



AGENDA OF THE GREEN BAY PUBLIC ARTS COMMISSION

**WEDNESDAY, OCTOBER 24, 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; and Beth Lemke, from Neville Museum

B. Approval of the Agenda.

1. Approval of the agenda for the October 24, 2018, meeting of the Green Bay Public Arts Commission.

C. Approval of Minutes.

1. Approval of the minutes from the September 26, 2018, meeting of the Green Bay Public Arts Commission.

D. Regular Business.

1. *Referred back from August 22, 2018, meeting:* Discussion with possible action on approving the new logo design for the Green Bay Public Arts Commission.
2. *Referred back from September 26, 2018, meeting:* Discussion with possible action on the Annual Grant Program application from CP.
3. Discussion on filling one Liaison position and one Commissioner position.
4. Discussion with possible action on the Annual Grant Program application from Alex Zacarias.

E. Informational.

1. Chairperson's Report and Project Updates.

2. Coordinator's Report and Project Updates.
3. Fundraising update.
4. Next meeting: Wednesday, November 28, 2018 at 8:00 a.m.

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 Common Council will attend this Green Bay Public Arts Commission meeting and will constitute a meeting of the Common Council 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, SEPTEMBER 26, 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

Members present: Matt Buchanan, Randy Scannell, Kent Hutchison, Alex Zacarias, Excused: Tiffany Bowles

Others Present: Celestine Jeffreys

2. Liaison Representatives: Staci Mincks, from Mosaic; and Beth Lemke, from Neville Museum
Present: Beth Lemke, Neville Museum

B. APPROVAL OF THE AGENDA.

1. Approval of the September 26, 2018, agenda of the Green Bay Public Arts Commission.

Moved by Ald. Randy Scannell, seconded by Matt Buchanan to approve the agenda. Motion carried.
Voice vote.

Yes- Kent Hutchison, Matt Buchanan, Randy Scannell, No- None, Abstain- None

C. APPROVAL OF MINUTES.

I. Approval of the August 22, 2018, minutes of the Green Bay Public Arts Commission.

Moved by Ald. Randy Scannell, seconded by Matt Buchanan to approve the minutes. Motion carried. Voice vote.

Yes- Kent Hutchison, Matt Buchanan, Randy Scannell, No- None, Abstain- None

D. REGULAR BUSINESS.

I. Discussion with possible action on the Annual Grant Program application from CP.

Moved by Ald. Randy Scannell, seconded by Matt Buchanan to open the floor for discussion. Motion carried. Voice vote.

Yes- Kent Hutchison, Matt Buchanan, Randy Scannell, No- None, Abstain- None

Moved by Ald. Randy Scannell, seconded by Matt Buchanan to close floor for discussion. Motion carried. Voice vote.

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

Moved by Alex Zacarias, seconded by Ald. Randy Scannell to hold until the October meeting. Motion carried. Voice vote.

2. Discussion with possible action on the Annual Grant Program application from UW-Green Bay Music's 6:30 Concert Series.

Moved by Ald. Randy Scannell, seconded by Matt Buchanan to open the floor for discussion. Motion carried. Voice vote.

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

Moved by Ald. Randy Scannell, seconded by Matt Buchanan to close floor for discussion. Motion carried. Voice vote.

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

Moved by Alex Zacarias, seconded by Ald. Randy Scannell to approve the Annual Grant Program application from UW-Green Bay Music's 6:30 Concert Series for \$1,000. Motion carried. Voice vote.

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

3. Discussion with possible action on the Annual Grant Program application from Robbie Hoffman.

Moved by Alex Zacarias, seconded by Matt Buchanan to deny the Annual Grant Program Application from Robbie Hoffman. Motion carried. Voice vote.

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

4. Discussion with possible action on approval of Casey Early-Krueger's Rotating Art Program application.

Moved by Ald. Randy Scannell, seconded by Alex Zacarias to open the floor for discussion. Motion carried. Voice vote.

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

Moved by Ald. Randy Scannell, seconded by Alex Zacarias to close floor for discussion. Motion carried. Voice vote.

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

Moved by Alex Zacarias, seconded by Ald. Randy Scannell to approve the Rotating Art Program Application for Casey Early-Krueger. Motion carried. Voice vote.

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

5. Discussion with possible action to review the artist applications for the Painted Pyramid Series to determine the final selected artists.

Moved by Matt Buchanan, seconded by Alex Zacarias to approve applications #14 Criminal Color, #8 Greek Goddess and #10 8-Bit Rainbow for the Painted Pyramid Series. Motion carried. Voice vote

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

Moved by Ald. Randy Scannell, seconded by Alex Zacarias to approve alternate applications #11 Under the Sea and #3 Dusk Skyline for the Painted Pyramid Series. Motion carried. Voice vote.

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

F. INFORMATIONAL.

1. Chairperson's Report and Project Updates.

Kent Hutchison presented the Chairperson's Report and Project Updates. No action needed.

2. Coordinator's Report and Project Updates.

Laura Schley presented the Coordinator's Report and Project Updates. No action needed.

3. Next meeting date: Wednesday, October 24, 2018, at 8:00 a.m. in Room 604.

E. PUBLIC HEARINGS.

G. ADJOURNMENT.

Moved by Matt Buchanan, seconded by Ald. Randy Scannell to adjourn. Motion carried. Voice vote.
Yes- Alex Zacarias, Kent Hutchison, Matt Buchanan, Randy Scannell, No- None, Abstain- None



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

MEETING DATE

October 24, 2018

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.I.

Referred back from August 22, 2018, meeting: Discussion with possible action on approving the new logo design for the Green Bay Public Arts Commission.

BACKGROUND

During the August 22, 2018, meeting the Commission discussed the acceptance of a new logo created by experienced local graphic designer, Matt Vanden Boomen. He approached staff with the new logo design and has offered to assist staff in the creation of marketing materials and re-branding the image of the Green Bay Public Arts Commission. The Commission requested changes be made to the logo and reviewed again. Upon approval of the design, staff would work with Matt Vanden Boomen to coordinate a re-brand unveiling and developing further promotional materials for the Green Bay Public Arts Commission.

RECOMMENDATION

Approval of the new logo design as presented and encourage further collaboration between staff and Matt Vanden Boomen.

