



AGENDA OF THE GREEN BAY PUBLIC ARTS COMMISSION

**WEDNESDAY, JUNE 27, 2018, 8:00 AM
CITY HALL, ROOM 604**

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 June 27, 2018, agenda of the Green Bay Public Arts Commission.

C. Approval of Minutes.

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

D. Regular Business.

1. Discussion with possible action on the Annual Grant Program application from Navarino Neighborhood Association.
2. Discussion with possible action on the Annual Grant Program application from Beau Thomas.
3. Discussion with possible action on the approval of the Strategic Plan for the Green Bay Public Arts Commission.

E. Informational.

1. Chairperson's Report and Project Updates.
2. Coordinator's Report and Project Updates.
3. Next Meeting Date: Wednesday, July 25, 2018, at 8:00 A.M. in Room 310.

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

A. ROLL CALL.

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

Present: Randy Scannell, Kent Hutchison, Tiffany Bowles, Alex Zacarias, Matt Buchanan,

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

Present: Beth Lemke (8:06 a.m.), Staci Mincks (8:08 a.m.) Absent: Lee Klemens

B. APPROVAL OF THE AGENDA.

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

Moved by Ald. Randy Scannell, seconded by Matt Buchanan to approve as amended, present Agenda item #4 first and Agenda Item #3 second. 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 April 25, 2018, minutes of the Green Bay Public Arts Commission.

Moved by Ald. Randy Scannell, seconded by Tiffany Bowles to approve the April 25, 2018, minutes of the Green Bay Public Arts Commission. Motion carried.

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

D. REGULAR BUSINESS.

I. 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.

Moved by Alex Zacarias, seconded by Ald. Randy Scannell to approve the increase of work hours of the Public Arts Coordinator to better engage the arts community, create additional programs and commence fundraising. Motion carried.

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

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

Moved by Ald. Randy Scannell, seconded by Tiffany Bowles to approve Ned Cain's Rotating Art Program applicaiton. Motion carried.

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

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

Moved by Alex Zacarias, seconded by Tiffany Bowles to receive and place on file the reevaluation of the Annual Grant Program funding match. Motion carried.

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

4. *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.

No Action taken.

E. INFORMATIONAL.

I. Chairperson's Report and Project Updates.

Moved by Matt Buchanan, seconded by Ald. Randy Scannell to receive and place on file the Chairperson's Report and Project updates. Motion carried.

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

2. Coordinator's Report and Project Updates.

Moved by Ald. Randy Scannell, seconded by Matt Buchanan to receive and place on file the Coordinator's Report and Project updates. Motion carried.

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

3. Next Meeting Date: Wednesday, June 27, 2018, at 8:00 A.M. in Room 310.

F. PUBLIC HEARINGS.

G. ADJOURNMENT.

Moved by Ald. Randy Scannell, seconded by Alex Zacarias 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

June 27, 2018

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.I.

Discussion with possible action on the Annual Grant Program application from Navarino Neighborhood Association.

BACKGROUND

Cindy Mills with the Navarino Neighborhood Association/Neighborworks proposed a project titled *Big Blue Chair* and consists of constructing a large Adirondack chair approximately ten times normal size. Navarino Neighborhood Association is requesting \$1,000 from the Green Bay Public Arts Commission to fulfill this project.

RECOMMENDATION

Approve Navarino Neighborhood Association's Annual Grant Program Application request for an interactive sculpture project to be located at Navarino Park, subject to minor technical revisions.

FISCAL IMPACT

ATTACHMENTS

1. AGP Application- NNA-BigBlueChair
2. Example1
3. Example2
4. AGPGradingForm-BigBlueChair

ANNUAL GRANT PROGRAM APPLICATION

Department of Community & Economic
Development
100 N. Jefferson St., Room 608
Green Bay, WI 54301-5026
Phone: 920-448-3142
Fax: 920-448-3426
www.greenbaywi.gov/pac



Navarino Neighborhood Association / Neighborworks /
NAME OF ARTIST/ARTIST TEAM OR ORGANIZATION

NNA

APPLICANT/ORGANIZATION NAME

325 S. Van Buren

STREET ADDRESS

MAILING ADDRESS (IF DIFFERENT)

Green Bay WI 54301
CITY STATE ZIP CODE

9204301312

TELEPHONE (DAYS)

vanburenmills2@yahoo.com

E-MAIL ADDRESS

Big blue chair

PROJECT TITLE

Navarino Park

WHERE PROJECT WILL OCCUR

Appx July 9

START DATE

July 13

END DATE

\$ 2000

ESTIMATED TOTAL COST

\$1000

ADDITIONAL INCOME

\$1000

AMOUNT REQUESTED FROM GBPAC

WHAT IS YOUR EXPERIENCE WITH EXHIBITING, PERFORMING OR PROGRAMMING PUBLIC ART? (In addition to the below description, remember to attach several examples of previous work -Max. of 4 examples)

None yet

Cindy Miles / NNA

APPLICANT NAME/ORGANIZATION

TOTAL REQUESTED FROM GBPAC

PROPOSED BUDGET FOR GREEN BAY PUBLIC ARTS COMMISSION GRANT

PROJECT EXPENSES (Please indicate via check box if GBPAC funds will be used for the expense listed.)

Applicants may attach budget details IN ADDITION to this completed form.

