

**2012
Art in Public
Places Projects
APPLICATION**

Madison Arts Commission
City of Madison Department of Planning and
Community and Economic Development
Planning Division
215 Martin Luther King, Jr. Blvd., Suite LL-100
P.O. Box 2985, Madison WI 53701-2985
Phone: (608) 261-9134
Fax: (608) 267-8739
www.cityofmadison.com/mac



APPLICANT ORGANIZATION

Marquette Neighborhood Association - Scott Thornton, President

PROJECT CONTACT NAME AND TITLE

Sharon Kilfoy - Chairperson, MNA Art & Culture Committee

IS THIS CONTACT A STAFF PERSON WHO IS PAID FOR THEIR WORK WITH THE APPLICANT ORGANIZATION?

YES NO

IF NO, PLEASE DESCRIBE CONTACT'S STATUS WITHIN THE ORGANIZATION:

Volunteer

APPLICANT STREET ADDRESS / CITY / STATE / ZIP

% Wil-Mar Neighborhood Center, 953 Jenifer St, Madison, WI 53703

APPLICANT PHONE

266-5051

CONTACT PHONE

658-3736

APPLICANT EMAIL

sbthorton@gmail.com

CONTACT EMAIL

sharon@willyart.net

APPLICANT WEBSITE

www.marquette-neighborhood.org

GRANT AMOUNT REQUESTED: (MINIMUM \$7,000 AND MAXIMUM \$20,000)

\$20,000

APPLICANT MATCH (ENCOURAGED NOT REQUIRED):

CASH	\$20,000
IN-KIND	\$10,000
TOTAL MATCH	\$30,000

APPLICANT'S FISCAL YEAR 2012 ORGANIZATIONAL BUDGET:

Annual Programming Budget: \$40,825

See Attached for detailed budget document.

ELECTRONIC SIGNATURE (NAME) OF PERSON WHO CAN LEGALLY OBLIGATE THE ORGANIZATION

Scott B. Thornton

Application Questions:

1. What kind of public art project will be created for the site?
 Existing Work
 Site Specific Work That You Commission for the Space
 A Combination of Both Types of Work

2. If you will commission new work, within what fee range will you pay the commissioned artist(s)?

\$\$\$40,000 - \$50,000 including artist fee and materials
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3. Which of the following types of artists will you engage in this program?
 Established Artists
 Emerging Artists
 Both Established and Emerging Artists

4. Describe the proposed work of art and required materials:?

We are planning an iconic gateway sculpture fabricated from 1/8" - 1/4" steel pipe that will have the form of a found-art, yet elegant, tree.

5. What is the goal of your project?

Our goal for this project is - that art have a defining presence in our neighborhood - that a unique piece of sculpture offer a welcome to residents and visitors alike - and last-but-not-least, that traffic slow down.

6. What is the timeline for your project?

Phase One - completed by 12/2012 Phase Two - completed by 12/2013
--

7. Describe the professional experience of the proposed artist OR the process you will use to guaranty a highly qualified artist:

Erika Koivunen has worked for a decade as a full-time self-employed artist after an apprenticeship with the pre-eminent Wisconsin outsider artist Tom Every a.k.a. Dr. Evermore. Having done the majority of the welding on the beloved bird sculptures at Williamson & Paterson, she earned the title "Welding Wonder."
--

8. Describe the proposed site for this project and explain why it is appropriate for the work of art. How the work of art would enhance the location? :

The proposed site for the project - in the Willy St median across from the Gateway shops - was chosen by the MNA Traffic Committee during the recent Willy St road construction. This work will beautify an area that has cultural & historic significance not only to Madison, but to the entire state and region.

9. How will the work of art fit with neighborhood and City goals? :

That a neighborhood traffic committee would join forces with neighborhood arborists and decide that a tree made of 1/4" steel pipe would best solve a traffic-related problem puts about half a dozen of John Nolen's tenets in the Public Art Framework and Field Guide into practice. This project is the definition of art in city-building - that through the creation of an integral work of art, we further the MNA goal of "sustaining a spirit of neighborhood" which will "mark for all time the entrancing history of this fine old state and its steadily unfolding civilization."

10. How long do you anticipate the project lasting (number of years)?

We anticipate the project lasting 2 years.
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11. How will you know this project is successful?

We will know that the project is successful because it will serve as inspiration for more art in our neighborhood, because it will create an enhanced sense of place, and because it will cause motorists, bicyclists and those on foot to take their time.

12. How do you plan on contextualizing the artwork for the casual passerby? (for example - downloadable podcast or info on website, artist statement available someplace nearby, etc.)

We plan to have an app welded into the base of the sculpture that will take the casual passerby as well as the aficionado to the MNA web-site and the Friends of Historic Third Lake Ridge web-site. The creation of a downloadable podcast is also being considered.