FISCAL IMPACT

ATTACHMENTS

- I. ProposedNewLogo_GBPAC

PROPOSED NEW LOGO

A large, bold, white logo consisting of the letters 'GBPAC' in a stylized, blocky font. The letters are set against a solid green rectangular background. The 'A' is slightly offset to the right, creating a dynamic, layered effect.

NOTE Green color is used across all logos, this is done to help compare and is not a final color recommendation.

RATIONALE Ownable and confident, this option embodies the experimentation of all art forms. The mark's lack of a structured baseline communicates playfulness and approachable to the viewer.

Primary

A smaller version of the 'GBPAC' logo, rendered in green on a white background. The letters are bold and blocky, with the 'A' slightly offset to the right.

Secondary

A secondary logo variant on a green background. It features the 'GBPAC' text in white on the left, followed by a vertical white line, and then the words 'GREEN BAY PUBLIC ARTS COMMISSION' in white, stacked vertically on the right.A small, dark square logo containing a white, stylized letter 'M'.

Project: GBPAC - Identity Design | Proof: v1 | Contact: Matt Vanden Boomen | mattvandenboomen@gmail.com
(920) 680-9054 | mattvandenboomendesign.com

COLOR VARIATIONS

NOTE This purpose of this page is to show the different possible color combinations and how it can change the overall feel of the identity.



Project: GBPAC - Identity Design | **Proof:** v1 | **Contact:** Matt Vanden Boomen | mattvandenboomen@gmail.com
(920) 680-9054 | mattvandenboomendesign.com

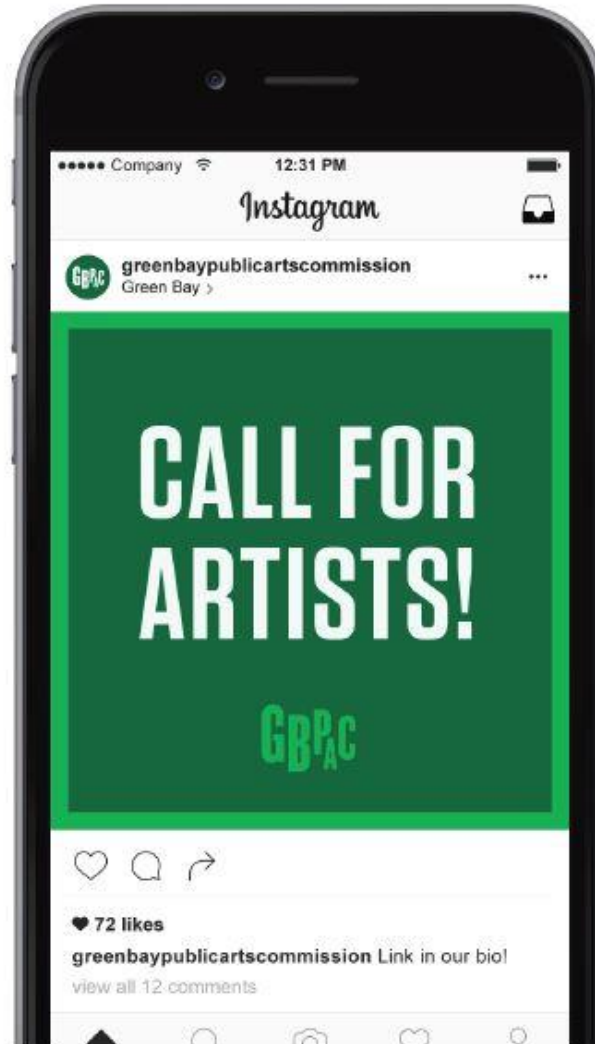
IN USE



NI

Project: GBPAC - Identity Design | **Proof:** v1 | **Contact:** Matt Vanden Boomen | mattvandenboomen@gmail.com
(920) 680-9054 | mattvandenboomendesign.com

IN USE - SOCIAL POSTS



IN USE - PUBLIC AWARENESS SIGNS





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

MEETING DATE

October 24, 2018

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.2.

Referred back from September 26, 2018, meeting: Discussion with possible action on the Annual Grant Program application from CP.

BACKGROUND

During the September 26, 2018, meeting Callie Sherman, with the CP Center, in collaboration with the NWTC Artisan Center, proposed a sculpture consisting of a 16 ft. metal structure with movable armature and community embellished stainless steel to be installed outside the CP Center located in Allouez. The CP Center initially requested \$1,520 from the Green Bay Public Arts Commission to fulfill this project.

Due to the location of the sculpture residing outside of City limits, the Commission requested to hold the item and determine if the sculpture could be moved within Green Bay City limits.

Following this request, Callie Sherman reported back to staff stating that the sculpture could be moved but then requested the funding be increased to \$4,000 to aid in the construction of the project. If the project is moved, a new location will need to be approved prior to placement.

RECOMMENDATION

To deny the CP Center's Annual Grant Program Application revision.

FISCAL IMPACT

ATTACHMENTS

1. OrdinanceSec._1.66.___GBPAC
2. AGP Application- CP-Sculpture
3. AGP Attachments - CP-Sculpture
4. AGPGradingForm-CP-Sculpture

Sec. 1.66. - Green Bay Public Arts Commission.

