



AGENDA OF THE GREEN BAY PUBLIC ARTS COMMISSION

**WEDNESDAY, FEBRUARY 27, 2019, 8:00 AM
CITY HALL, ROOM 604 - THE HARRY MAIER ROOM**

A. Roll Call.

1. Members: Kent Hutchison - Chair, Alex Zacarias - Vice-Chair, Ald. Randy Scannell, Matt Buchanan and Kelli Strickland
2. Liaison Representatives: Staci Mincks, Beth Lemke from Neville Museum, and Paul Grall from Civic Symphony

B. Approval of the Agenda.

1. Approval of the agenda for the February 27, 2019, meeting of the Green Bay Public Arts Commission.

C. Approval of Minutes.

1. Approval of the minutes from the November 28, 2018, meeting of the Green Bay Public Arts Commission.

D. Regular Business.

1. Consideration with possible action on status of existing Green Bay Public Arts Commission funding strategy.
2. Consideration with possible action on the Annual Grant Program application from the Boys and Girls Club Green Bay - 2019 Dragon Boat Races.
3. Consideration with possible action on the Annual Grant Program application from UntitledTown.
4. Consideration with possible action on approval of the "Call for Artists" for the Military Avenue Business District extension of the pilot utility box art program.
5. Consideration with possible action on approval of the creation and establishment of a pilot program entitled "Sidewalk Poetry".

E. Informational.

1. Chairperson's Report and Project Updates.
2. Coordinator's Report and Project Updates.
3. Next meeting: Wednesday, March 27, 2019.

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, NOVEMBER 28, 2018, 8:00 AM
CITY HALL, ROOM 604 - THE HARRY MAIER ROOM**

A. ROLL CALL.

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

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

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

Liaison present: Beth Lemke; Absent: Staci Mincks

B. APPROVAL OF THE AGENDA.

1. Approval of the agenda for the November 28, 2018, meeting of the Green Bay Public Arts Commission.

Moved by Ald. Randy Scannell, seconded by Matt Buchanan to approve the agenda. Motion carried.
Yes- Kent Hutchison, Matt Buchanan, Randy Scannell, Tiffany Bowles, No- None, Abstain- None

C. APPROVAL OF MINUTES.

I. Approval of the minutes from the October 24, 2018, meeting of the Green Bay Public Arts Commission.

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

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

D. REGULAR BUSINESS.

I. *Referred back from October 24, 2018, meeting:* Discussion on filling one Liaison position and one Commissioner position.

Moved by Ald. Randy Scannell, seconded by Alex Zacarias to recommend the following nominees for GBPAC vacancies in 2019 and recommend the creation of a Liaison Arts Consultant position:

Commissioner - Keli Strickland (replacing Commissioner Tiffany Bowles);

Liaison - Paul Grall (replacing Liaison Lee Klemens);

Liaison Arts Consultant - Matt Vanden Boomen

Motion carried.

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

2. Fundraising update and review of current materials.

Moved by Ald. Randy Scannell, seconded by Alex Zacarias to refer to staff the creation of a tax deductible 501c3 "buddy organization" for fundraising. Motion carried.

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

Moved by Matt Buchanan, seconded by Ald. Randy Scannell to approve the updated fundraising material. Motion carried.

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

E. INFORMATIONAL.

I. Chairperson's Report and Project Updates.

Kent Hutchison presented the Chairman's Report and project updates. Kent Hutchison stated that this is Tiffany Bowles' last meeting with the Public Arts Commission. 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: Wednesday, December 26, 2018 is cancelled.

F. ADJOURNMENT.

Moved by Ald. Randy Scannell, seconded by Commissioner 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

February 27, 2019

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.I.

Consideration with possible action on status of existing Green Bay Public Arts Commission funding strategy.

BACKGROUND

Currently the Green Bay Public Arts Commission (GBPAC) has (\$32,025) total in available assets.

Total funds available to fund the position of the Public Arts Coordinator are (\$27,225). These funds would maintain the position until approximately October 2019. The average monthly cost to fund this position is (\$3,332).

Allotted funds for the Annual Grants program for the months of February – May total \$1,500. These funds would be deducted from the funds available for staff. If these funds are deducted, the staff position will end approximately in September 2019.

RECOMMENDATION

Based on the current state of funds available, staff recommends temporarily freezing the Annual Grant Program until the future of the position has been maintained into 2020 and funds have become available.

FISCAL IMPACT

ATTACHMENTS

- I. Green Bay Public Arts Commission Funding Strategy

Green Bay Public Arts Commission Funding Strategy

Excess Stadium Tax	\$20,225	
CDGB funds (staffing)	\$7,000	
RAP balance	\$4,800	
TOTAL \$ available	\$32,025	
\$ available for staff	\$27,225	This would maintain the staff position until approximately October 2019.
Average staff \$ per month	\$3,332	
Allotted Annual Grant Funds (Feb – May)	\$1,500	This would be deducted from \$ available for staff, which would end the staff position approximately in September 2019.

Currently the Green Bay Public Arts Commission (GBPAC) has (\$32,025) total in available assets. The funds are broken down as follows: Excess Stadium Tax Fund (\$20,225), approximately (\$7,000) remaining from CDGB funds, and (\$4,800) in restricted funds for the Rotating Art Program.

Total funds available to fund the position of the Public Arts Coordinator are (\$27,225). These funds would maintain the position until approximately October 2019. The average monthly cost to fund this position is (\$3,332).