In-Kind Expenses – Must Equal In-Kind Income (defined bottom of pg. 4)	Amount
Proj Mgr	200
Painting	150
Builder appx 16 hrs	300
Donations	350
TOTAL	\$1000 1000

Supplies/Materials	Amount	Check off
Deck Boards	500	☒
Screws	10	☒
Paint	150	☒
TOTAL	\$ 0.00	670

Publicity/Postage	Amount	
		☐
		☐
		☐
TOTAL	\$ 0.00	

Services/Fees/Rentals	Amount	
Cement/Landscaping	330	☒
Appx 6 hours		☐
		☐
TOTAL	\$ 0.00	330

Honorary/Personnel	Amount	
		☐
		☐
		☐
TOTAL	\$ 0.00	

Travel/Other Expenses	Amount	
		☐
		☐
		☐
TOTAL	\$ 0.00	

Total Expenses MUST Equal Total Income on PAGE 4	GRAND TOTAL	\$1000 2000
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PROJECT INCOME

In-Kind Contributions – Must Equal In-Kind Expenses (Item, source, amount) *	Amount
P. Mar.	200 200
Builder	500 300
Painters	100 150
TOTAL	000 \$0.00 650

Committed Funds (donor and amount)	Amount
NNA	100
J+J Mills	100
Board members	150
TOTAL	350 \$0.00

Anticipated Funding (donor and amount)	Amount
TOTAL	\$ 0.00

GBPAC Grant Funds Request	TOTAL	\$0.00 1000
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Total Income MUST Equal Expenses Total from PAGE 3	GRAND TOTAL	\$0.00 2000
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***INKIND** is defined as non-cash donations of goods and services such as labor, facilities, or equipment to carry out a project. Typically, skilled or professional labor can be valued at the prevailing rate that the individual making the donation has a record of receiving in the field. For example Grantee X counts donation of Venue Y at Venue Y's normal rental rate and the donation of their set designer at the designer's average wage of \$17.00 per hour X the number of hours they will work on the project. If audited, these amounts could be verified, by showing the posted rental agreement for Venue Y and previous pay stub of the set designer.

Grants **MAY** be used for artists' fees, legally required royalties, production expenses, space rental, marketing costs, purchase of expendable materials, required insurance, city-related expenses such as street closures and police/fire protection. GBPAC Grants **CANNOT** be used to fund prizes or awards, scholarships, tuition, permanent equipment, travel outside Green Bay, refreshments and/or debts incurred for past activities.

IN THE SPACE PROVIDED, BRIEFLY DESCRIBE YOUR PROJECT (Additional pages may be attached: 1 full page max.)

This project is to build a giant adirondack chair approx 10x normal size. We will paint it blue to match surrounding playground and new townhomes across the street.

PROJECT OBJECTIVE

To put a fun, iconic piece of art in our new park. It will be a draw to get neighbors and the public into our park for pictures and relaxing. The chair is a symbol of relaxation & enjoying the outdoors

DO YOU HAVE THE NECESSARY INSURANCE FOR THIS PROJECT?

☒ Yes

☐ No

Covered by city park's department

DO YOU HAVE THE NECESSARY PERMITS FOR THIS PROJECT?

☒ Yes

☐ No











AGP Grading Form: NNA Big Blue Chair

Please fill out and answer the following questions regarding the above AGP presentation and any adjustments suggested to the presentation. Please keep in mind that certain criteria may not apply as much to some projects compared to others. If you have any questions about the form please feel free to email Laura at laurasc@greenbaywi.gov or call at 920.448.3142.

* Required

Project Example



Theme/Motif

The applicant has effectively presented a central idea throughout the whole of the piece/project.

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

Theme/Motif Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Budget

The applicant's budget aligns with the PAC budget; and has realistically assessed their costs.

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

Budget Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Experience

The applicant demonstrates experience in the medium and provides proof of past work. Preference will be given to Artist's/Artist Team's that have relevant public work.

Weak	Application does not include any proof of past work or examples are vague.	0 – 3 pts
Average	Application includes examples of past work, but little emphasis is given on prior experience with public installations.	4 – 7 pts
Excellent	Application includes multiple examples of past work, with emphasis on relevant public installations.	8 – 10 pts

Experience Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Originality

The applicant's vision is clear and the project brings this fresh idea to life. Does the piece/project successfully bring a vision to fruition? The project/piece should have a strong and innovative idea that is well defined and fully explained.

Weak	Project is vague and not clearly linked to Applicant's Impression/vision. Design has no originality or unifying concept.	0 – 5 pts
Average	Project has an adequate design that is defined, but is somewhat unclear in its connection to Applicant's vision. Concept seems somewhat derivative and overused.	6 – 10 pts
Excellent	Project has a strong and innovative idea that is well defined and fully explained. Clear connection to Applicant's vision and brings this fresh idea to life.	11 – 15 pts

Originality Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Public Art Value

How is the art relevant to the community? Does it provide value to the community? Can the overall piece/project be understood at a glance?

Weak	Does not provide clear insight to its connection or impact on the community. The design is difficult to understand.	0 – 5 pts
Average	The project's relationship to the community is described but does not seem as relevant / significant. Design is not easily understood right away.	6 – 10 pts
Excellent	Narrative connects the project to the community. Compelling and specific narrative information demonstrates that the project has a relevant and significant impact with the community. Design is easily understood at a glance.	11 – 15 pts

Public Art Value Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Overall Aesthetic/Appeal

The project presents a high level of craftsmanship/attention to detail. Compelling for spectators to view/participate without being objectionable.

