



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Draft SUSTAINABLE DESIGN AND ENERGY COMMITTEE

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Monday, May 17, 2010

4:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 300 (Madison Municipal Building)

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### CALL TO ORDER / ROLL CALL

The Meeting was called to order at 4:00 PM following verification that the meeting was properly noticed and a quorum was present.

Others in attendance: Jeanne Hoffman, Jim Bradley, Joann Kelley, Jim Lorman, Karin Wolf, Karl van Lith

**Present:** 9 -

Lucas K. Dailey; Marc B. Kornblatt; Richard A. Heinemann; Satya V. Rhodes-Conway; Paul D. Muench; Catherine E. Mackin; David W. Drummond; Lou W. Host-Jablonski and Jeannette E. LeBoyer

**Absent:** 1 -

Leslie C. Schroeder

**Excused:** 6 -

Richard J. Pearson; Judy Compton; Sherrie Gruder; Michael J. Vickerman; Garrick R. Maine and Joseph M. Alexander

### APPROVAL OF MINUTES

A motion was made by Mr. Kornblatt, seconded by Rhodes-Conway, to Approve the Minutes. The motion passed by voice vote/other.

### PUBLIC COMMENT

There was no one from the Public registered to speak.

[13906](#)

Update of Building a Green Capital City Plan

**Attachments:** [Building a Green Capital City Status Report.pdf](#)  
[GreenCapitalReport\\_1.pdf](#)  
[Sustainable Transportation Chapter.pdf](#)  
[DRAFT Next Steps SDE Sustainability Plan.pdf](#)  
[Employment and Workforce Development Draft 03302010.pdf](#)  
[Natural systems - sustainability baseline resources vision action 100331-GR  
PlanningDesignEdited29mr10.pdf](#)  
[Recommendations Draft Economic Development3 27 10.pdf](#)  
[SDECarbEnergySynthesis033010.pdf](#)  
[SDEPrAffordabilitySocialEquityHealthCare100329.pdf](#)  
[DRAFT Next Steps SDE Sustainability Plan.doc](#)

**Sustainability Plan update:**

Plan re-draft will be ready for presentation at June 21st meeting. Editing team is developing executive summaries of each sustainability category section and will also draft overview document as part of plan. Consistency of tone, font and section elements are part of editorial review. After review of draft, public hearings will be planned to get more public input.

**Arts/Cultural Plan discussion**

Karin Wolf talked over new Cultural Plan process and also how arts can contribute to achieving all City goals, including sustainability goals. She and Karl are drafting Arts sustainability category section for Plan. Karl facilitated idea generation session on question. "What things could a sustainable community do to better support and engage, creative endeavors, artists and creative workers in Madison?" (See attached notes) Remainder of meeting was devoted to discussion around ideas generated by group. Notes on this session will be forwarded to Karin Wolf for inclusion in focus group materials being generated around Cultural Plan. Notes and ideas will be used in helping generate Arts section of Sustainability Plan.

**Key Themes**

Incorporate Arts into decisions to help City reach its goals and solve its problems  
Help create an Arts/Aesthetic ethos for the City  
Incorporate designers and artists early in the planning and development process  
Focus projects on the human experience—beauty and function are sustainable elements  
Engage artists in creating green infrastructure projects  
Remove or mitigate paperwork and funding impediments

**Detailed ideas generated by the Sustainable Design and Energy Committee  
5-17-10**

Increase household incomes in Madison so that there is more opportunity for arts patronage  
Ensure continued support for arts in public schools and curriculum  
Utilize public transportation (metro buses) as platform for poetry, creative writing  
Create a commitment to architectural quality for all public buildings and renovations--blend of local and international architects  
Relocate UW School of Architecture and Urban Planning to UW Madison

Arts to bring feeling of hope, options and safety into all segments of the community

Funding and space for arts to include voices in many locations without gentrification

Festivals of performance and art sustainability (ex. Hip hop, Proud Theater, Allied Community Theater)

Think of every stormwater project as a “water feature” (e.g., fountain, flow form) in the landscape

Engage artists in green infrastructure (e.g., stormwater management) projects

One percent funding (or more) of every public project toward purely artistic/aesthetic goals

Include an aesthetic (beauty--purely for human delight) criterion into every sustainability certification

Create living walls in prominent spaces

Transform large scale parking lots and other impervious surfaces into artistic displays

Create works that show the impact of many small items/actions when combined into larger whole

Encourage the use of natural materials in public art displays

Create works that represent the 4 system conditions of The Natural Step

Transform brown fields into areas for art

Convert support structures for alternative transit (bus shelters, bike racks, bike lanes/paths) into public art ‘venues’

Convert edges/fronts of parking structures into artist spaces

Use art as educational tool—not teaching art, but teaching sustainability, science, etc

How to draw on UW as an Arts resource?

