



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes MILWAUKEE ARTS BOARD PUBLIC ART SUBCOMMITTEE

POLLY MORRIS, CHAIR

*Tina Klose, Emilia Layden, Tim Murphy, and Sandra
McSweeney*

*Staff Assistant, Chris Lee, 286-2232,
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Tuesday, April 14, 2015

3:00 PM

Room 303, City Hall

The meeting was called to order at 3:04 p.m.

1. Roll Call

Present 4 - McSweeney, Morris, Klose and Layden

Excused 1 - Murphy

Also present:

Sally Witte, Department of City Development

2. Review and Approval of the Previous Meeting Minutes

Ms. Layden moved approval, seconded by Ms. Klose, of the meeting minutes from February 10, 2015. There were no objections. Mr. Murphy excused.

3. New Work Fund: Presentation by Temporary Resurfacing

Temporary Resurfacing Project Proposal

Individuals appearing:

Marla Sanvick, Temporary Resurfacing

Demitra Copoulos, Temporary Resurfacing

Ms. Sanvick and Copoulos presented their project proposal called "Temporary Resurfacing", which is a one night only public outdoor multi-video art projection event involving regional and national artists and projections onto exterior and interior surfaces of buildings of varying scales encompassing two city blocks of West Historic Mitchell Street. There was a successful pilot of this event in 2014 that included 22 artists, 18 video works, 6 installations, 8 site-specific works, and 500 attendees. Artist categories include installation artists, local artists, and local and national artist submissions. Artists are asked to experience West Historic Mitchell Street and respond to a particular site with their own work and ideas for that site. Art selection process entails artists curating artists for a larger collaboration. A core group of established artists is curated with each one inviting two of their own artists that inspires him/her.

The total budget for the event in 2015 is \$16,272. Expenses include equipment rental, marketing and promotions, insurance, artist honorarium, event staff, event documentation, and event organizer honorarium. Request from the New Work Fund is \$8136, half of the total project budget.

In terms of fundraising, \$1000 has been obtained from both a foundation and Business Improvement District 4. Ongoing fundraising efforts include outreach to neighborhood businesses, local donors, and in-kind donations from neighborhood supporters.

Members questioned future continuance of the event, high budget costs, video content, site determination, artist overlap, event promotion, and in-kind donations.

Ms. Sanvick and Copoulos responded. Desire is to have the event continue annually going forward. Higher budget for this year is from the desire for better equipment, image quality, and honorarium. Certain equipment may be cut if not enough funds are raised. There is desire to pay artists, staff, and organizers for their work this year as opposed to working for free last year. Videos would reflect the neighborhood or show possibilities for the neighborhood. West Historic Mitchell Street was chosen for the event due open spaces, large buildings, the opportunity to bring artists into the transitioning neighborhood, and Ms. Copoulos's connection with the neighborhood. Artists will include 10 from last year. Goal is to attain new artists to bring the total to 30 artists. Promotion will be through social media, relationships, and artists acting as ambassadors. In-kind donations will likely cover equipment and generators.

Members deliberated, were concerned with the costs, and expressed the desire to impact the artist honorarium.

Ms. Layden moved approval to award \$2500 from the New Work Fund to the Temporary Resurfacing Project for the purposes of covering the artist honorarium. Ms. Klose seconded. There were no objections. Mr. Murphy excused.

Streetlights Project Proposal

Individual appearing:

Bridney Chappel, Riverworks Center Community Arts & Culture Engagement Coordinator

Ms. Morris said that another proposal was received by the Riverworks Center for a public art project called "Streetlights" by Milwaukee-based artist Tyanna Buie. The project will consist of 10 sculptural silhouettes of streetlights located on the northwest segment of the Beerline Recreational Trail in the intersection of Holton Street and Townsend Street. Although unlighted, the structures will be coated with glow in the dark paint to be seen at night. The proposal will have to come back to the subcommittee at the next meeting for presentation and consideration.

Ms. Chappel made some remarks. The project qualifies for public art consideration and is an appropriate project engaging constituents, artists, and community organizers.

Members questioned the project site and future lighting plans.

Ms. Witte replied that the project site is at the southern end of the old trail leading to the new section. The City has no issues with the sculptures and its effect on lighting. There are no funds for future lighting for the Artery.

Members questioned Ms. Buie's commitment to the project, \$3500 for engagement artists, Creative Placemaking Consultants, NIDC money, staff expense, maintenance of sculptures, and glow in the dark material.

4. Conservation Fund Updates

No updates.

5. Deaccessioning Public Art: Best Practices

Ms. Morris said that she will be involved in a meeting next week to create some basic rules for developers and others who want to dispose of artwork.

Members and staff discussed an art piece at Jefferson Block. There has been no firm offer by interested parties: Cardinal Stritch University, Alverno, and Reed Street Yards.

6. Old Business

No old business.

7. New Business

No new business.

Meeting adjourned at 4:01 p.m.
Joanna Polanco, Staff Assistant
Chris Lee, Staff Assistant