Allotted funds for the Annual Grants program for the months of February – May total \$1,500. These funds would be deducted from the funds available for staff. If these funds are deducted, the staff position will end approximately in September 2019.



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

MEETING DATE

February 27, 2019

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.2.

Consideration with possible action on the Annual Grant Program application from the Boys and Girls Club Green Bay - 2019 Dragon Boat Races.

BACKGROUND

The Boys & Girls Club of Greater Green Bay is requesting \$1,500 from the Green Bay Public Arts Commission to assist in funding performance and public art programming to take place at the 2019 Dragon Boat Races.

RECOMMENDATION

Due to the current available funds of the Green Bay Public Arts Commission, staff recommends either a reduction of the requested funds or denial of the Boys & Girls Club of Greater Green Bay's Annual Grant Program Application.

FISCAL IMPACT

ATTACHMENTS

1. A_application_BGCGB
2. B_imagelist_BGCGB
3. B_worksample1_BGCGB
4. B_worksample2_BGCGB
5. B_worksample3_BGCGB
6. B_worksample4_BGCGB
7. AGP Grading Form - BGCGB 2019 Dragon Boat Races

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: Boys & Girls Club of Greater Green Bay

APPLICANT/ORGANIZATION NAME: Jenifer Allen

STREET ADDRESS: 1400 Lombardi Avenue, Suite 60

MAILING ADDRESS (IF DIFFERENT):

CITY: Green Bay STATE: WI ZIP CODE: 54304

TELEPHONE (DAYS): (920) 494-7090

E-MAIL ADDRESS: jallen@bgcgb.org

PROJECT TITLE: 2019 Dragon Boat Races

WHERE PROJECT WILL OCCUR: City Deck, downtown Green Bay

START DATE: July 20, 2019 END
DATE: July 20, 2019

ESTIMATED TOTAL COST: \$33,000 ADDITIONAL INCOME: \$50,000

AMOUNT REQUESTED FROM GBPAC: \$1,500 (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?

The Boys & Girls Club has several years of experience with exhibiting and performing public art. In 2016 and 2017, youth and teaching artists from our Youth Arts Initiative (YAI) organized public Where's Your Art? culminating events, each time taking place in a free format open to the public at Backstage at the Meyer. Lessons learned from the first event allowed us to implement more effective marketing strategies to double the audience from nearly 40 community members in 2016 to approximately 75 audience participants in 2017. Our organization also hosts a number of smaller scale culminating events throughout the year that engage audiences consisting of the peers and family members of youth performers and artists. Recent examples include a summer dance showcase at the ARTgarage, a comic book release party and signing event at Barnes & Noble, and a fine arts and photography juried exhibit within our west side Clubhouse.

The newest addition to the Boys & Girls Club's public arts performance portfolio involves Green Bay's first ever Dragon Boat Races event that took place in July 2018 on Green Bay's downtown City Deck. Along with organizing a series of Dragon Boat heats that involved 13 teams of 20-22 paddlers each, the Club incorporated live performances on the City Deck from a Madison based Chinese Dragon Dance troupe. The Chinese dancers engaged bystanders in ceremonial and cultural aspects of the Dragon Boat racing tradition. Over the course of the day long event, the Dragon Boat Races and dance performances engaged an estimated 800 audience members and participants.

From this experience, we learned the value of featuring our event and public arts performances in an outdoor venue that is accessible to the general public, including community members who do not typically engage in public art experiences. The event's location on the City Deck provided an accessible opportunity for a wide range of bystanders to experience the Dragon Boat activities throughout the day, and its proximity to the downtown Saturday Farmers Market drew a constant stream of spectators excited to watch the Dragon Boat heats and Chinese Dance performances as they were leaving the Farmers Market.

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

The Boys & Girls Club's vision for the 2019 Dragon Boat Races is that this year's event will include an enhanced arts and cultural focus. We will accomplish this by expanding upon the 2018 event's successful Chinese dance troupe performances to incorporate additional public arts programming presented by dozens of local youth artists involving performing, visual, and media-based art forms developed through our Youth Arts Initiative. Our long term vision is to grow the Dragon Boat Races event into an annual cultural festival that celebrates the many diverse cultures, traditions, and art forms that contribute to the rich quality of life of being a Green Bay resident.

To attract community audiences who will engage in the event's performance and public arts programming aspects, the 2019 Dragon Boat Races will provide a highly visible activity that draws spectators to the City Deck. Statewide promotions for the event will recruit teams of professional and amateur paddlers to register for our Green Bay event along with friends, family, and professional colleagues who will attend at no cost to cheer on the competitors. Three heats of Dragon Boat Races will engage an estimated 500 paddlers throughout the day.

Based on our experience in offering this event for the first time in 2018, we anticipate that the visibility of having the Dragon Boat Races on the City Deck on a summer Saturday will draw audience members from the downtown Green Bay Farmers Market. There will be no cost for spectators to view the Dragon Boat Races or attend the event's arts and cultural performances and programming, and the audience will include families with young children and adults of all ages, from young professionals to senior citizens. Based on the increased awareness generated from our 2018 event and combined with our enhanced 2019 promotions, our goal is to engage 1,000 audience members throughout the course of the 2019 Dragon Boat Races event.

PROJECT OBJECTIVE:

The 2019 Dragon Boat Races event has three main objectives:

- Generate funds from a new donor base to support the Boys & Girls Club's healthy lifestyles & athletics programs
- Generate awareness in the community of the Boys & Girls Club's programs and services
- Raise the profile of the arts and culture in the Green Bay through performance and public art programming that engages the general community

Support from the GBPAC will help us accomplish these objectives by underwriting critical expenses and providing assistance with the permitting process. As a result, we hope to engage 1,500 members of general public who will experience the artistic and cultural aspects of the event and develop an increased appreciation for community arts.

