



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Approved MADISON ARTS COMMISSION

Monday, October 18, 2010

5:00 PM

215 Martin Luther King, Jr. Blvd.
Room LL-110 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Present: 7 -

Jose J. Madera; John Nicholas Schweitzer; Marsha A. Rummel; Celia A. Klehr; Norma M. Sober; Patricia Elson and Leslee J. Nelson

Absent: 2 -

Monica Groves Batiza and Thomas J. Farley

Excused: 2 -

Briony Jean Foy and Emily S. Robida

APPROVAL OF August 31, 2010 MINUTES

A motion was made by Elson, seconded by Madera, to Approve the August 31, 2010 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

Comments were all made during the BLINK discussion.

Tim Browning - 2223 Woodview Ct. Apt #12 53713, In support of his BLINK application
Chris Murphy - 1836 Frisch Rd. 53711 In support of his BLINK application
Nicholas Wynia - 307 S. Baldwin St. 53703 In support of his BLINK application
Tyanna Buie 509 N. Lake Apt 310 53703- In support of her Blink application

NEW BUSINESS

1. [19766](#) Briefing on Overture Center for the Arts

Tom Carto gave a briefing about the current governance structure of Overture and the proposed government ownership/private management model proposed for Council consideration.

(Sober) Q: Will the private non-profit that will run Overture will include the same members as the MCAD Board.

A: The 201 State Foundation will assume management with an independent and new board.

(Sober) Q: What changes in programming do you anticipate?

A: More promoter activity particularly in Capitol Theater. More non-performance events such as weddings and other business opportunities. We want to target more underutilization of Overture in the summer months. We may including a summer camp. The Tommy awards have been very successful, we'll continue widespread community participatory events such as this HS Musical competition.

(Rummel) Q: What is the vision for Overture? Where is the grass roots?

A: Our roots are getting deeper. The Wisconsin Bookfest, The Wisconsin Film Festival, UW Freshman 1st Night, Forward Music Festival, these community partnerships have all deepened in recent years. We envision Overture as a national destination. Madison is already branded as a creative place. Overture could make Madison the next Aspen.

(Sober) Q: What are the prospects for a capital campaign?

A: Whoever ends up with Overture will have to run one, definitely.

(Farley) Q: What is MAC's role?

A: You already offer many of our resident groups partner grants for their educational and outreach programs which we appreciate and hope to continue.

(Unattributed) Q: Could there be an exposition district formed with the Alliant Center?

(Klehr) Q: How will the private entity affect your resident tenants? Will the resident companies grow?

A: Yes, there is plenty of capacity.

(Klehr) Q: Is there an opportunity for more resident companies?

A: Yes

(Unattributed) Q: Will you raise the rent?

A: It wouldn't be helpful to significantly raise the rent. We anticipate raising the rent 1% per year.

Mr. Carto suggested commissioners go to the Overture website for more information about the future of Overture <http://overturecenter.com/future>

Discussion followed his presentation including a call from commissioners to hear from more resident and non-resident users of the facility as well as patrons. "Overture is a business operation and that is taking 'center stage'" said Commissioner Madera. Commissioners concluded that they represent the voices of artists and the arts community and they would like the opportunity to have that community inform the decision making process.

ROLL CALL

Present: 9 -

Jose J. Madera; Monica Groves Batiza; John Nicholas Schweitzer; Marsha A. Rummel; Celia A. Klehr; Thomas J. Farley; Norma M. Sober; Patricia Elson and Leslee J. Nelson

Excused: 2 -

Briony Jean Foy and Emily S. Robida

2. [20267](#)

October 2010 Blink Applications

Individual Blink applications were reviewed with public comment from the applicant immediately preceding a staff PPT presentation on each application. Votes were taken at the end of each presentation to determine if the project should be funded.

1) Tim Browning - "Ice Dog" (installation on Lake Monona. January 2011)

All approved.

2) Bob Kann - "Lest We Forget" - (Dressed as a Civil War soldier, Mr. Kann will appear and engage pedestrians with Civil War information. April 12 & 16, 2011)

Ayes: - Nick, Jose, Tom, Marsha

Noes: - Norma, Monica, Leslee, Patty, Celia

Failed

3) Chris Murphy - "Hide and Go Seek" (life-sized figures lit from within by LED lights placed along John Nolen Drive. March 2011 installation date)

All approved.

4) Nicholas Wynia - "Daysta"- - (Video installation project to be located in HS's within MMSD. Images will include footage and stills from Honduras in order to encourage students to discuss and inquire about cultural identity and the similarities and difference in education experiences across cultures.)

Ayes: - Celia, Marsha, Leslee, Tom, Jose, Nick

Noes: - Norma, Monica, Patty

Passed

5) Gabriel Pionkowski - V(void (installation of a sculptural object that is essentially wall with an opening through which people can pass. Lake Street. June 2011)

All approved.

6) Tyann Buie - Madison, A Glimpse (two-dimensional landscape using elements of screen-printing, collage, and paint on paper installed in an empty storefront window on State Street. April 2011)

All approved.

A motion was made by Elson, seconded by Sober, to Approve October 2010 Blink applications from Tim Browning, Chris Murphy, Nicholas Wynia, Gabriel Pionkowski, & Tyanna Buie with funding to be determined and voted on at the next MAC meeting. The motion passed by voice vote/other.

3. [20268](#) UW Year of the Arts Proclamation

A motion was made by Elson, seconded by Madera, to Approve forwarding a draft proclamation endorsing UW-Madison's Year of The Arts to the Mayor's Office and the Common Council. The motion passed by voice vote/other.

4. [20269](#) AFTA's Economic Prosperity Study

A motion was made by Elson, seconded by Sober, to Approve participation in the Americans for the Arts Economic Prosperity III Study contingent on acknowledgement/MAC logo being present on all printed material and Arts Program Administrator's capacity to staff the project. The motion passed by the following vote:

Excused: 2 -

Briony Jean Foy and Emily S. Robida

Ayes: 8 -

Jose J. Madera; Monica Groves Batiza; John Nicholas Schweitzer; Marsha A. Rummel; Celia A. Klehr; Norma M. Sober; Patricia Elson and Leslee J. Nelson

Noes: 1 -

Thomas J. Farley

5. [20270](#) Interdepartmental Communications Regarding MAC

Commissioners discussed the necessity to create a communication plan that will increase interagency awareness of MAC's role. Commissioners asked Administrator to work with the Chair, the Mayor's Office, and the Attorney's Office to draft communication plan and correspondence.

6. [20271](#) 2011 ARTspace Exhibitions

This item was Referred to a future MADISON ARTS COMMISSION meeting.

DISCUSSION ITEMS

7. [18785](#) July - December 2010 Press & Publicity

8. [17026](#) 2010 MAC Administrative Reports

ADJOURNMENT

A motion was made by Madera, seconded by Sober, to Adjourn at 7:15 p.m.
The motion passed by voice vote/other.