Weak	Project lacks craftsmanship/attention to detail. Project is not very appealing and does not provide opportunities for discussion and conversation.	0 – 8 pts
Average	Project has a moderate level of craftsmanship/attention to detail. Project is appealing but does not provide opportunities for discussion and conversation.	9 – 16 pts
Excellent	Project presents a high level of craftsmanship/attention to detail. Project is appealing and provides opportunities for conversation and discussion.	17 – 25 pts

Overall Aesthetic/Appeal Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Access/Location

Potential for the project to reach targeted audiences. Project should include a significant and clearly defined element that is free to the public.

Weak	Project lacks an element that is clearly defined and free to the public.	0 – 5 pts
Average	Project provides an element that is free to the public. Subject/element may not be suited well for engaging target audience	6 – 10 pts
Excellent	Project includes a significant, clearly defined element that is free to the public. Subject/element is suited for engaging target audience.	11 – 15 pts

Access/Location Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Project Approval and Award Amount

Please answer if you approve or deny this project and include your suggested award amount if applicable. Reminder that the award amount is a maximum of \$1,500

Do you approve of this piece/project? *

- ☐ Yes
- ☐ No
- ☐ Maybe

If you answered yes to the above, what \$ amount do you wish to award? If you answered maybe, please explain why. *

Your answer

Any final comments/questions:

Your answer



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

MEETING DATE

June 27, 2018

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.2.

Discussion with possible action on the Annual Grant Program application from Beau Thomas.

BACKGROUND

Experienced local mural artist, Beau Thomas, has created over 80 murals so far, with multiple pieces already on display throughout Green Bay. Beau Thomas' proposed project is titled *Bicycle Mural* and consists of three bike silhouettes riding along a colorful trail with a background containing a general city space in grey. Beau Thomas is requesting \$250 from the Green Bay Public Arts Commission to fulfill this project.

RECOMMENDATION

Approve Beau Thomas' Annual Grant Program Application request for a mural project at 418 4th St.

FISCAL IMPACT

ATTACHMENTS

1. GBPAC_AGPAApplication_GBBC
2. MuralProposal
3. AGPGradingForm-BicycleMural

ANNUAL GRANT PROGRAM APPLICATION

Department of Community & Economic
Development
100 N. Jefferson St., Room 608
Green Bay, WI 54301-5026
Phone: 920-448-3142
Fax: 920-448-3426
www.greenbaywi.gov/pac



BEAN THOMAS
NAME OF ARTIST/ARTIST TEAM OR ORGANIZATION

GREEN BAY BICYCLE COLLECTIVE
APPLICANT/ORGANIZATION NAME

418 4TH ST GREEN BAY, WI 54304
STREET ADDRESS

MAILING ADDRESS (IF DIFFERENT)

WI

CITY

STATE

ZIP CODE

TELEPHONE (DAYS)