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

We would like to request assistance from the Green Bay Public Arts Commission in obtaining the necessary permits to hold our 2019 event on the City Deck and river front. In 2018, the most challenging aspect of organizing the first year of Dragon Boat Races event was navigating the City's permitting process. The overall experience was so difficult that we have considered moving the event to De Pere.

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
Volunteer Support (140 hours)	\$3,456.60
Television Promotions	\$5,000.00
TOTAL	\$8,456.60

(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
Signage	\$1,200	
Awards	\$500	
Promotional items (t-shirts, swag bags, volunteer gear)	\$2,000	
TOTAL	\$3,700	

Services/Fees/Rentals	Amount	Check off
Dragon Boat outfitters	\$16,500	
Permits and insurance	\$6,200	X
Entertainment, AV equipment and staging rentals	\$4,400	
TOTAL	\$27,100	

Honorary/Personnel	Amount	Check off
Chinese Dragon Dance Troupe	\$600	
Youth Arts Initiative professional practicing teaching artists (5 hrs x \$30 X 4 artists)	\$600	X
TOTAL	\$1,200	

Travel/Other Expenses	Amount	Check off
Transportation and meals for Youth Arts Initiative performers	\$75	
Hotel for Dragon Boat Company	\$925	
TOTAL	\$1,000	

Total Expenses must equal Total Income on Page 4

TOTAL EXPENSES	\$41,456.60
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PROJECT INCOME

In-Kind Contributions - Must equal In-Kind Expenses (item, source, amount) *	Amount
Volunteer Support (35 event volunteers x 4 hour shifts x \$24.69)	\$3,456.60
Television Promotion	\$5,000.00
TOTAL	\$8,456.60

Committed Funds (donors and amount)	Amount
Entertainment Sponsorship (Prevea)	\$5,000
Three registered teams (Schneider National; Pension, Inc.; Motley Crew Dragon Boat Club)	\$2,600
TOTAL	\$7,200

Anticipated Funding (donor and amount)	Amount
Event Sponsorships (donors TBD)	\$25,000
Team Registration Fees (XX teams x \$XXXX registration fee)	\$15,000
Raffle Ticket Sales, other day of event fundraising	\$1,300
TOTAL	\$41,300

GBPAC Grant Funds Requested	TOTAL	\$1,500
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Total Income must equal Total Expenses from Page 3	TOTAL INCOME	\$58,456.60
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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.

Boys & Girls Club of Green Bay (BGCGB) Image List

Work Sample 1: Link to video footage of 2018 Dragon Boat Races event (less than 2 minutes)

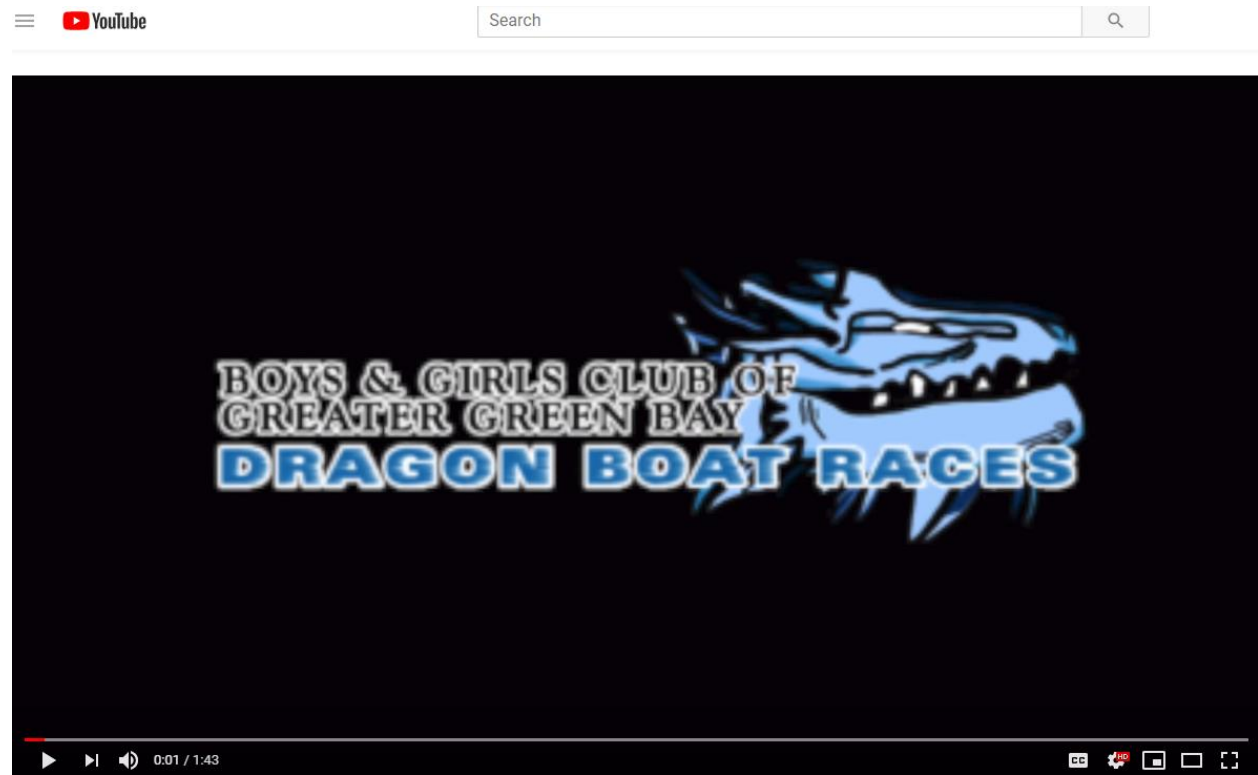
Work Sample 2: Photos from the 2016 “Where’s Your Art?” culminating event featuring Youth Arts Initiative participants presenting original films, graphic design projects, and performances at a free public art event at Backstage at the Meyer