- (1) *Purpose.* The arts are an intrinsic expression of life. Thriving communities enjoy shared experiences of diverse and abundant arts and culture. Arts investments creates jobs, leverage private gifts, build a sense of place, invite tourism, revitalize neighborhoods, attract creative people, cultivate democracy, preserve cultural legacy, generate local tax revenue, and enhance our quality of life. The public arts commission exists to fund artistic activities and support cultural programs that integrate and advance arts and culture as an essential part of life in the city.
- (2) *Definitions.*
 - (a) "Commission" means the Green Bay Public Arts Commission.
- (3) *Green Bay Public Arts Commission composition.* The commission is hereby created, consisting of five members. Of the membership and if available in the community, one shall be an alderperson and four shall be citizens with a preference for those who are involved with the visual arts, musical arts, or performing arts. The mayor shall appoint the commissioners, subject to confirmation by the common council. Of the initial members appointed, one shall serve a term of one year, one shall serve a term of two years, and two shall serve a term of three years; the alderperson shall finish his or her term. Thereafter, the term for each member shall be three years, except for the alderperson who shall serve a term of two years. Each member is subject to the code of ethics as outlined in Green Bay Municipal Code § 1.90.
- (4) *Powers and duties of the Green Bay Public Arts Commission.* The authority and activities of the commission shall be advisory, and it shall act in a cooperative capacity and rely upon voluntary compliance. The basic function of the commission shall be the development of public support for the arts. The duties of the commission shall be to:
 - (a) Advise the mayor and the common council with regard to policies, budgets, and regulations related to the arts, culture, and creative commerce;
 - (b) Implement the city's public arts program, including but not limited to, purchasing works of art or purchasing, commissioning, and siting works of art;
 - (c) Advise municipal efforts to engage artists and creative workers and the community in a broad range of civic initiatives;
 - (d) Consult with private entities, higher education institutions, and the community with regard to the city's arts, culture, and creative sector commerce;
 - (e) Coordinate and support efforts to unite and focus municipal programs and services as they relate to arts and cultural activities and creative sector commerce;
 - (f) Promote the design, construction and landscaping of public projects and private buildings, including public and private improvements, that enhance the beauty of the city;
 - (g) Establish and administer guidelines and procedures for distributing grants, issuing requests for proposals for creative services, and making recommendations of selections and awards to the common council;
 - (h) Advise all city departments on installation, maintenance, and deaccession of artwork;
 - (i) Review the performance of external contractors to the city in the areas of arts and culture; and
 - (j) Facilitate periodic cultural planning for the city.

(Ord. No. 15-16)

ANNUAL GRANT PROGRAM APPLICATION

Green Bay Public Arts Commission
City of Green Bay
Dept. of Community and Economic Development
100 North Jefferson Street - Room 608
Green Bay, WI 54301-5026
Phone: (920) 448.3142
Fax: (920) 448.3426
http://greenbaywi.gov/pac



NAME OF ARTIST/ARTIST TEAM OR ORGANIZATION: CP in collaboration with the NWTC

APPLICANT/ORGANIZATION NAME: CP Artisan Center

STREET ADDRESS: 2801 S. Webster Ave

MAILING ADDRESS (IF DIFFERENT): —

CITY: Green Bay STATE: WI ZIP CODE: 54301

TELEPHONE (DAYS): (920) 246-3285 or (920) 337-1122 Ext 1202

E-MAIL ADDRESS: Csherman@cp-center.org

PROJECT TITLE: _____

WHERE PROJECT WILL OCCUR: CP

START DATE: Saturday, Sept. 15, 2018 END DATE: Installation: mid-November

ESTIMATED TOTAL COST: \$8,320.⁰⁰ ADDITIONAL INCOME: _____

AMOUNT REQUESTED FROM GBPAC: \$1,520.⁰⁰

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 - Maximum of 4 examples.)

Please see attached.

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

Please see attached.

PROJECT OBJECTIVE:

Please see attached.

DO YOU HAVE THE NECESSARY INSURANCE FOR THIS PROJECT? (Please circle one.)

YES

NO

DO YOU HAVE THE NECESSARY PERMITS FOR THIS PROJECT? (Please circle one.)

YES

NO

APPLICANT NAME/ ORGANIZATION:

CP

TOTAL REQUESTED FROM GBPAC: \$1,580.00

PROPOSED BUDGET FOR GREEN BAY PUBLIC ARTS COMMISSION GRANT

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

In-Kind Expenses - Must equal In-Kind Income (defined on pg. 4)	Amount	(Please indicate via check box below if GBPAC funds will be used for the expense listed.)
In-Kind Labor (NWTU Artists)	1,280.00	
Stainless Steel Sheets	1,000.00	
Stainless Steel Strips	500.00	
TOTAL	2,780.00	

Supplies/Materials	Amount	Check off
1-1/2 SQ X 11 GA Wall Tubing	500.00	
14 GA A1011 CSB 48 X 96	150.00	✓
1/2 A-36 Plate	850.00	✓
Ball Bearing System	500.00	
TOTAL	1,800.00	

Publicity/Postage	Amount	Check off
NA	—	
TOTAL	—	

Services/Fees/Rentals	Amount	Check off
Concept, Design & Marketing	380.00	✓
Construction	4,000.00	
Installation	640.00	✓
TOTAL	5,020.00	

Honorary/Personnel	Amount	Check off
NA	—	
TOTAL	—	

Travel/Other Expenses	Amount	Check off
NA	—	
TOTAL	—	

Total Expenses must equal Total Income on Page 4

TOTAL EXPENSES	9,600.00
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PROJECT INCOME

In-Kind Contributions - Must equal In-Kind Expenses (item, source, amount) *	Amount
In-Kind labor (NWTU Artists)	1,280.00
Stainless Steel Sheets	1,000.00
Stainless Steel Straps	500.00
TOTAL	2,780.00

Committed Funds (donors and amount)	Amount
CP Funded	2,300.00
TOTAL	2,300.00

Anticipated Funding (donor and amount)	Amount
Art Sponsor - Green Bay Packers	500.00
Art Sponsor - Festival Foods	500.00
Art Sponsor - Schreiber Foods	500.00
Art Sponsor - Schneider National	500.00
Art Sponsor - MCL Industries / Bull Terk Games	500.00
Art Sponsor - Green Bay Packaging	500.00
TOTAL	3,000.00

GBPAC Grant Funds Requested	TOTAL	1,520.00
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Total Income must equal Total Expenses from Page 3	TOTAL INCOME	9,600.00
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* IN-KIND 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's 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 stubs 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 of Green Bay, refreshments and/or debts incurred for past activities.

Any questions feel free to contact the Public Arts Coordinator at: 920 -448-3142
Annual Grant Program Application

CP ANNUAL GRANT PROGRAM APPLICATION

August 2018



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)

While CP as a nonprofit has limited experience with exhibiting, performing or programming public art, our partnership with the NWTC Artisan & Business Center provides the necessary history and expertise to facilitate a successful piece.

The NWTC Artisan & Business Center, located in downtown Green Bay's Arts District, is an entrepreneurial initiative dedicated to offering classes, workshops and seminars in various disciplines. The Artisan & Business Center is focused on serving the community by providing art-based projects.

Their four cornerstones - "Creative Collaborative," "Art Immersion," "Art 4A Cause," and "Art Start" exemplify a rich history of successful art programming. The enclosed portfolio shares examples of public pieces that range from \$50 to \$10,000, include anywhere from 10 to 600+ people, and have lasted from two hours to two weeks.