MIKE: MIKE@GBBICYCLE.ORG / HEATHER: HEATHER@GBBICYCLE.ORG
E-MAIL ADDRESS

'BICYCLE MURAL'
PROJECT TITLE

WHERE PROJECT WILL OCCUR

JULY 2018

START DATE

END DATE

\$500 → \$250 & \$250

ESTIMATED TOTAL COST

ADDITIONAL INCOME

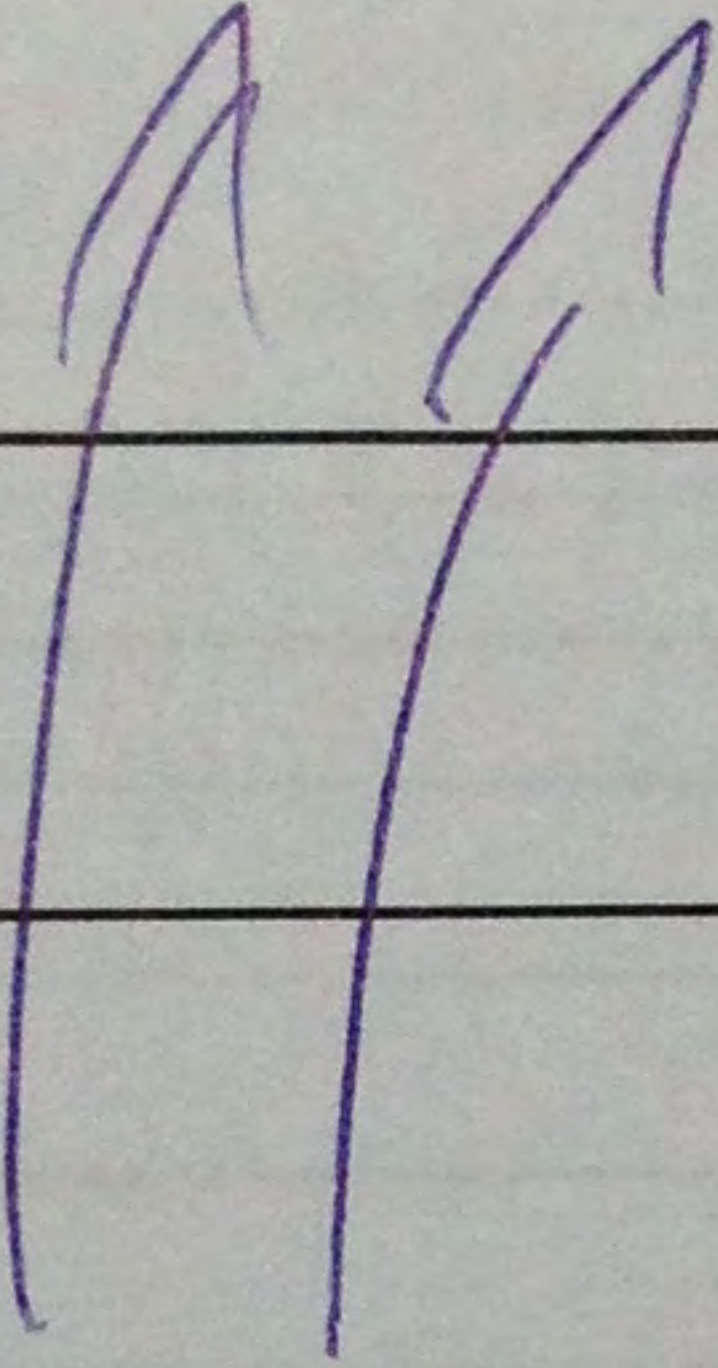
AMOUNT REQUESTED FROM GBPAC

WHAT IS YOUR EXPERIENCE WITH EXHIBITING, PERFORMING OR PROGRAMMING PUBLIC ART? (In addition to the below description, remember to attach several examples of previous work -Max. of 4 examples)

AWARD WINNING MURALIST
- COMPLETED ABOUT 100 MURALS
SEE MY WEBSITE - WWW.TRACKSIDEDESIGN.COM

IN THE SPACE PROVIDED, BRIEFLY DESCRIBE YOUR PROJECT (Additional pages may be attached: 1 full page max.)

SEE MURAL
PROPOSAL



PROJECT OBJECTIVE

DO YOU HAVE THE NECESSARY INSURANCE FOR THIS PROJECT?

☒ YES

☐ NO

GREEN BAY BICYCLE COLLECTIVE
HAS INSURANCE

DO YOU HAVE THE NECESSARY PERMITS FOR THIS PROJECT?

☒ YES

☐ NO

NA

→ ADD ARTIST
& CITY OF GB
AS 'ADDITIONALLY
INSURED'

GREEN BAY BICYCLE COLLECTIVE

\$250.00

APPLICANT NAME/ORGANIZATION

TOTAL REQUESTED FROM GBPAC

PROPOSED BUDGET FOR GREEN BAY PUBLIC ARTS COMMISSION GRANT

PROJECT EXPENSES (Please indicate via check box if GBPAC funds will be used for the expense listed.)

Applicants may attach budget details IN ADDITION to this completed form.

In-Kind Expenses – Must Equal In-Kind Income (defined bottom of pg. 4)	Amount
TOTAL	\$ 0.00

Supplies/Materials	Amount	Check off
		☐
		☐
		☐
TOTAL	\$ 0.00 250.00	

Publicity/Postage	Amount	
		☐
		☐
		☐
TOTAL	\$ 0.00	

Services/Fees/Rentals	Amount	
		☐
		☐
		☐
TOTAL	\$ 0.00	

Honorary/Personnel	Amount	
		☐
		☐
		☐
TOTAL	\$ 0.00 250.00	

Travel/Other Expenses	Amount	
		☐
		☐
		☐
TOTAL	\$ 0.00	

Total Expenses MUST Equal Total Income on PAGE 4

GRAND TOTAL

~~\$ 0.00~~

500.00

PROJECT INCOME

In-Kind Contributions – Must Equal In-Kind Expenses (Item, source, amount) *	Amount
TOTAL	\$ 0.00

Committed Funds (donor and amount)	Amount
GBBC	250.00
TOTAL	\$0.00 250.00

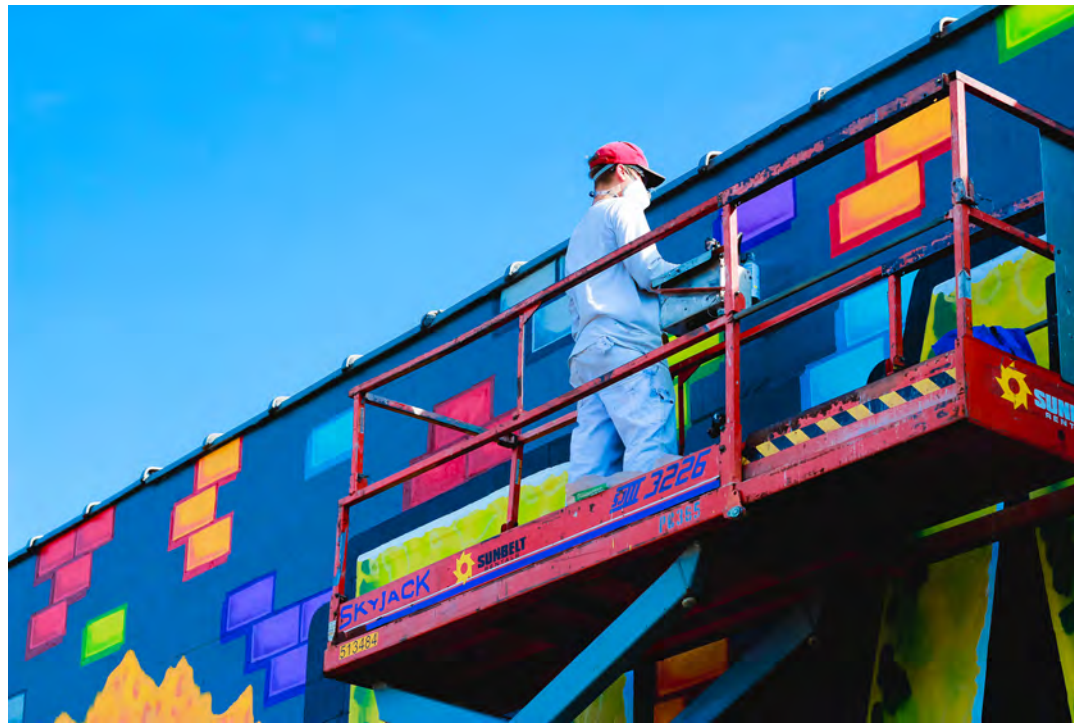
Anticipated Funding (donor and amount)	Amount
TOTAL	\$ 0.00

