



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

MILWAUKEE ARTS BOARD PUBLIC ART SUBCOMMITTEE

POLLY MORRIS, CHAIR

Tina Klose, Sandra McSweeney, Tim Murphy and Ariel Pate

Staff Assistant, Joanna Polanco, 414-286-2366

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Tuesday, January 14, 2025

3:00 PM

VIRTUAL

Call in Number: +1 (408) 650-3123 Access Code: 953-105-141

1. Call to Order and Roll Call at 3:03 PM

Present 4 - McSweeney, Morris, Murphy and Pate

Excused 1 - Klose

2. Review and Approval of Previous Meeting Minutes (11 -12 - 24)

Motion by member Murphy, seconded by member McSweeney to approve the minutes.

3. New Business

a. PAIR Program Evaluation

Ms. Svetic explained that working with an applicant from the pool of the original PAIR placement who submitted an RFQ and although this individual was not selected to cover the liaison role of the program, the panel agreed that it would be a great fit for the evaluation position. Since there is a good chunk of the original budget left and the original pair team wasn't able to complete evaluation as originally intended, we have been working to come up with a scope of work for that evaluation and work through some of the business end of things.

This evaluator is a working artist in the city of Milwaukee, who will complete the program evaluation for the public artists in residence pilot that should be completed within six months of contract execution.

DCD Arts Board staff will serve as the primary point of contact and will check in on as often as needed and will make sure that the Public Arts Subcommittee will request attendance by the evaluator and serve as a sounding board throughout the evaluation process.

The evaluator will be responsible for developing an evaluation plan that will review the process, approach and lessons learned during the PAIR pilot and complete a final evaluation report which is described in a few points.

They will work to identify key performance indicators that could be used to indicate the level of success of the PAIR program. They will collect, organize and review archival documents from the pilot including but not limited to the RFP and RFQ, the MOU documents, program contracts, team meeting notes, the pair report, recordings of

various meetings, outreach documents, DPW reports and presentations to committees, and likely many other documents. They will also identify and confirm with DCD Arts Board staff and the Public Arts Subcommittee a list of five to ten individuals to interview and determine relevant questions and topics for those conversations.

As mentioned earlier, the evaluator will continue to work collaboratively with the City Arts Board staff and the Public Arts Subcommittee, the evaluator will prepare a final evaluation report, including findings from the evaluation process that will contribute to improving potential future PAIR programs and City practices and programming. Finally, the evaluator will prepare a dissemination plan, in collaboration with DCD, Arts Board staff, for distributing and final evaluation report.

We will be encouraging the evaluator to engage as much as possible with all the Milwaukee Arts Board members, the LA County Creative Strategist Program staff who were very supportive of early planning efforts and many other key stakeholders that will be identified throughout the process to provide the evaluator with the vital context and existing resources.

Ms. Morris said that this program was designed, on one level, as a program to serve local artists.

It is intended to create a situation where a local artist would get a year's work, reasonably remunerated, working within the City to learn more about how the City worked as well as realizing a project.

So we were really happy to have another artist who has experience making public art coming in as an evaluator because I think that increases the value to local artists, but I think this subcommittee will be particularly involved in looking at what we can glean from this report in order to sustain this program and maybe garner more support for this program going forward.

Ms. Svetic said that in summary, things are aligning very well, and they should be able to get the contract executed in the near future.

Ms. Svetic mentioned that many working artists don't have business infrastructure set up. The evaluator is going through the process of setting up an LLC, as well as securing the insurance requirements by the City in order to execute a contract.

Member Pate asked who might be a potential component of the evaluation relative to the public impact and who might be a potential person to be interviewed.

Ms. Svetic said that they are hoping to have the evaluator capture that public impact. be identified through those key performance indicators. It is one of the most difficult things to measure, especially with such a wide-reaching issue like reckless driving; I would imagine that it would be one of the most tangible KPIs that the evaluator will core would make part of the public impact.

Ms. Morris added that we can lean heavily on Vision Zero because they collect the data on how the art car is being used and how it's being received.

In addition to the moving city, Sarah also created the visibility patch printing exercise, which can absolutely be used throughout the year which, Vision Zero will continue to use through the winter when the moving city travels. She also created a cone beacon, which aesthetically mimics the colorful cone carved look of the moving city.

4. Old Business

Nothing to be discussed.

5. Announcements

a. Potential Public Art Conservation Projects

The conservation fund applications will be reviewed by Ms. Svetic to then be passed on to members for a final review. There are a few potential applicants that have started an application. The DIY skate park, located by Ninth and National; they are working to revitalize the area and improve their physical infrastructure and aesthetics of the location, including a mural conservation project. They received TID funding for some of the physical infrastructure improvements. DIY would be eligible for this program grant. Another potential submittal is from the Wisconsin Workers' Memorial Gazebo, which is in Zeidler Union Square; they are looking to apply again, for conservation after maintenance that was completed in 2017; rain caused rusting and deterioration of the roof ridge caps on top of the gazebo and there are a variety of disrepair items that need to be completed at this time. Arts board funds would assist in the cost of fabricating a turbine vent top.

6. Adjournment

*Meeting adjourned at 3:27 PM
Joanna Urtiz
Staff Assistant*

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