BRIEFLY DESCRIBE YOUR PROJECT.

For more than 60 years, CP has stood a pillar of the Green Bay community, providing therapy and life skills services for families, infants, children and adults with disabilities. For more than 60 years, we've been what the community needs us to be: An advocate. A partner. A friend.

Yet, those 60 years would never have been possible without that community that surrounds, embraces and supports us - through generous donations, in tireless volunteer hours, and an overwhelming belief in our mission.

This fall, CP will celebrate the culmination of a \$7.5 million expansion driven by the need to offer more services to more people that need them. To commemorate this momentous occasion and offer a permanent reminder of where we've come from and where we're going - we are pleased to help facilitate a community art project.

Standing more than 16 feet tall, the final piece will represent an abstract version of the CP logo with a stationary base and wind-propelled arms - representative of a strong foundation but a constant drive to propel forward, to offer innovative solutions, and to redefine what sometimes seems "impossible" for individuals with disabilities.

To develop such a piece, CP will invite staff, clients, family members and the community at large to participate in a variety of ways to literally and figuratively exemplify how they *"make their mark"* on CP.

During a fall community wide event, the Artisan & Business Center will facilitate stations that will allow people of all ages and skill levels the chance to embellish strips of stainless steel. Marks made on this steel are up to each artist – one might pound their name, while another might use their wheelchair tracks to make an indent. The embellished strips will later be used as a skin for the armature to be installed on site. The community, once again, representing the foundation of CP.

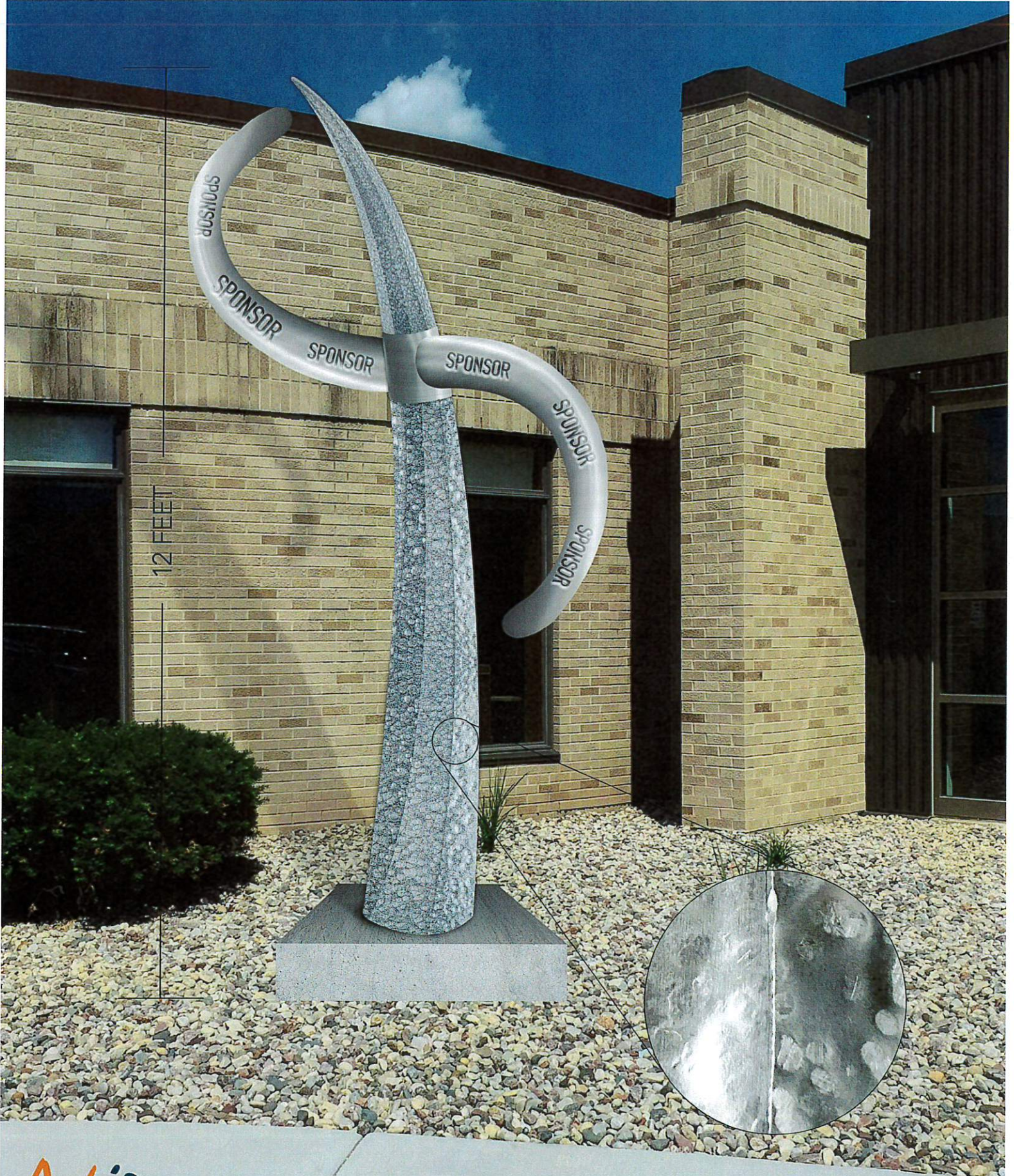
Steel on the arms will be reserved for the naming rights of CP sponsors and notable partners, including the Green Bay Public Arts Commission, who continue to propel us forward with their generosity and shared vision.

The resulting sculpture will serve as a reminder of what can be accomplished when we all work together; respectful of history and the 65-year foundation we've laid in this community, but modern in appearance and forward-looking.

And although not a clear mirror, the stainless steel invites visitors to contemplate all that makes CP great: including the people of our community whose reflections will shine back at them.

PROJECT OBJECTIVE:

A partnership between CP, The Green Bay Public Arts Commission, and the Artisan and Business Center will result in a collaborating installation to celebrate CP's recent remodel. The resulting sculpture will stand as a welcoming focal point for all visitors as they come to CP and forever a reminder of the community support for all that we do.