GBPAC Grant Funds Request	TOTAL	\$0.00	\$250.00
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Total Income MUST Equal Expenses Total from PAGE 3	GRAND TOTAL	\$ 0.00 \$500.00
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***INKIND** is defined as non-cash donations of goods and services such as labor, facilities, or equipment to carry out a project. Typically, skilled or professional labor can be valued at the prevailing rate that the individual making the donation has a record of receiving in the field. For example Grantee X counts donation of Venue Y at Venue Y's normal rental rate and the donation of their set designer at the designer's average wage of \$17.00 per hour X the number of hours they will work on the project. If audited, these amounts could be verified, by showing the posted rental agreement for Venue Y and previous pay stub of the set designer.

Grants **MAY** be used for artists' fees, legally required royalties, production expenses, space rental, marketing costs, purchase of expendable materials, required insurance, city-related expenses such as street closures and police/fire protection. GBPAC Grants **CANNOT** be used to fund prizes or awards, scholarships, tuition, permanent equipment, travel outside Green Bay, refreshments and/or debts incurred for past activities.



MURAL PROPOSAL

BEAU THOMAS



LOCATION

The Green Bay Bicycle Collective
418 4th St, Green Bay, WI 54304

Approximate size:
East Wall
8 ft tall x 27 ft wide

North Wall
8 ft tall x 14 ft wide



DESIGN CONCEPT

This design features three bike silhouettes riding along a colorful trail. The bright, flowing colors create a sense of flow and movement across the wall while the bikes are a clear and iconic image that viewers can understand. The background of the piece features a general cityscape design painted in grey. The scene celebrates biking, movement, the city and the Green Bay Bicycle Collective.



MURAL VISION

The goal of this mural is to capture attention and advertise the work of the Green Bay Bicycle Collective. The bright and vibrant colors will immediately attract the viewers eye and focus. They will then see the bike silhouettes and understand the function and purpose of the building. Upon further study, the viewer will notice the cityscape background and the scene it creates. Overall the mural beautifies the building as a work of art and advertises for the Green Bay Bicycle Collective.

TOTAL COST - \$500

ESTIMATE

The total cost estimate includes all supplies, materials and labor.
Projects are billed 50% up front and 50% upon completion.



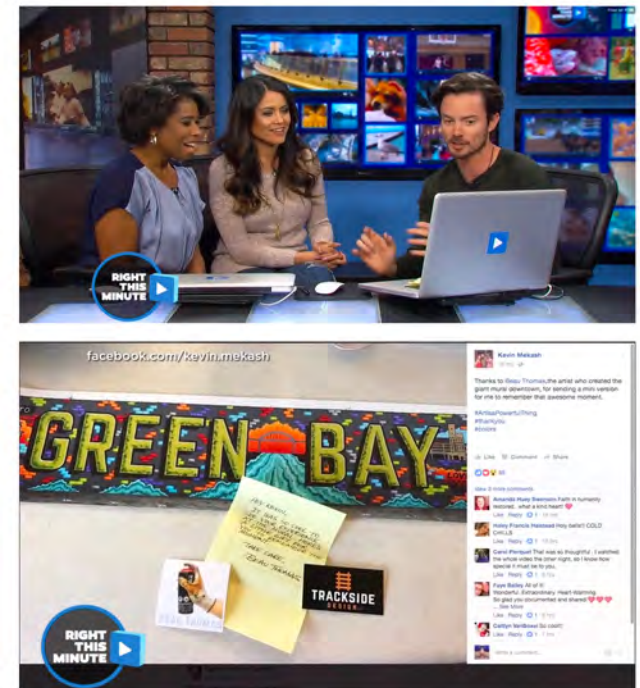
ARTIST BIO

Born and raised in Green Bay, Wisconsin, Beau Thomas has created art for the streets as well as the galleries. At 27 years old, Thomas owns and operates his mural company - Trackside Design LLC. He has completed more than 80 murals, including projects for Red Bull, Badger State Brewing Company and the Green Bay Area Public School District. His paintings have also been on display at the Neville Public Museum, UWGB's Lawton Gallery and the Voices Gallery in Dubuque, Iowa.