Work Sample 3: Photo from the 2018 Dance Showcase event featuring Youth Arts Initiative participants performing at a free public art event at the ARTgarage

Work Sample 4: Photo from the 2018 comic book release party and public signing event at Barnes and Noble featuring Youth Arts Initiative participants who contributed to the *Doodle Planet* comic book

2018 Dragon Boat Races video (less than 2 minutes):

<https://www.youtube.com/watch?v=E4RDrdA6FDg&feature=youtu.be>



Dragon Boat Races







ANNUAL GRANT PROGRAM – SCORING FORM

Applicant: Boys & Girls Club of Greater Green Bay

Project: 2019 Dragon Boat Races

February 28, 2019

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:



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

MEETING DATE

February 27, 2019

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.3.

Consideration with possible action on the Annual Grant Program application from UntitledTown.

BACKGROUND

UntitledTown is requesting \$1,500 from the Green Bay Public Arts Commission to assist in funding the 3rd Annual UntitledTown Book & Author Festival.

RECOMMENDATION

Due to the current available funds of the Green Bay Public Arts Commission, staff recommends either a reduction of the requested funds or denial of UntitledTown's Annual Grant Program Application.

FISCAL IMPACT

ATTACHMENTS

1. A_application_UntitledTown
2. B_worksampleI_UntitledtownImpactReport
3. AGP Grading Form - UntitledTown

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: UNTITLEDTOWN

APPLICANT/ORGANIZATION NAME: UNTITLEDTOWN

STREET ADDRESS: PO BOX 1105

MAILING ADDRESS (IF DIFFERENT): _____

CITY: GREEN BAY STATE: WI ZIP CODE: 54305

TELEPHONE (DAYS): (301) 219-7576

E-MAIL ADDRESS: derrick@untitledtown.org

PROJECT TITLE: UNTITLEDTOWN Book + Author Festival

WHERE PROJECT WILL OCCUR: BROWN COUNTY LIBRARY, KI Center, St. Brennan's, The Tarlton

START DATE: 4/25/2019 (mostly 4/27) END DATE: 4/28/2019

ESTIMATED TOTAL COST: \$15,000 (mostly) ADDITIONAL INCOME: \$13,500

AMOUNT REQUESTED FROM GBPAC: \$1,500.00

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.)

This is UntitledTown's 3rd Annual Book + Author Festival. UntitledTown has hosted big names like R.L. Stine and Roxane Gay. 1700 students were bussed to the Stine event at the Weidner last year. UntitledTown has partnered with many venues and organizations in Green Bay over the years to make this happen. You will find attached the UntitledTown Impact Report, fresh off the presses!

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

Walter Mosley is ahead liner at the 2019 Untitled Town Book + Author Festival. He is a Mystery writer, and his book Devil in a Blue Dress was converted into a film starring Denzel Washington! In March we will hold a Book and a Movie event at The Carlton Theater to raise awareness. His newest novel, Down the River Unto the Sea is nominated for Novel of the Year for the 2019 Edgar Allan Poe Awards! Mosley will be appearing Saturday April 27, 2019 at 7:00pm in the Atwood Room of the KI Center!

PROJECT OBJECTIVE:

Promote + Support literacy and our community of writers/readers is not just Green Bay, but also Northern Wisconsin as well as introduce new local, regional, and national authors to the hungry public!

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

UNITED TOWN
 APPLICANT NAME/ ORGANIZATION:

\$1,500.00
 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
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
KI Center Rental	\$600.00	
TOTAL	\$ 600.00	

Honorary/Personnel	Amount	Check off
Walter Mosley - appearance	\$15,000.00	☒
TOTAL	\$15,000.00	

Travel/Other Expenses	Amount	Check off
TOTAL		

Total Expenses must equal Total Income on Page 4

TOTAL EXPENSES	<u>\$15,600.00</u>
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PROJECT INCOME

[illegible]

Committed Funds (donors and amount)	Amount
Cell com	\$600.00
Friends of the library	13,500.00
TOTAL	\$14,100.00

Anticipated Funding (donor and amount)	Amount
TOTAL	

GBPAC Grant Funds Requested	TOTAL	11,500
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Total Income must equal Total Expenses from Page 3	TOTAL INCOME	\$15,600
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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.

IMPACT REPORT 2018



ALL
Thanks
TO YOU

Visit
UNTITLEDTOWN
BOOK AND AUTHOR FESTIVAL

SPONSORED BY BREAKTHROUGH FUEL & CRYSTAL CLEAR RESOURCES

AT UNTITLEDTOWN, OUR MISSION IS TO CELEBRATE THE HUMAN ACT OF STORYTELLING.



Since 2017, we've fostered a community of readers and writers of all ages and experiences, culminating in an April UntitledTown Book and Author Festival. We dream of making Green Bay, Wisconsin, an elite literary destination.