Time and Materials Invoice

Bill To:

Customer Name Kristen Paquet
 Customer Address Line 1 2801 S Webster Ave
 City, State, ZIP Green Bay, WI 54301
 Phone Number 920-337-1122 x1257

Totals:

Material: \$3300.00
 Labor: \$5020.00
 Invoice Total: \$8320.00

Materials

Materials Description	Quantity	Cost/Item	Total	Notes
1-1/2 SQ X 11 GA WALL TUBING	5	\$100	\$500	Structure of Armature
14 GA A1011 CSB 48 X 96	1	\$150	\$150	Structure of Armature
1/2 A-36 PLATE	1	\$350	\$350	Base Plate for sculpture
Stainless Steel Sheets	4	\$250	\$1000	Sheets will skin armature and be used as a base
Stainless Steel Strips	10	\$50	\$500	Strips will be textured day of event attached to substructure
Ball Bearing System	1	\$800	\$800	Rotational collar
Materials Totals			\$3300	

Labor

Labor Description	Quantity	Cost/Hr	Total	Notes
Concept and Design	1	\$40	\$80	Original concept lead time and scheduled meetings
Marketing	1	\$40	\$300	Cost invoiced per Jacob Yahnke Designs
Construction	1	\$40	\$4000	100 Hours (2 artists)
Installation	1	\$40	\$640	16 Hours (2 Installers)
Event Participation	N/A	See Notes	\$1280	5 employees for day of event
Sub Total			\$6300	
IN-KIND DONATION	N/A	See Notes	\$1280	IN-KIND DONATION, 5 people, 32 hours
Labor Total			\$5020	
Project Total			\$8320	

FOUR CORNERSTONES



CREATIVE COLLABORATIVE

"Work Together, Play Together"

Cultivate effective creative-thinking and problem-solving skills in your team while making a unique display piece for everyone to enjoy! The NWTC Artisan and Business Center offers an inspiring studio setting and professional artisans who customize a creative experience to enhance relationships, build teams, relieve stress, and inspire growth in a relaxed fun environment.

ART IMMERSION

"Unlock Your Creative Potential"

Discover the power of your creativity! Whether you are a social or business group the NWTC Artisan and Business Center will design a unique creative experience that connects individuals of all levels with their inner artist. Providing a fun relaxed atmosphere, participants are led through a journey of creative self-discovery!

ART 4A CAUSE

"Building Community Through Art"

Integrate the energy of visual arts into your nonprofit organization. The NWTC Artisan and Business Center partners with your organization to provide customized arts programming that embraces the creative process to heal, inspire, and learn marketable job skills.

ART START

"Adventures in Creativity for K-12"

The NWTC Artisan and Business Center offers opportunities for both school and youth-based groups to experience hands-on creativity through a variety of inspiring projects that generate innovative ideas, instill creative problem-solving skills, and enhance communication.

CREATIVE COLLABORATIVE

"Work Together, Play Together"



GOLDEN HOUSE



Price Range: \$1,000 - \$2,500

Length of Project: 1/2 Day

of Participants: 20

Size of Project: 4' x 6'



ART START

"Adventures in Creativity for K-12"



ALDO LEOPOLD COMMUNITY SCHOOL



Price Range: \$1,000 - \$2,500

Length of Project: 6 Hours

(6-week afterschool program)

of Participants: 10

Size of Project: 10' x 12'

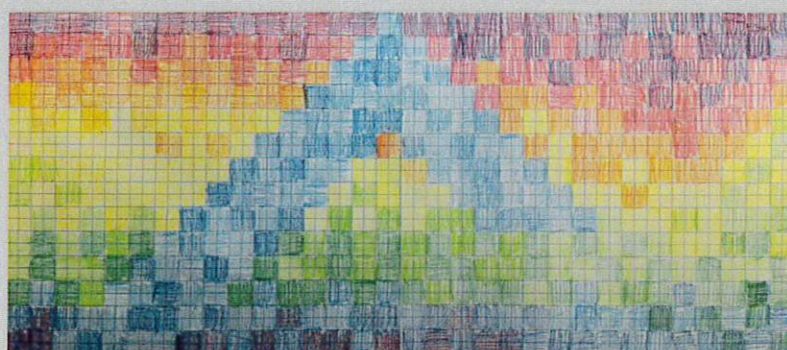


CREATIVE COLLABORATIVE

"Work Together, Play Together"



ADVANCED BUSINESS CENTER



Price Range: \$2,500 +

Length of Project: 1 - 2 Days

of Participants: 50 +

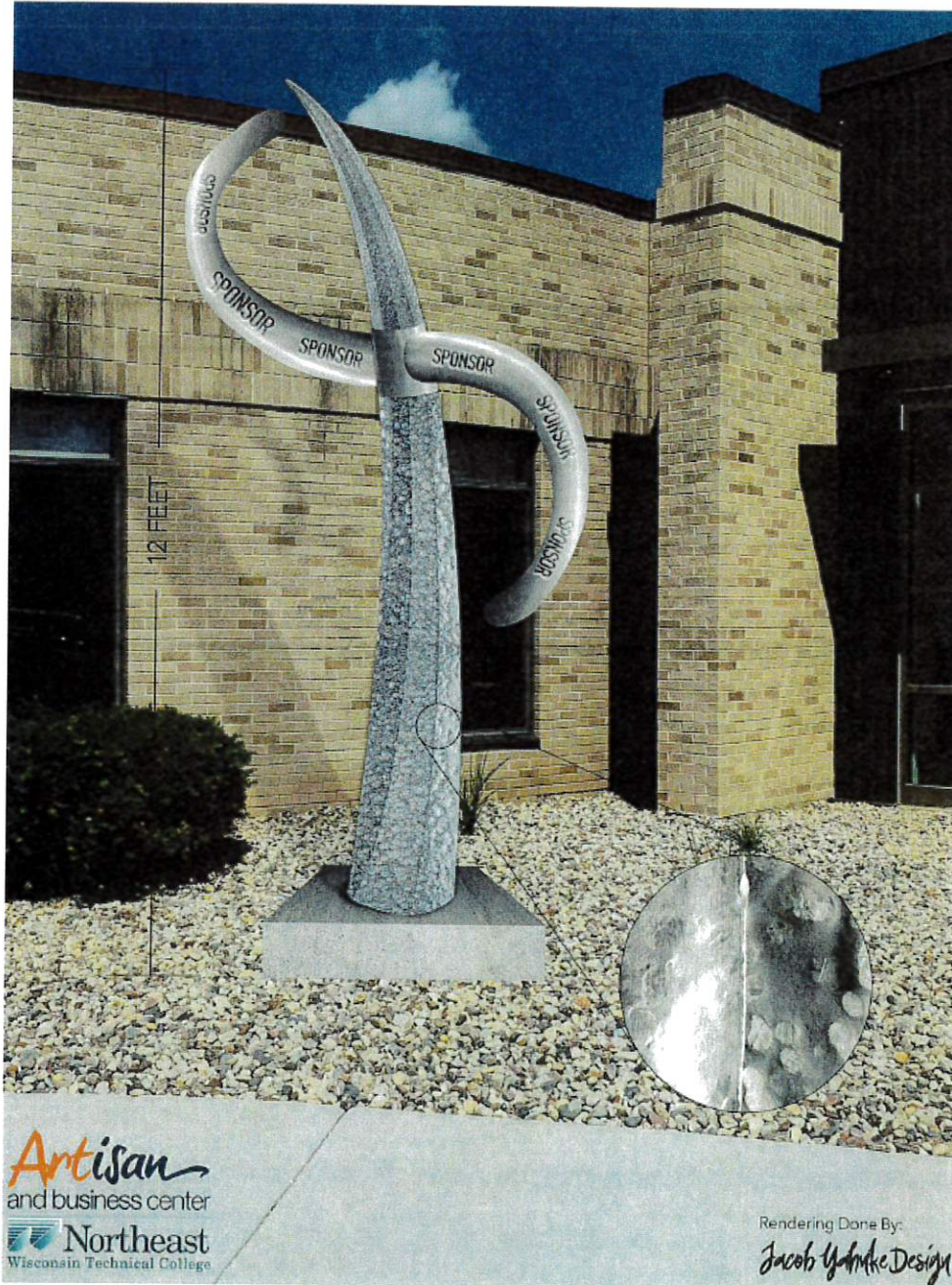
Size of Project: 10' X 22'