PUBLIC ART

Public art is the gift that keeps on giving. A mural can transform a blank wall into a landmark and transform the city into a large-scale art gallery. Murals inspire us, beautify the streets, celebrate our history, and reflect our hopes, dreams, imagination and creativity. Public art represents positive change in a community and also brings economic benefits. Murals can raise property values, spur local business and attract young professionals to a neighborhood.



IMPACT

I completed 'The Green Bay Mural' on Main Street in the summer of 2016. The mural has made a positive impact on the community. The project was covered on several local news channels and made front page in the Press-Gazette. Countless community members have expressed their appreciation of the artwork - from homeless people to members of local government. The Green Bay Mural also made international television - in a story about a colorblind man who went to the mural to experience the colors red and green for the first time.

BEAU THOMAS

920-639-2836

TRACKSIDEDESIGN.COM

CONTACT

AGP Grading Form: Beau Thomas Mural

Please fill out and answer the following questions regarding the above AGP presentation and any adjustments suggested to the presentation. Please keep in mind that certain criteria may not apply as much to some projects compared to others. If you have any questions about the form please feel free to email Laura at laurasc@greenbaywi.gov or call at 920.448.3142.

* Required

Proposed Mural



Theme/Motif

The applicant has effectively presented a central idea throughout the whole of the piece/project.

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

Theme/Motif Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Budget

The applicant's budget aligns with the PAC budget; and has realistically assessed their costs.

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

Budget Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Experience

The applicant demonstrates experience in the medium and provides proof of past work. Preference will be given to Artist's/Artist Team's that have relevant public work.

Weak	Application does not include any proof of past work or examples are vague.	0 – 3 pts
Average	Application includes examples of past work, but little emphasis is given on prior experience with public installations.	4 – 7 pts
Excellent	Application includes multiple examples of past work, with emphasis on relevant public installations.	8 – 10 pts

Experience Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Originality

The applicant's vision is clear and the project brings this fresh idea to life. Does the piece/project successfully bring a vision to fruition? The project/piece should have a strong and innovative idea that is well defined and fully explained.

Weak	Project is vague and not clearly linked to Applicant's impression/vision. Design has no originality or unifying concept.	0 – 5 pts
Average	Project has an adequate design that is defined, but is somewhat unclear in its connection to Applicant's vision. Concept seems somewhat derivative and overused.	6 – 10 pts
Excellent	Project has a strong and innovative idea that is well defined and fully explained. Clear connection to Applicant's vision and brings this fresh idea to life.	11 – 15 pts

Originality Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Public Art Value

How is the art relevant to the community? Does it provide value to the community? Can the overall piece/project be understood at a glance?

Weak	Does not provide clear insight to its connection or impact on the community. The design is difficult to understand.	0 – 5 pts
Average	The project's relationship to the community is described but does not seem as relevant / significant. Design is not easily understood right away.	6 – 10 pts
Excellent	Narrative connects the project to the community. Compelling and specific narrative information demonstrates that the project has a relevant and significant impact with the community. Design is easily understood at a glance.	11 – 15 pts

Public Art Value Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Overall Aesthetic/Appeal

The project presents a high level of craftsmanship/attention to detail. Compelling for spectators to view/participate without being objectionable.

Weak	Project lacks craftsmanship/attention to detail. Project is not very appealing and does not provide opportunities for discussion and conversation.	0 – 8 pts
Average	Project has a moderate level of craftsmanship/attention to detail. Project is appealing but does not provide opportunities for discussion and conversation.	9 – 16 pts
Excellent	Project presents a high level of craftsmanship/attention to detail. Project is appealing and provides opportunities for conversation and discussion.	17 – 25 pts

Overall Aesthetic/Appeal Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Access/Location

Potential for the project to reach targeted audiences. Project should include a significant and clearly defined element that is free to the public.

Weak	Project lacks an element that is clearly defined and free to the public.	0 – 5 pts
Average	Project provides an element that is free to the public. Subject/element may not be suited well for engaging target audience	6 – 10 pts
Excellent	Project includes a significant, clearly defined element that is free to the public. Subject/element is suited for engaging target audience.	11 – 15 pts

Access/Location Grade *

Please include the number of points you would award for this category and any notes or thoughts you think are important.

Your answer

Project Approval and Award Amount

Please answer if you approve or deny this project and include your suggested award amount if applicable. Reminder that the award amount is a maximum of \$1,500

Do you approve of this piece/project? *

- ☐ Yes
- ☐ No
- ☐ Maybe

If you answered yes to the above, what \$ amount do you wish to award? If you answered maybe, please explain why. *

Your answer:

Any final comments/questions:

Your answer:



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

MEETING DATE

June 27, 2018

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.3.

Discussion with possible action on the approval of the Strategic Plan for the Green Bay Public Arts Commission.

BACKGROUND

To aid in fundraising efforts for the Green Bay Public Arts Commission, staff have developed a Strategic Plan to provide guidance.

RECOMMENDATION

Approve Strategic Plan for the Green Bay Public Arts Commission, subject to minor technical revisions.