2018 WAS OUR BIGGEST YEAR YET.

Friends,

UntitledTown began as a conversation in a Green Bay coffee shop. Was there a way, our founders wondered, to bring together writers and readers in Northeastern Wisconsin? Could a town best known for curds and QBs become a literary destination?

The answer was yes. Today, UntitledTown is a thriving community of booklovers and storytellers of all ages and experiences. Our "citizens" are babies who gnaw covers of Miranda Paul's picture books. They're high school activists who run citywide writing workshops. They're adults typing their novels during lunch breaks and readers piling *just one more book* onto a teetering stack.

Our festival has hosted international superstars like Margaret Atwood and hometown kids with dragon-winged ambitions. We bussed 1,700 elementary school kids to share high-fives with Guinness World Records-bestselling author R.L. Stine. We've introduced hundreds of Wisconsin writers to eager audiences. All thanks to you.

Your trust, and your support, have made UntitledTown an event where chance encounters lead to dreams come true.

Thank you.

Rebecca Meacham
Amy Mazzariello
Co-Presidents
UntitledTown Co.



ALL THANKS TO YOU



180 EVENTS



170+ AUTHORS



5,600+ ATTENDEES

COMMUNITY IMPACT

UntitledTown attendees spent more than \$50,000 to support local businesses.



HOTELS:
\$15,856.07

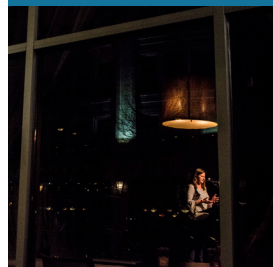
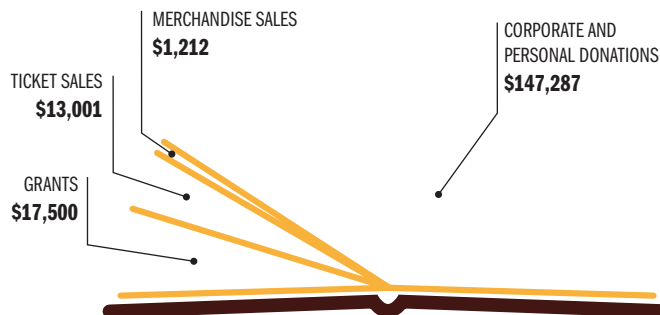


RESTAURANT/BAR:
\$23,537.00

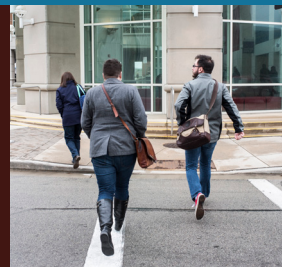


RETAIL:
\$14,558.79

TOTAL 2018 BUDGET – \$179,000



"I loved the feeling that the city was alive! Having this festival in our town not only made me beam with pride, it also allowed me to envision Green Bay taking steps toward a more connected and cultured city."



"I love the sense of community that UntitledTown provides ... it showcases all of the things I love about the city of Green Bay."



"The festival was a great fusion of town and exhibitions."



**YOUR IMPACT
ON READERS,
WRITERS &
DAYDREAMERS
IN THEIR OWN
WORDS.**



YOUTH IMPACT

Of the 5,600+ attendees, 3,100 attended events (keynotes, readings, workshops) geared toward young (ages 0-18) readers and writers.*

Of those attending youth events, 1,746 were area fourth-graders bussed to the Weidner Center for an exclusive free morning event with R.L. Stine.

**This number includes programming for hands-on literacy activities for pre-readers (ages 0-6)*

"One of the best organized and interesting events I've ever attended! Thank you so much to the sponsors."



"Thank you for creating such an inclusive and supportive environment."

"It is very inspiring to talk to people who had jobs and lives similar to mine and see that they were able to make the writing dream happen."



Elementary school students from these schools/regions attended the R.L. Stine event:

Oconto, Oneida Nation School, Seymour, Westwood, Sunrise, Pioneer, Lincoln, Nicolet, Howe, Keller, Aldo Leopold, McAuliffe, MacArthur, Wilder, Chappell, Fort Howard, Tank, Sullivan, Elmore, Red Smith, Minoka-Hill

"Kudos to the organizers and sponsors for getting big names to Green Bay!"



"The whole event re-energized my love of the literary world."



"UntitledTown opened up a celebrity world for my children based on books instead of movies."



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UntitledTown Co., PO Box 1105, Green Bay, WI 54305
amy@untitledtown.org | rebecca@untitledtown.org

ANNUAL GRANT PROGRAM – SCORING FORM

Applicant: UntitledTown

Project: UntitledTown 3rd Annual Book & Author Festival

February 28, 2019

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:



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

MEETING DATE

February 27, 2019

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.4.

Consideration with possible action on approval of the "Call for Artists" for the Military Avenue Business District extension of the pilot utility box art program.

BACKGROUND

Staff had previously discussed the creation of developing a pilot program focused on creating utility box art. After meeting with the Military Avenue Business District (MABD), they expressed interest in utilizing this program within the district. The extension of this pilot program "ART Power" will be located within Military Avenue and will initially consist of the installation of up to seven vinyl wrapped utility boxes created from original artwork. Military Avenue Business District will provide funds to establish this program within Military Avenue.

The Call for Artists will be released for approximately one month and the Commission will select up to 14 final designs to be reviewed by the Military Avenue Business District board. From the final designs provided, the MABD will select the final designs to be developed into vinyl wraps to be applied to select boxes.