AGP Grading Form: CP Sculpture

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

1. Theme/Motif Grade *

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

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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

2. Budget Grade *

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

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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

3. Experience Grade *

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

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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

4. Originality Grade *

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

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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

5. 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.

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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

6. 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.

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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

7. Access/Location Grade *

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

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Skip to question 8.

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

8. Do you approve of this piece/project? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

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

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10. Any final comments/questions:

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

MEETING DATE

October 24, 2018

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.3.

Discussion on filling one Liaison position and one Commissioner position.

BACKGROUND

There has been one Liaison position open since July 2018, and at the start of the new year the Commission will need to fill Commissioner Tiffany Bowles' position as well.

According to the Ordinance related to the Green Bay Public Arts Commission, Section 1.66(3)b states:

Liaisons. The Commission shall have three liaisons. One liaison shall be from the humanities, one shall be from the visual arts, and one shall be from the performing arts. The Mayor shall appoint the liaisons, subject to confirmation by the Common Council. The term for each liaison shall be two years. A liaison does not have any voting authority.

RECOMMENDATION

Staff to recommend, following discussion, to select several qualified candidates who would be suitable in filling either the Liaison or Commissioner position. Promising candidates should be engaged in the arts and humanities and have fundraising experience.

FISCAL IMPACT

ATTACHMENTS

None



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

MEETING DATE

October 24, 2018

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.4.

Discussion with possible action on the Annual Grant Program application from Alex Zacarias.

BACKGROUND

Award-winning filmmaker Alex Zacarias, in collaboration with Dee Sweet, field organizer for WI Native Vote, and Phillip Lopez, organizer for For Our Future Fund Wisconsin, proposed a multi-media project consisting of street projections with a central message to GET OUT THE NATIVE VOTE for the 2018 mid-term elections. The Neville Museum will be providing their exterior wall for this project, and it is anticipated that other buildings will be utilized as well. The projections will take place for several nights leading up to election day. Alex Zacarias is requesting \$1,500 from the Green Bay Public Arts Commission to fulfill this project.

RECOMMENDATION

Approval of Alex Zacarias' Annual Grant Program application request for a multi-media project to take place at the Neville Museum, subject to minor technical revisions.

FISCAL IMPACT

ATTACHMENTS

1. AGP Application_A.Zacarias
2. AGP Grading-A.Zacarias
3. A.Zacarias - Example 1
4. A.Zacarias - Example 2

ANNUAL GRANT PROGRAM APPLICATION

Green Bay Public Arts Commission
City of Green Bay
Dept. of Community and Economic Development
100 North Jefferson Street - Room 608
Green Bay, WI 54301-5026
Phone: (920).448.3142
Fax: (920).448.3426
<http://greenbaywi.gov/pac>



NAME OF ARTIST/ARTIST TEAM OR ORGANIZATION: Alex Zacarias

APPLICANT/ORGANIZATION NAME: Alex Zacarias

STREET ADDRESS: 2313 Sunrise Court, Green Bay, WI 54302

MAILING ADDRESS (IF DIFFERENT): _____

CITY: Green Bay STATE: Wisconsin ZIP CODE: 54302

TELEPHONE (DAYS): 920.265.0011

E-MAIL ADDRESS: alex@3Nvideopro.com

PROJECT TITLE: Native Vote "GLYPH" Project

WHERE PROJECT WILL OCCUR: City of Green Bay Downtown Area

START DATE: October 27, 2018 END
DATE: November 6, 2018

ESTIMATED TOTAL COST: \$1500 ADDITIONAL INCOME: _____

AMOUNT REQUESTED FROM GBPAC: \$1500 (In addition to the below description, remember to attach several examples of previous work - Maximum of 4 examples.)
WHAT IS YOUR EXPERIENCE WITH EXHIBITING, PERFORMING OR PROGRAMMING PUBLIC ART?

From 2000 to 2005 I was chairman of the City of Green Bay's Mayor's Hispanic Advisory Council under Mayor Paul Jadin. As chair I helped create events for Green Bay's Latino community including the Annual Hispanic Information Fair held at Bay Beach that included overseeing and contracting musical performances and artists for the public. Also under the city council I also created the annual Hispanic Independence Parade in Green Bay requiring collaboration and meeting all permits and licensing as required by the City of Green Bay.