FISCAL IMPACT

ATTACHMENTS

- I. GBPAC Strategic Plan (I)

GREEN BAY PUBLIC ARTS COMMISSION

STRATEGIC PLAN 2018 - 2021

Completed by Green Bay Public Arts
Commission, Staff, and City Departments



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EXECUTIVE SUMMARY

Since its inception in 2016, the Green Bay Public Arts Commission has strived to promote the arts, culture, and creative identity of Green Bay. By providing programming and grants to both established and emerging artists to encourage the creation of public art projects, we aim to foster meaningful relationships with the creative community and make Green Bay an arts and culture destination.

Over this brief period of time, the Green Bay Public Arts Commission has assisted in the creation of seven new public art projects involving sculpture, murals, and performance. Meanwhile, through a generous donation from the WPS Foundation, we have coordinated the selection and creation of an \$80,000 kinetic illuminated sculpture that is set to be installed later this fall of 2018.

Now that we are getting our feet under us, we are looking to start running by expanding our current programming and offerings to artists and to grow our boundaries into workshops, lectures, and preservation of our existing public art collection.

A successful organization is one that responds to the needs of those it serves and adapts to change, and we are proud of the level of quality and creativity that our programming has achieved so far. Looking ahead however, we intend to expand our visibility, increase our revenues, grow our programming and develop our staff in order to sustain and deepen our community engagement. We must find ways to diversify our income to sustain our programming in the future. We hope that this strategic plan will propel us forward.

MISSION + CORE PRINCIPLES

MISSION:

The Green Bay Public Arts Commission promotes the arts, culture, and creative identity of Green Bay through awareness efforts, provisions, and exhibitions.

CORE PRINCIPLES:

In funding artistic activities and supporting cultural programs in the community, Green Bay Public Arts Commission observes several key values in the creation of excellent public art:

- **QUALITY** – While presenting and supporting a multitude of diverse communities, all our projects meet the highest standards of quality and safety.
- **COLLABORATION** – We look to collaborate with other organizations within Green Bay to help us shape projects that are reflective of the community.
- **ACCESSIBILITY** – All our projects are free and accessible to the public.
- **INSPIRING** – Our projects are grown from creative inspiration, and are designed to encourage creativity and inspiration in the public.

CURRENT PROJECTS + PROGRAM AREAS

PUBLIC ART:

Since its creation in 2016, Green Bay Public Arts Commission has produced and supported several projects that not only beautify Green Bay but enhance it by encouraging thought and engagement from the community.

Rotating Art Program

Green Bay Public Arts Commission has installed several cement display pads throughout the city that will temporarily house sculptures that will be displayed and then continuously rotated out for new works. We help artists looking to display and sell their artwork, and provide beautification to the surrounding community.

Annual Grant Program

Match grants are available for artists to use to produce public art projects, both permanent and temporary, throughout the City of Green Bay. We help develop a deeper connection between artists and the local government, and provide them with in-depth support to create their works of art.

VALUES

Green Bay Public Art projects are inspired by these beliefs:

- Public art can inform the mind and nourish the soul and should be accessible to all. We envision a city where one can freely encounter outstanding and inspiring artworks throughout public space.
- Public art can help give voice to underrepresented communities and showcase the beauty of our diverse community.
- Public art can bring people together from a wide range of backgrounds and present ideas and issues in a way that is unexpected rather than confrontational.
- Artists should be supported in their creative work and given a public platform for expression.

VISION

PROGRAM EXPANSION:

1. Public Engagement:

- **ArtWalk** - Several ArtWalks will be scheduled to highlight specific art pieces throughout Green Bay. Along the way we ideally would include the involvement of one of the highlighted artists within the walk and discover what they have been up to since collaborating with us. If no highlighted artist is available, then a local artist will be selected to speak about their work.
- **ArtTalk** - We would like to organize talks and panel discussions to foster a lively and rigorous debate on the role and need for public art within Green Bay.

2. Public Art:

- Expand current Annual Grant and Rotating Art Programs to provide greater assistance to artists.

PRESERVATION:

Green Bay has over 200 pieces of public art currently with this number continuously on the rise and no maintenance plan established for any of this work. We would like to partner with other arts organizations within the City to determine the origin and ownership of past works to better determine the best practice of care for these deteriorating pieces.

VISION CONTINUED

FUNDRAISING AND FINANCE :

The Commission and staff will work to increase and diversify sources of revenue while continuing to carefully monitor expenses. In addition to developing streams of income, the organization will enhance its efforts to raise income through grants, individual donations, and sponsorship. The Commission will play a key role in fundraising, and staff will further build the organizations fundraising capacity.

MARKETING AND AWARENESS :

The Commission will strengthen its brand by unifying all of its documents and promotional materials. The Commission will also develop and implement an integrated Marketing and Communications Plan, resulting in greater awareness of the organization and participation in programs.

ARTISTIC + PROGRAM GOALS

PUBLIC ART PROJECTS / PROGRAM EXPANSION

Project Goals

- Ensure that our projects are widely accessible by commissioning and producing thought-provoking public art
- Produce works of art that reflect the diversity of Green Bay and its residents through:
 - Collaborate with artists both emerging and established, who work in a variety of media, and represent the multi-cultural landscape of the city.
 - Establish partnerships with local cultural, educational and social organizations.
- Provide the community with a collaborative and engaging art experience that they would not have at a traditional art institution

Goals for 2018 - 2021

1. Increase opportunities for public artists and communities.

Strategies:

- Produce six or more public art projects each year, with one larger scale project every year, plus more focused participation such as presentations and smaller projects by emerging artists.
- Seek partnerships with local organizations to encourage greater participation in programs.
- Seek artists for program participation, and establish opportunities for their work with local businesses.
- Develop guidelines and tools that will be used for expansion of the Annual Grant Program and Rotating Art Program.