RECOMMENDATION

Staff is recommending approval of the Call for Artists for the Military Avenue District extension of the pilot utility box art program.

FISCAL IMPACT

ATTACHMENTS

- I. DRAFT Military Avenue Utility Box Art Program

ART POWER UTILITY BOX ART PROGRAM

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>

Military Avenue Business District
425 S. Military Avenue Suite 206
Green Bay, WI 54301-5026
Phone: (920).544.9503
<https://militaryave.org/>

DEADLINE
April 30th, 2019



BEFORE



AFTER



Photo courtesy of San Leandro Utility Box Program

CALL FOR ENTRIES

The Green Bay Public Arts Commission (GBPAC) is assisting the Green Bay Military Avenue Business District to place artwork within Military Avenue. We are seeking visual artists to submit their artwork for possible placement on utility boxes located on Military Avenue. ARTPOWER will give Green Bay artists the opportunity to transform ordinary objects of urban infrastructure into something fun and unique, enhancing our public spaces.

Chosen artists will be expected to submit their images in a high resolution digital format upon request (not at time of application). Artists will be paid a \$200 licensing fee for rights to use their image on the utility box and in promotional materials. Artist's name and title of artwork will appear on the utility box.

This program is intended to highlight, encourage and promote Green Bay artists by giving them the opportunity to present their artwork publicly.

SELECTION PROCESS

The GBPAC and members from Military Avenue Business Improvement District will review applications and invite up to **6 final artists** to provide high resolution images (for enlargement to at least 6' x 4'). Final selected artists will each receive a licensing fee of \$200 per image upon completion of an art release/waiver. Location, layout, and length of artwork installation will be determined by the City of Green Bay and members from Military Avenue Business Improvement District. GBPAC and Military Avenue have the right to decline all submissions and retract this call for entries for any reason at any time.

HOW TO SUBMIT

All application materials must be received via email or physical copy by 5:00pm on **April 30, 2019**. Applicants with technical limitations, and for general questions, please contact the Public Arts Coordinator: laurasc@greenbaywi.gov

GBPAC

GREEN BAY
PUBLIC ARTS
COMMISSION

Our mission is to focus on the creation and preservation of public art, and ensuring equal access for all to enjoy and engage with public artwork in Green Bay.



Military Avenue, Inc. exists to create an environment that supports the continued success of the businesses and neighborhoods in the Military Avenue district located on the west side of Green Bay.

ART POWER UTILITY BOX ART PROGRAM

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>



GREEN BAY
PUBLIC ARTS
COMMISSION

APPLICATION SUBMISSION

All applicants are encouraged to contact the Public Arts Coordinator (laurasc@greenbaywi.gov) prior to submittal to discuss their application. Submit the following materials (NOTE: Use label style shown in italics, replace *JDoe* with your first initial and last name.)

- A. Cover Letter: including Artist's Name, home address, email address, telephone number, as well as a statement of interest and brief description of the artwork. One page maximum - standard type.
A_Cover_JDoe.pdf
- B. Image List: including information on title, size, and media of artwork. *B_Imagelist_JDoe.pdf*
- C. Work Samples: up to 10 images per artist will be reviewed. *C_Worksample1_JDoe.jpg*,
C_Worksample2_JDoe.jpg, etc.

All application materials listed above must be received via email by 5:00 pm on the day of the deadline. Applicants with technical limitations, please contact the Public Arts Coordinator laurasc@greenbaywi.gov. Submit your application materials as an attachment in an email.

To do so, use the following steps:

1. Open a new email message window in your preferred email program.
2. Click on the menu item with a paperclip icon that says "Attach a file" or something similar (e.g., "Attach Files")
3. Select your files/folders you wish to attach and click "Open" or "Choose File" or another similar button to attach the file to your email.
4. Continue composing your email and send(Send the email to laurasc@greenbaywi.gov with a subject line of: AGP Application – John Doe)

GUIDELINES FOR ART SELECTION

The GBPAC and members from Military Avenue Business Improvement District will select artists based upon the following considerations:

- The images submitted are high quality, engaging, positive, and reflect concepts of Green Bay, pride, community, diversity, patriotism, unity, and togetherness.
- There are no legible logos, words, letters or numbers that could constitute a sign in the right-of-way.
- The design submitted does not promote or advertise a particular community group or organization.
- Artists must be over 18 years of age and consider themselves to be professional artists.
- Art submitted for consideration should be able to translate well to a utility box wrap, such that parts of the image may be repeated, doubled, flipped, or even removed to accommodate openings, keyholes, protrusions and other general design constraints that come with wrapping a utilitarian utility box that is a working part of the City's infrastructure.

ART POWER UTILITY BOX ART PROGRAM

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>

GBPAC

GREEN BAY
PUBLIC ARTS
COMMISSION

TYPICAL UTILITY BOX SIZES AND DIMENSIONS

The Utility boxes chosen for this program require between approximately 42 - 62 square feet of coverage depending upon box size and configuration:

- Generalized dimensions of a utility box with a wrapped area of approximately 42 sq ft is 36" wide x 18" deep x 48" high.
- Generalized dimensions of a utility box with a wrapped area of approximately 62 sq ft is 44" wide x 26" deep x 54" high.

SKETCH - UP OF UTILITY BOXES TO BE INCLUDED HERE

ART LICENSE RELEASE FOR UTILITY BOX ART PROGRAM

ONLY FILL OUT AND SUBMIT THIS FORM, UPON REQUEST IF YOUR WORK IS SELECTED FOR PLACEMENT.

