



Legislation Text

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150662
ORIGINAL

ALD. KOVAC and WADE

Resolution authorizing the Department of City Development to donate Milwaukee neighborhood posters, and license the rights to reproduce the poster images and poster text, to Historic Milwaukee, Inc. for the purpose of promoting the historic nature of Milwaukee's neighborhoods.

This resolution authorizes the Department of City Development to promote the historic nature of Milwaukee neighborhoods by (1) donating its current inventory of Milwaukee neighborhood posters to Historic Milwaukee, Inc., (2) providing Historic Milwaukee Inc. with royalty-free, non-transferable, non-exclusive licenses to reproduce the poster artwork and poster text on new posters and other products that Historic Milwaukee, Inc. may wish to market, and (3) authorizing the Department of City Development to accept yearly donations of products bearing the poster artwork from Historic Milwaukee, Inc. for the City's use.

Whereas, Beginning in 1983 the Department of City Development ("DCD"), in conjunction with its employee, graphic artist Jan Kotowicz, and local historian and author John Gurda, produced a series of posters featuring Milwaukee's historic neighborhoods; and

Whereas, DCD still maintains a substantial inventory of unsold neighborhood posters; and

Whereas, The City wishes to promote the historic nature of Milwaukee's neighborhoods by widely circulating the artwork featured on the neighborhood posters; and

Whereas, Historic Milwaukee, Inc. ("HMI") is a non-profit organization dedicated to increasing awareness of and commitment to Milwaukee's history, architecture and the preservation of the built environment, and

Whereas, HMI has successfully brought public attention to Milwaukee's assets through activities such as walking tours and Doors Open Milwaukee, and

Whereas, HMI has commissioned a book about Milwaukee neighborhoods by John Gurda and Jan Kotowicz that will feature the neighborhood poster artwork and updated versions of the text written by Mr. Gurda; and

Whereas, Through its activities, publications and membership, HMI has the ability to bring significantly increased marketing exposure to the Milwaukee neighborhood posters; and

Whereas, HMI may wish to print more posters and/or use the poster artwork on other products such as t-shirts, coffee mugs, shopping bags, and similar items; and

Whereas, The image and profile of Milwaukee neighborhoods will be strengthened by broader dissemination of the positive images depicted on the posters; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the City of Milwaukee DCD is authorized to donate its current inventory of Milwaukee neighborhood posters, and

license the use of the poster artwork and poster text, to HMI, pursuant to an agreement in substantially the same form as the agreement attached hereto; and, be it

Further Resolved, That the Department of City Development may accept donated posters and products bearing poster artwork from Historic Milwaukee, Inc., on a yearly basis; and, be it

Further Resolved, That such authority of the Department of City Development shall continue, unless otherwise rescinded or amended by future Common Council action.

DCD

Martha Brown: MLB

08/27/15