ARTISTIC + PROGRAM GOALS CONTINUED

2. Expand interaction between our projects and the general public.

Strategies:

- Expand our forms of public programming by hosting workshops, lectures, and panel discussions involving a wide array of arts professionals, city officials and academics, as a way to involve both participants and the general public as much as possible.
- Continue to identify and secure public spaces for work.
- Expand the effectiveness of our communications, by taking advantage of social media.

3. Expand programming to include Public Engagement opportunities.

Strategies:

- Gather examples of similar engagement opportunities present in other organizations/communities.
- Identify what the general public within Green Bay would be interested participating in.
- Based on public opinion/engagement begin hosting Public Engagement events.

PRESERVATION

Project Goals

- Ensure that our works of public art are well maintained based on need.
- Increase community awareness of current public art pieces and need for repair.

Goals for 2018 - 2021

1. Produce a maintenance plan for the City of Green Bay's public artworks.

Strategies:

- Gather examples of similar maintenance plans from other cities.
- Develop roster of artworks needing repair based on greatest need first.

2. Establish a maintenance budget to assist with preservation of artworks.

Strategies:

- Include maintenance line within budget
- Focus fundraising efforts to build funds for this need

3. Communicate need of public artwork scope and maintenance to public.

Strategies:

- Highlight pieces in need through social media outlets.
- Develop online database of all works to be viewed by the public and enhance visibility of works in need.

ARTISTIC + PROGRAM GOALS CONTINUED

FUNDRAISING + FINANCE

Project Goals

- Determine a variety of steady streams of income and recognize donors.
- Develop new funding sources while minimizing operational expenses.
- Develop plan for donor recognition

Goals for 2018 - 2021

1. Prepare and develop an outline of income strategies.

Strategies:

- Engage Commission members and Fundraising Cabinet in the identification and cultivation of potential donors
- Recruit additional Fundraising Cabinet members with fundraising experience.
- Consider establishing an application fee for artists applying to the Annual Grant Program and Rotating Art Program
- Develop a thorough donor prospect list
- Establish individualized cultivation and stewardship plans for top donor prospects
- Monitor grant opportunities and write grant proposals as needed
- Pursue corporate sponsorship for public art pieces

2. Maintain relationship with donors.

Strategies:

- Increase events/opportunities for donors and potential donors to familiarize them with the Public Arts Commission
- Plan event for donor appreciation
- Establish online communication to continuously update donors

MARKETING + PROMOTION

Project Goals

- Create marketing programs that build awareness of the organization and drive participation in programming

Goals for 2018 - 2021

1. Increase the visual representation of the Green Bay Public Arts Commission.

Strategies:

ARTISTIC + PROGRAM GOALS CONTINUED

- Unify the visuals of all guidelines and promotional materials
- Develop website to be more user-friendly

2. Develop a Marketing and Communications Plan to reach target audiences.

Strategies:

- Evaluate effectiveness of current communication strategies such as: press releases of events/pieces, E-newsletter, social media
- Regularly ask current followers how they heard about the Public Art Commission, and monitor data
- Utilize Public Engagement events as a time to inquire about the effectiveness of communications

3. Implement Marketing and Communications Plan with strategies including but not limited to:

Strategies:

- Utilize Commission members and volunteers to increase distribution of e-newsletter and social media posts
- Develop cross-promotional partnerships with local entities such as: arts and artist organizations, libraries, educational institutions, community groups, local online resources
- Enhance the use of Facebook and other social media to reach target audiences
- Increase e-newsletter subscriptions
- Utilize Commission members and volunteers to increase participation/visibility at community events (e.g. Public Engagement events – workshops, public discussions, etc.)

BUDGET PROJECTIONS

Green Bay Public Arts Commission Operating Revenue and Expense Projections 2018 - 2021

REVENUE	FY18 - 19	FY19 - 20	FY20 - 21
Grants	\$52,548	\$15,000	\$15,000
Donations / Sponsorships	\$100,000	\$6,000	\$20,000
Fundraising	\$50,000	\$85,000	\$85,000
Earned		\$70	\$190
Other		\$100	\$150
Total Revenue:	\$202,548	\$106,170	\$120,340

EXPENSES	FY18 - 19	FY19 - 20	FY 20 - 21
Operations	\$38,391	\$40,710.53	\$53,792.17
Printing	\$100	\$200	\$250
Advertising		\$50	\$75
Permanent Piece	\$80,000	\$20,000	\$20,000
Rotating Art Program	\$10,092	\$10,100	\$11,100
Annual Grant Program	\$4,500	\$10,500	\$14,000
Other Costs / Maintenance		\$20,000	\$20,000
Total Expenses:	\$133,083	\$101,560.53	\$119,217.17

NET INCOME: **\$69,465** **\$4,609.47** **\$1,122.83**

The revenue and expense projections above are based on the organizational vision detailed in this Strategic Plan. The following budget narrative highlights only those changes in revenues and expenses that significantly impact the budget.