13. What maintenance costs do you anticipate in the course of the work's life and what is your plan to pay for them?

The artist anticipates no structural maintenance and minimal façade maintenance, therefore we are hoping to have minimal maintenance costs during the life of the sculpture. The birds at Paterson St have been there since 2001 and reportedly have required no maintenance. A non-essential coating was applied at some point and perhaps we'll decide to do the same. None-the-less, we feel it is prudent to establish a fund for annual inspections, landscape maintenance and un-anticipated costs associated with the sculpture should they arise.

14. What is your plan for the work's end of life?

Steel is meant to last, and it is possible that this sculpture will outlast us all. If, at some point, though, it becomes irreparably damaged, it will be demolished, recycled, and hopefully enjoy a new incarnation.

Marquette Neighborhood Association
Proposed 2011-12 Budget
October 20, 2011

Expense Item	2010-11 Program Budgets	2010-11 Actuals	2011-12 Program Budgets	Description
Investing in our Youth				
Wil-Mar Neighborhood Center	10,500	10,500	10,500	Youth Programming
East Side Express	6,500	9,140	9,000	Canoeing and Other Summer Programming for Kids
Events Coordinator	2,000	2,000	2,000	Bob Queen's work on festivals and Eastside Express
Youth Mentoring	4,000	4,000	4,000	Common Wealth's Youth Mentoring Program
Marquette Elementary	1,000	1,000	1,000	Spelling program or other school programming.
Peat Piper Scholarships - (1000, revised to 2000)	2,000	2,000	1,500	Scholarships to graduating high school seniors with strong ties to the neighborhood.
Madison East After Prom Party	-	200	-	
Communication and Education				
Gazette	2,200	2,200	2,200	Willy Street Co-op/MNA/Common Wealth Newsletter
Neighbor Awards	15	-	-	Awards given at annual meeting. (Donated)
Beautification and Enhancement of the Neighborhood				
Willy Street Park (250, revised to 750)	750	750	1,250	Contribution towards the Park's Insurance (\$250) & \$1000 one time for taxes. Prior year included 2-years of catch-up (3 x \$250).
Blair Street Gardens	150	150	150	Purchase of plant bulbs
Stone Bench Landscaping	800	800	1,000	Weeding and upkeep of the east-end MNA gateway marker.
Orton Park Landscaping	250	250	-	One-time request in 2010
O'Keefe Gardening	100	-	-	
Friends of Orton Park	500	500	-	Repairs to Orton Park - request in 2010
Neighborhood Parks and Gardens Projects			1,500	Neighborhood Parks and Gardens Fund, RFP process. Incorporates amounts requested for Orton Park and O'Keefe.
Neighborhood Enhancement Grants	3,000	3,000	4,000	Neighborhood Enhancement Grants and Projects, \$3000 RFP, \$1000 discretion of board.
Administration				
Professional Service Fee	1,000	75	575	Accounting and bookkeeping. \$500 stipend for Treasurer.
Board Insurance			900	Board insurance.
Office Supplies	50	-	-	Consolidated below.
Service Charge Expense	50	-	-	Consolidated below.
Admin/Office Supplies/Printing/Copying	850	804	950	Consolidated MNA Admin/Outreach expense
Postage/Shipping	400	405	300	MNA Administrative and Outreach expense
Miscellaneous				
Miscellaneous		194	-	Chili Dinner permit 76, Other misc. 68.50
GWABA - Willy Street Lives		650	-	One-time amounts in excess of \$1000 raised at Chili Dinner
TOTAL	\$ 36,115	\$ 38,618	\$ 40,825	Expenditures Excluding Festivals

Revenue Item	2010-11 TOTAL	2010-11 Actuals	2011-12 Programs
Festival Proceeds *	31,000	55,681	49,000
Memberships	500	860	500
Chili Dinner	1,000	1,894	1,500
Interest	100	216	100
General Donations	100	1,128	2,000
Other Income	-	-	-
TOTAL	32,700	59,778	53,100
Increase in Net Assets	(3,415)	21,160	12,275
Net Assets (Reserve)	\$ 29,757	\$ 50,917	\$ 63,192

Neighborhood Festivals				
Waterfront Festival Revenue	55,000	79,561	80,000	
Orton Park Festival Revenue	57,000	87,600	80,000	
Waterfront Festival Expense	(40,000)	(50,473)	(50,000)	Average cost of event
Orton Park Festival Expense	(40,000)	(60,007)	(60,000)	Average cost of event
Festival Beverage Service	(1,000)	(1,000)	(1,000)	Crystal Corner's Festival Beer Sales Stipend
Festival Proceeds *	31,000	55,681	49,000	