Name: _____

Address: _____

Phone Number: _____

Email Address: _____

Title of Art released for use by the City of Green Bay for the Utility Box Art Program:

Image 1: _____ 6: _____

Image 2: _____ 7: _____

Image 3: _____ 8: _____

Image 4: _____ 9: _____

Image 5: _____ 10: _____

Attach images as Exhibit "A"

I declare and agree as follows:

I am the owner of the images named above and attached to this Release as Exhibit A. I own all intellectual property rights to these images and I am legally authorized to sign this release. I warrant the image are not presently under option and/or have not been purchased by a third party that will object to their use by the City of Green Bay for this project.

I agree to indemnify, defend and hold harmless the City of Green Bay, its elected officials, officers and employees free and harmless from any and all claims, damages, costs and liabilities, arising out of any alleged infringement or violation of any intellectual property or other rights, as a result of my submission of the images to the City, or City's duplication and/or use of the images for any purpose associated with the Utility Box Art Program, including promotional use. This indemnity obligation applies to claims of infringement or violation alleged by me, and/or any and all other persons or entities. Any reproduction use by the city will include attribution to the artist.

I agree to a license fee of \$200 per image to grant the City of Green Bay a worldwide, non-exclusive, license to use, reproduce, distribute, publish, display these images in any and all media known or hereafter developed (including, without limitation, print, broadcast, and Internet), for all legitimate business purposes including advertising and promotional activities associated with their use as part of the Utility Box Art Program, including but not limited to placement and display in the public right-of-way. I declare that the foregoing is true and correct and that I have fully read and understand this Release. I understand that by signing this Release I am giving up important legal rights.

Signed: _____ Date: _____

Print Name: _____



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

MEETING DATE

February 27, 2019

PREPARED BY

Laura Schley, Staff

AGENDA ITEM # D.5.

Consideration with possible action on approval of the creation and establishment of a pilot program entitled "Sidewalk Poetry".

BACKGROUND

Staff has been working with the Green Bay Neighborhood Leadership Council (GBNLC) to develop public art opportunities for Low to Moderate Income neighborhoods. Together they have developed the Sidewalk Poetry program based on similar programming in other cities such as St. Paul, MN.

The proposed program will be funded through GBNLC dollars and will create opportunities for poems to be stamped throughout the City. The proposed program will consist of a poetry contest open for approximately one month to the citizens of Green Bay. Following the deadline, a selected "curator" will review the submissions and make recommendations to the GBPAC and GBNLC. From these recommendations, the GBPAC and GBNLC will select the final poems to be made into stamps. The program will begin with five selected poems which may be stamped up to three times each with the intention of continuing and expanding in the future.

Staff will coordinate with DPW and community members on installation of the pieces during the summer months.

RECOMMENDATION

Staff is recommending approval of the pilot program "Sidewalk Poetry", subject to minor revisions and approval from DPW.

FISCAL IMPACT

ATTACHMENTS

1. Draft FAQ for Sidewalk Poetry Program
2. Draft Application for Sidewalk Poetry Program
3. Draft Resident Consent Form for Sidewalk Poetry Program

**POEMS FOR CITY of GREEN BAY SIDEWALK
FAQ for Poetry in the Public Right-Of-Way**

1. Why are there poems in our City sidewalk?

Answer: As part of sidewalk reconstruction, the City installs poetry in our public spaces. This Sidewalk Poetry Program, creates moments of outdoor reading to beautify our pedestrian experience. These poems are written by Green Bay residents selected through an annual poetry contest.

2. What is the process for selecting a location to stamp a poem?

Answer: As sidewalk panels are being marked for replacement, staff of the Neighborhood Leadership Council and Public Arts Commission will speak with residents located at the sites of single or two panel sidewalk replacements. Longer lengths are usually not considered for sidewalk poetry. Locations are selected randomly based on these available sites.

3. Do I get any prior notice before any work is done?

Answer: City Staff will mail out notices and opt-in forms to all the properties in the block where sidewalk work will be performed. This includes properties that may not have work being performed at all. The notice will also have an insert explaining the poetry and its process.

4. I would like a poem in front of my home. Can I get one?

Answer: Interested residents can sign the Opt-in Form, which will be filed for future repair projects. Potential spots will be indicated with a wooden stake marked with red. If no stake is in front of your property, you may contact Public Arts Coordinator at 920-448-3142 to inquire about getting a poem. If your address has some single or two-panel replacements scheduled, we will try to accommodate your request. If your sidewalk is in good condition, your property will not receive a poem.

5. Can I choose which poem might be placed in front of my property?

Answer: You may inquire as to which poems have been selected. We will try to accommodate requests for specific poems. There are, however, other considerations including not repeating poems within close proximity.

6. I am not interested in having a poem in front of my house. What do I do?

Answer: We will not place a poem in front of your house if you do not want one as long as we receive your notification before the sidewalk removal process begins. You should contact Public Works or the Public Arts Coordinator to discuss any issues. Again, potential spots will be indicated by a wooden stake painted red. Public Works will not remove the sidewalk poems once they are stamped.

7. Public Works is not doing any sidewalk reconstruction on my block, or there is sidewalk work, but it's related to utilities or street construction. Is it possible to get a sidewalk poem?

Answer: At this time sidewalk poetry installation only occurs with the sidewalk reconstruction program, not street construction or utilities. We cannot install poems outside of sidewalk reconstruction.