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

"Glyph!" is a multi-media project whose central message is to GET OUT THE NATIVE VOTE for the 2018 mid-term elections. Street projections is the art of creating video and image displays that make buildings come alive in light, color and motion and one of the most effective and exciting ways of reaching audiences. Projection artists will combine a large video display in an urban setting, with features of spontaneous expressions by tribal members, and interpretive historical scenes, designed to provoke Native American civic participation in the electoral process. This is a collaborative effort between award-winning filmmaker, Alex Zacarias, Dee Sweet, field organizer for WI Native Vote (WNV), and Phillip Lopez, Organizer for For Our Future Fund Wisconsin (FOFF) and hip hop artist.

The Neville Museum will be providing their exterior wall space for this project. It is anticipated that other building wall 'canvases' will be available for this project.

PROJECT OBJECTIVE:

WI Native Vote is a model concept designed by WLCVI, whose essential mission is directed towards the concerns and conservation of the natural environs of the state of Wisconsin. The organization is statewide, with Dee working primarily with the First Nations of Oneida and Menominee to improve the voter turnout in those communities and utilizing culturally informed strategies to do so (i.e. environmental stewardship, extended family systems, oral transmission of both values and personal narratives).

DO YOU HAVE THE NECESSARY INSURANCE FOR THIS PROJECT? (Please circle one.)

YES

NO

DO YOU HAVE THE NECESSARY PERMITS FOR THIS PROJECT? (Please circle one.)

YES

NO

APPLICANT NAME/ ORGANIZATION: _____

TOTAL REQUESTED FROM GBPAC: _____

PROPOSED BUDGET FOR GREEN BAY PUBLIC ARTS COMMISSION GRANT

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

In-Kind Expenses - Must equal In-Kind Income (defined on pg. 4)	Amount
Photography and video to be projected for the event.	1000
TOTAL	

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

Supplies/Materials	Amount	Check off
TOTAL		

Publicity/Postage	Amount	Check off
TOTAL		

Services/Fees/Rentals	Amount	Check off
Projector and audio equipment rental @ \$150 per day X 6 days	900	
TOTAL		

Honorary/Personnel	Amount	Check off
Artist/Producer Alex Zacarias fees	600	
TOTAL		

Travel/Other Expenses	Amount	Check off
TOTAL		

Total Expenses must equal Total Income on Page 4

TOTAL EXPENSES	2500
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PROJECT INCOME

In-Kind Contributions - Must equal In-Kind Expenses (item, source, amount) *	Amount
Photography and video footage and equipment	1000
TOTAL	

Committed Funds (donors and amount)	Amount
TOTAL	

Anticipated Funding (donor and amount)	Amount
TOTAL	

GBPAC Grant Funds Requested	TOTAL	1500
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Total Income must equal Total Expenses from Page 3	TOTAL INCOME	2500
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* IN-KIND 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's 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 stubs 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 of Green Bay, refreshments and/or debts incurred for past activities.

ANNUAL GRANT PROGRAM APPLICATION

Green Bay Public Arts Commission
City of Green Bay
Dept. of Community and Economic Development
100 North Jefferson Street - Room 608
Green Bay, WI 54301-5026
Phone: (920).448.3142
Fax: (920).448.3426
<http://greenbaywi.gov/pac>



NAME OF ARTIST/ARTIST TEAM OR ORGANIZATION: Alex Zacarias

APPLICANT/ORGANIZATION NAME: Alex Zacarias

STREET ADDRESS: 2313 Sunrise Court, Green Bay, WI 54302

MAILING ADDRESS (IF DIFFERENT): _____

CITY: Green Bay STATE: Wisconsin ZIP CODE: 54302

TELEPHONE (DAYS): 920.265.0011

E-MAIL ADDRESS: alex@3Nvideopro.com

PROJECT TITLE: Native Vote "GLYPH" Project

WHERE PROJECT WILL OCCUR: City of Green Bay Downtown Area

START DATE: October 27, 2018 END
DATE: November 6, 2018

ESTIMATED TOTAL COST: \$1500 ADDITIONAL INCOME: _____

AMOUNT REQUESTED FROM GBPAC: \$1500 (In addition to the below description,

remember to attach several examples of previous work - Maximum of 4 examples.)
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From 2000 to 2005 I was chairman of the City of Green Bay's Mayor's Hispanic Advisory Council under Mayor Paul Jadin. As chair I helped create events for Green Bay's Latino community including the Annual Hispanic Information Fair held at Bay Beach that included overseeing and contracting musical performances and artists for the public. Also under the city council I also created the annual Hispanic Independence Parade in Green Bay requiring collaboration and meeting all permits and licensing as required by the City of Green Bay.

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PROJECT OBJECTIVE:

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DO YOU HAVE THE NECESSARY INSURANCE FOR THIS PROJECT? (Please circle one.)

YES

NO

DO YOU HAVE THE NECESSARY PERMITS FOR THIS PROJECT? (Please circle one.)

YES

NO

APPLICANT NAME/ ORGANIZATION: _____

TOTAL REQUESTED FROM GBPAC: _____

PROPOSED BUDGET FOR GREEN BAY PUBLIC ARTS COMMISSION GRANT

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

In-Kind Expenses - Must equal In-Kind Income (defined on pg. 4)	Amount
Photography and video to be projected for the event.	1000
TOTAL	

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

Supplies/Materials	Amount	Check off
TOTAL		

Publicity/Postage	Amount	Check off
TOTAL		

Services/Fees/Rentals	Amount	Check off
Projector and audio equipment rental @ \$150 per day X 6 days	900	
TOTAL		

Honorary/Personnel	Amount	Check off
Artist/Producer Alex Zacarias fees	600	
TOTAL		

Travel/Other Expenses	Amount	Check off
TOTAL		

Total Expenses must equal Total Income on Page 4

TOTAL EXPENSES	2500
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PROJECT INCOME

In-Kind Contributions - Must equal In-Kind Expenses (item, source, amount) *	Amount
Photography and video footage and equipment	1000
TOTAL	

Committed Funds (donors and amount)	Amount
TOTAL	

Anticipated Funding (donor and amount)	Amount
TOTAL	

GBPAC Grant Funds Requested	TOTAL	1500
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Total Income must equal Total Expenses from Page 3	TOTAL INCOME	2500
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* IN-KIND 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's 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 stubs of the set designer.