For Sustainability Plan—use art to strengthen community and neighborhoods and to facilitate communication and share diverse experiences

For Sustainability Plan—use art as a solution to problems. Ask ourselves “how can art help us clean our lakes?” Etc.

For Sustainability Plan—use art to tell a story about sustainability

Use art/performance to encourage public participation (Portland Plan example)

Utilize the art and music departments at UW for regular performance schedules and opportunities

Continue and expand programming to promote film production

Hire/recruit graffiti artists to do public art

Use solar energy as art and integrate into the building and landscape design

Create affordable green housing for artists

Clean lakes—backdrop for artistic events on or near water

Build from Overture with sustainable transportation that brings citizens to and from Overture

Connections with schools and artistic community—internships for HS students, planting work for all students

Sustainable Arts Area-green facility or facilities that serve as host for artists, actors, dancers, poets, writers, etc. Best if all in central geographic location

Enhance use of Olbrich Garden’s sustainability features with DC children / students

Continue what we’re already doing at Madison Arts Program in Econ Dev. Department

Encourage quality artistic endeavors by showcasing best

Encourage ticket purchases at Overture

More grown-ups with expendable income in the urban center

Support open space/empty lot installations of art that promote sustainability

Support green art competitions judged by use of recycled/reused materials (e.g., Habitat Restore) for educational impact  
Provide a reuse warehouse for recycled objects for use by teachers and artists  
Solar collecting sculptures, band shelters, rooftops or public spaces  
Amend current Public Arts Field guide—public art program to move in sustainable direction  
Encourage affordable artists/vendor stalls in public market places  
Less paperwork for grant applicants  
Less reliance on hard, quantifiable data to justify arts funding.  
Arts=civilization (surplus or corn enabled Maya to build a rich culture)  
Explore European support (Germany) of arts  
More money for programming (2)  
Theme related competitions  
Science is a purely creative endeavor—Arts creatively illuminate what science has helped to discover  
Better understanding of arts subliminal long term effect  
More public art-less “jurying”  
Transient displays-arts on buses  
Community theater with room for amateurs  
Student displays –more opportunities  
Program that help boost artist from hobby to profession  
Programs that promote artists at all economic levels  
Programs that encourage entry level arts such as buskers  
Programs that encourage art with an environmental message  
Arts functions: Build community-exchange perspective-see it every day, not just as traditional gallery or stage—process for public participation, envision new/different ways of doing society—use recycled materials—express issues/concerns/joy  
Paid or coordinated volunteer actors publicly displaying “resource conserving” behaviors (targeted to change specific behaviors)  
Billboard project of youth perspective (showing their daily lives)  
Performance spaces in all parts of the city  
Gallery space on the sides of buildings. Models: Philadelphia, Northampton MA. Subsidize for space  
Structures as Art-examples, bus stops, park shelters  
Interview 300 people on “what does ‘green’ mean to you?” and allow artists to ‘show’ the comments in their art form  
“Best of Madison” for street artists/performers  
4 the TNS system condition-make more voices visible through art and performance  
Madison does good job with music-apply to other segments of arts  
More locally commissioned art  
Process for community created / design art  
Poetry in city. Model—Belfast Ireland  
Art (of all types) to envision what a sustainable community looks like  
Museum of science ideas fed from UW/WARF and University Research Park  
Live/work housing or shops for artists—ensure zoning allows it and incentivize or directly fund via City (2)  
Provide administrative help for artists—bookkeeping, marketing, networking opportunities  
In all City outreach, tie creative efforts to tourism explicitly  
Include designers and artists as integral to all sustainability initiatives, during and throughout conceptualization and development process  
Innovation challenges—focused on solving environment, economics and

social problems  
Innovation festivals  
Public art in all projects  
Budget money to support music scene in Madison  
Use art as a medium for sustainability education  
Arts Incubator-live/work spaces  
Use artist and designers to beautify all sustainable efforts  
Remove or decrease paperwork and funding  
Using art to help calm traffic (intersection repair)  
Look at environmental impact of materials used and help mitigate and raise awareness  
Using public art to help build change sense of place and neighborhood unity  
Art in empty store fronts  
Make a map of all public art  
Support artists to provide free art so all can access  
Clarify zoning issues regarding selling art from your house  
Recruit artists to help rehab vacant/ abandoned property in exchange for low rent/ purchase price  
Support arts in the schools  
Find recycled/reclaimed art  
Incorporate art elements into infrastructure...way finding, bus stops, lampposts, benches, murals, etc)  
"wandering minstrels" on State St. or on buses (see Austin program)  
Sponsor, commission art works for public spaces (Capital Square, for example)  
More kiosks around town to promote cultural events  
More jazz clubs—support and expand Jazz at Five

## **ADJOURNMENT**

A motion was made by Rhodes-Conway, seconded by Muench, to Adjourn at 6:00 PM. The motion passed by voice vote/other.