8. How long will these poems last?

Answer: Poems should last as long as the sidewalk does not develop any defects that would require its replacement. Residents will be responsible for the cost of replacement sidewalk panels. Poems may not be replaced if sidewalk reconstruction occurs.

9. How do I properly maintain my new sidewalk poem?

Answer: Sidewalks with poems should be maintained just like your normal sidewalk. You should maintain proper salting and sanding throughout the winter months to discourage ice buildup and potential hazards for pedestrians.

10. How do I find out more?

Answer: Check this website for more information: www.greenbaywi.gov/pac. Green Bay Sidewalk Poetry is created in partnership with Green Bay Public Works, Green Bay Public Arts Commission and Green Bay Neighborhood Leadership Council. The poems are written by Green Bay residents selected through an annual poetry contest. For more information about this program and to read some of the poems, please visit: www.greenbaywi.gov/pac.

2019 Sidewalk Poetry Contest Application Form

Submit This Application Form to:

Green Bay Public Arts Commission

Department of Community and Economic Development

100 North Jefferson Street – Room 608

Green Bay, WI 54301-5026

Or Email Public Arts Coordinator, Laura Schley: laurasc@greenbaywi.gov

- ☐ Maximum of 8 lines (not including title and author name)
- ☐ Maximum of 32 characters per line (including spaces)
- ☐ Entry deadline is March 1, 2019 at 5:00pm
- ☐ One entry per person
- ☐ Submit by e-mail to laursc@greenbaywi.gov or drop off at Green Bay City Hall – Department of Community and Economic Development – Room 608, 100 N Jefferson Street, Green Bay, WI 54301-5026

Name _____

Address _____

Phone Number _____

E-Mail Address _____

Age as of March 1, 2019 (if under 18) _____

Do you wish to have your name stamped as well? (Y/N) _____

Title:

[illegible]

DRAFT

**CITY OF GREEN BAY INFORMED CONSENT FORM FOR INSTALLATION OF POETRY SIDEWALKS
FOR GREEN BAY SIDEWALK POETRY PROGRAM**

PLEASE READ CAREFULLY! THIS IS A LEGAL DOCUMENT THAT AFFECTS YOUR LEGAL RIGHTS.

MAIN CONTACT

Laura Schley
Public Arts Coordinator
Department of Community and Economic Development – Room 608
100 North Jefferson Street, Green Bay, WI 54301-5026

PURPOSE OF PROGRAM

You are in a neighborhood and/or resident that is receiving sidewalk replacement. Before you decide to participate in the Poetry Sidewalk Program, it is important that you understand why the program is being done and what it may involve. Please read the following information carefully. Please contact the Public Arts Coordinator if there is anything that is not clear or if you need more information. You can reach the Public Arts Coordinator by email: laurasc@greenbaywi.gov or call: 920-448-3142.

The purpose of this program is to install poetry within our public realm. The Sidewalk Poetry Program, creates moments of outdoor reading to beautify our pedestrian experience, by imprinting original poems into sidewalk panels scheduled for repair. Selected poetry for the program is written by Green Bay residents and is selected through a poetry contest.

WHAT DO YOU NEED TO DO?

Please read through this form and determine if you would like to participate in this program or no. If you agree to take part in the program and have a poem imprinted in your sidewalk, you must fill out this form and return it to the Public Arts Coordinator prior to any repair work being performed and poetry stamped. Forms may be dropped off at City Hall or emailed to the Public Arts Coordinator.

Following receipt of your Informed Consent Form potential spots will be indicated with a wooden stake marked with red. If no stake is in front of your property, you may contact Public Arts Coordinator at 920-448-3142 to inquire about getting a poem. If your address has some single or two-panel replacements scheduled, we will try to accommodate your request. If your sidewalk is in good condition or you have opted out of the program, your property will not receive a poem.

You may inquire as to which poem has been selected. We will try to accommodate requests for specific poems. There are, however, other considerations including not repeating poems within close proximity.

OPPORTUNITIES FOR VULNERABILITIES

Sidewalk panels with imprinted poems should be cared for just like normal sidewalk panels. You understand that you still should maintain proper snow and ice removal with sand and or salt to reduce the risk for dangerous pedestrian conditions.

By choosing to take part in the program, you understand and agree that you will be held responsible for improper cleaning of your sidewalk and any resulting incidents occurring.

BENEFITS

By choosing to participate in the program you are helping make Green Bay a more enjoyable and creative place to visit and live in. Developing a creative culture for Green Bay will not only improve livability within our community but can encourage tourism and economic growth.

CONFIDENTIALITY

Your responses will be kept anonymous. Any information you provide us will not be shared or sold to other parties.

CONTACT INFORMATION

If you have any questions about the program you may contact the Public Arts Coordinator whose contact information is provided on the first page.

VOLUNTARY PARTICIPATION

Your participation in this program is voluntary. If you decide to take part in the program, you will need to fill out the form below.

CONSENT

I have read and I understand the provided information and have had the opportunity to ask questions. I understand that my participation in the Sidewalk Poetry Program is voluntary. I understand that I will be given a copy of this consent form. I agree to take part in the program.

By checking the box below you understand and agree to all the terms listed above.

☐

Yes, I wish to participate in the Green Bay Sidewalk Poetry Program

☐

No, I do not wish to participate in the Green Bay Sidewalk Poetry Program at this time.

Participant's Name _____

Participant's Signature _____ Date _____

Participant Address _____

Participant Phone _____

Participant Email _____