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Any questions feel free to contact the Public Arts Coordinator at: 920 -448-3142
Annual Grant Program Application

ANNUAL GRANT PROGRAM – SCORING FORM

Applicant: Alex Zacarias

Project: Native Vote “GLYPH” Project

October 24, 2018

FACTOR	MAX POINTS	Commission Score	Notes
ALIGNMENT WITH STRATEGY	20		
Enhances environment of public space	5		
Safe to the public	5		
Design/idea is relevant to community	5		
Applicant demonstrates experience in public art with previous work/examples	5		
DESIGN AND THEME	20		
Overall form and character	5		
Ideas fully explored throughout piece	5		
Project is accessible to all	5		
High potential to reach targeted audiences	5		
ORIGINALITY	15		
Creativity of design/idea	5		
Originality of design/idea	5		
Engaging to audience	5		
BUDGET	5		
Applicant has realistically assessed their costs	5		
TOTAL POINTS POSSIBLE	60		

Do you approve of this project?

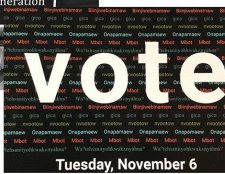
Yes

No

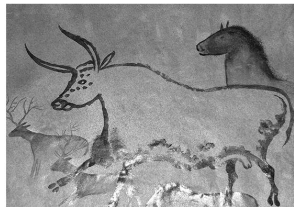
Maybe

If you answered yes, what \$ amount do you wish to award? If you answered maybe, please explain why. Reminder: the maximum award amount is \$1,500.

Final Comments/Questions:



A PROJECTED
DISPLAY OF HERITAGE ONTO THE
NEVILLE MUSEUM





A PROJECTED
DISPLAY OF HERITAGE ONTO THE
NEVILLE MUSEUM

Please join us & lift our call to action

OCTOBER 25TH
6:30 – 7:30 PM

A creative expression
A signal to tribes across Wisconsin
Reclaim Our Voice & VOTE✓

Opening ceremony by
Frank Montano

Ojibwe Elder, Traditional Flute Musician

accompanied by

Dee Sweet	Phillip II
WI Native Vote, Activist	For Our Future WI, Hip Hop Artist



Coordinator's Report Project Update – S.O.U.P. Application

Project Description

Staff recently submitted the following application for consideration during the Greater Green Bay S.O.U.P. event taking place November 6, 2018 at Green Bay Distillery. This event is a forum where community members can share their ideas for how to enhance the quality of life for residents in our communities. Dinner is served at the forum and a micro-grant is awarded to one individual/organization from funds collected at the event. Staff will update on whether or not the following application was selected to present at this event.

Application

Project Name

ARTpower

Project Description

The Green Bay Public Arts Commission is seeking support to develop a utility box art program. This transformation of utilitarian objects will provide opportunities for beautification in the City, reduce graffiti, and create mini art destinations for residents and visitors to enjoy. Similar programs have been successfully implemented in numerous cities across the region and country; however, no such program currently exists in the City of Green Bay. The project will begin with four utility boxes, one located in each Business Improvement District. The focus of the Green Bay Public Arts Commission is to create public art in Green Bay and encourage the development of artistic and cultural opportunities for our community.

If your proposed project is to take place on a public or private property now owned by you, do you have the necessary approvals to implement your project?

Yes

Contact Name – Example: If the project is to take place in schools, do you have the approval of the school district involved and, if so, who is the contact person at the school district with whom you have been working?

We will be working closely with Bob Lankowski the Senior Service Manager for Wisconsin Public Service who will assist in the selection of approved utility boxes.

Which of the following areas does your project impact?

Public Art and Culture

How will you use S.O.U.P. grant funding to help make your project a reality?

The Green Bay Public Arts Commission does not currently have a sustainable source of funding and must fundraise or apply for grants in order to continue to facilitate arts programs in the community. Any funds received from S.O.U.P. would go to artists as license fees which allow us the rights to use their artwork on the utility boxes and in any promotional materials.

How will your project make a positive impact on the Green Bay community?

Public art such as this not only beautifies the City, it creates a unique sense of place. Public art directly influences how people see and connect with a place, providing access to aesthetics that support its identity and making residents feel appreciated and valued. University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates. Public art assists in improving the quality of life for our residents and encourages tourism. Most importantly, public art provides access for all to enjoy art.

What is the time frame for your project, and how could you share about its progress/completion at an upcoming S.O.U.P.?

We anticipate releasing the Call for Artists in late November. This call will be available until the New Year, at which time the Commission will review the submitted designs and select the chosen artists. We will then work

with the selected artists and an area sign company to create the vinyl wraps which will be installed once the warm weather of spring arrives. We will continuously share design submissions and selected designs throughout the process, as well as documentation of the installation and final placement of artwork on the transformer boxes. The estimated lifespan of a vinyl wrap is at least 3 years; however, the City of Appleton has anticipated their wraps to last at least 6 years.

If your project requires more than \$500, how much total funding do you need? What are your other sources of funds and have you secured them?

The cost to create a vinyl wrap for one transformer box comes to about \$500. With the hopes to expand this project and have additional boxes covered we will work closely with local businesses, Business Improvement Districts, and private donors, and request funds from the Public Arts Commission. We are currently working to secure further funding for this project.

Example Photos



Coordinator's Report Project Update – Sidewalk Poetry

Project Description

Staff has begun researching the development of a program that would imprint local poetry into sidewalks. Segments of sidewalk are replaced every year within the City, so a program such as this could be attached onto this existing service. The Public Arts Commission would host a citywide poetry contest to build a collection of poems, and could partner with staff from the University of Wisconsin-Green Bay to assist in selection of work. Final selected poems would then be formed into stamps that could be imprinted into sidewalks needing repair. Programs like this are already implemented in many cities across the country such as Appleton, WI.

Parameters of Project

The cost to create one of these concrete stamps is roughly \$. The Wisconsin Humanities Council has a mini grant program up to \$5,000 that this project could be eligible for. These grant funds would help create the stamps, pay selected artists a stipend for their poem, and assist with hosting a community outreach "poetry-slam" or similar interactive program to correlate with the sidewalk stamping. This project would require cross-departmental collaboration with the Department of Public Works to determine potential sites for sidewalk repair eligible for poetry placement.

Potential Partners / Funding

- Department of Public Works
- University of Wisconsin – Green Bay
- Wisconsin Humanities Council
-

Example Photos

