unallowable expenditures.	0 – 3 pts
Average	Budget is complete but is not cost effective and/or related to activities and outcomes.	4 – 7 pts
Excellent	Budget is complete and contains all required information. Budget is cost effective and linked to project activities and outcomes.	8 – 10 pts
		TOTAL

3. **EXPERIENCE** – The Artist demonstrates experience in the medium and provides proof of past work. Preference will be given to Artists that have relevant public installations.

Up to 15 pts

Weak	Application does not include any proof of past work or examples are vague.	0 – 5 pts
Average	Application includes examples of past work, but little emphasis is given on prior experience with public installations.	6 – 10 pts
Excellent	Application includes multiple examples of past work, with emphasis on relevant public installations.	11 – 15 pts
		TOTAL

4. **ORIGINALITY** – Does the theme/motif of the work resemble the Artist’s own impressions?
Does the Artist successfully bring a vision to fruition?

Up to 15 pts

Weak	Piece design is vague and not clearly linked to Artist’s impression/vision. Design has no originality or unifying concept.	0 – 5 pts
Average	Piece has an adequate design that is defined, but piece is somewhat unclear in its connection to Artist’s vision. Concept seems somewhat derivative.	6 – 10 pts
Excellent	Piece has a strong and innovative design that is well defined and fully explained. Clear connection to Artist’s vision.	11 – 15 pts
		TOTAL

5. PUBLIC ART VALUE – How is the art relevant to the community? Does the art send a relevant message? Can the overall design be understood at a glance?

Up to 20 pts

Weak	Does not provide clear insight to its connection or impact on the community. The design is difficult to understand.	0 – 7 pts
Average	The piece's relationship to the community is described but does not seem as relevant / significant. Design is not easily understood right away.	8 – 15 pts
Excellent	Narrative connects the piece to the community. Compelling and specific narrative information demonstrates that the piece has a relevant and significant impact with the community. Design is easily understood at a glance.	16 – 20 pts
		TOTAL

6. OVERALL AESTHETIC – Is a high level of craftsmanship exhibited? Is the imagery compelling, and does it create a tension in the viewer without being objectionable?

Up to 30 pts

Weak	Craftsmanship is of a low quality and longevity of piece may be a concern. Not visually interesting / compelling and presents little to no opportunity for conversation.	0 – 10 pts
Average	Average level of quality of design/materials. Piece is visually appealing but provides little content for discussion.	11 – 20 pts
Excellent	High level of quality of design and work. Piece is visually appealing and provides opportunity for conversation and discussion.	21 – 30 pts
		TOTAL



Report to the
Public Arts Commission
of the City of Green Bay

MEETING DATE

May 23, 2018

PREPARED BY

Laura Schley, Staff, Celestine Jeffreys,
Chief of Staff

AGENDA ITEM # D.4.

Consideration with possible action to increase the work hours of the Public Arts Coordinator to better engage the arts community, create additional programs and commence fundraising.

BACKGROUND

Currently the position of the Public Arts Coordinator is a part-time position consisting of 20 hours a week. The hours provided currently are not sufficient for staff to properly tend to all of the Commission's needs. Some of the tasks required of the Public Arts Coordinator include: Improving artist engagement; plans to form additional programming in the future and the commencement of the fundraising campaign. An increase in hours would assist staff with focusing more on these items as well as other tasks required from the position.

RECOMMENDATION

Staff is recommending to approve the request contingent upon approval from both the Personnel Committee and Common Council.

FISCAL IMPACT

ATTACHMENTS

- I. Draft GBPAC Budget - Altered Hours

	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18
Salary+Payroll	406	1,568	1,634	1,624	1,469	2,381	2,006	1,230	1,651	1,838	1,698
Mileage											
Misc.									50	40	
Printing							6				
Fundraising							41				
RAP artist grant											
RAP Insurance									1,092		
RAP Footings											
Annual Grant (artist)											
Total	406	1,568	1,634	1,624	1,469	2,381	2,053	1,230	2,793	1,878	1,698
Remaining 3/31/19											

March and July are annual grant letting times for visual and performing arts (max 4500 = 9000)

November is the annual grant letting time for humanities (1500)

Note: 26 pay periods in 2017 there are 3 pay periods in June and November; in 2018 there are 3 pay periods in May and November

	increase	current	added
29 hours at \$20/hour	1,160	800	360
health care	224		224
dental	15		15
payroll	89	61	28
WRS	78		78
	1,566	861	705
	40,710.53	22,391	18,319
Annual Cost			
admin	41,000		
mileage	1,000		
printing	200		
fundraising	200		
RAP artist grant	3,000		
RAP pad	2,500		
insurance	1,100		
annual grant	10,500		
	59,500		
percent to admin	0.71		
percent to programs	0.29		

May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19
2,482	1,655	1,655	1,655	3,132	2,132	3,698	2,132	2,132	2,132	2,132	2,132	2,132
	264	24	24	24	24	24	24	24	24	24	24	24
80												
	500	500	500	500	500	500						
									1,092			
6,000												4,000
1,500		4,500				4,500				1,500		
10,062	2,419	6,679	2,179	3,656	2,656	8,722	2,156	2,156	3,248	3,656	2,156	6,156



Insurance Rates for Part-Time Employee

Insurance	Total Monthly	Bi-Weekly	Monthly Rate	City biweekly	City monthly contribution
Health - Sin	619	85	170	224	449
Humana De	41	6	11	15	30

*Vision Insurance rates will remain the same as the rates in the Benefits Booklet.

Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	total
2,132	2,132	2,132	2,132	2,132	3,132	3,132	63,630
24	24	24	24	24	24	24	840
							90
							86
							41
							3,000
							2,184
							10,000
				1,500			13,500
2,156	2,156	2,156	2,156	3,656	3,156	3,156	93,323
							(18,323)