**Marquette Neighborhood Association
Williamson Street Public Art Concept
Capital Campaign
October 20, 2011**

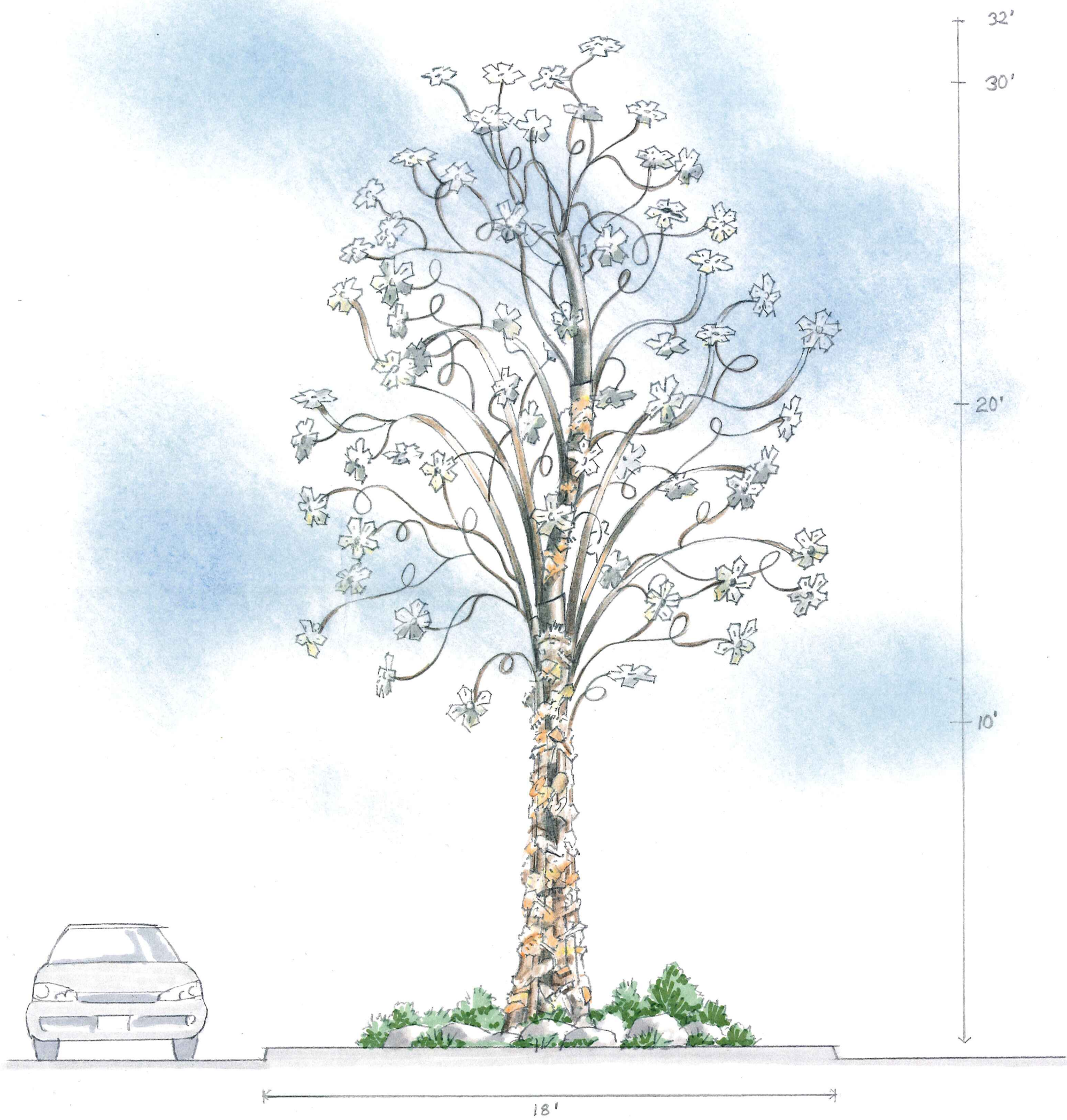
Williamson Street Public Art Concepts:

	<u>Goal</u>
Gateway Project	\$ 40,000
<p>600 Block Williamson - Create a significant piece that will welcome everyone to this unique Madison neighborhood. Local metal artist Erika Koivunen has done several sculptures for the Madison area that have become iconic, including "Dreamkeepers," the two large birds on Patterson Street with her mentor, Tom Every (Dr. Evermor), and "Growing in Knowledge," a pair of garden gates for Midvale Community Gardens</p>	
Historical Markers	\$ 10,000
<p>To mark sites of historical significance along Williamson Street, in order to both educate the public and create beautiful historic or interpretive signs as works of public art.</p>	
Poetry in Sidewalks	\$ 5,000
<p>Project underway - While sections of Williamson Street are being redone and new sections of sidewalk are being poured, it is a great opportunity to create lasting sidewalk public art installations. Madison Poet Laureates and Joel Gersmann of Broom Street Theater.</p>	
Murals on Private Development	\$ 20,000
<p>Inviting private property owners to place murals on the sides of their businesses.</p>	
Other Opportunities	\$ 5,000
<p>Other opportunities that arise could also be taken advantage of for public art on Williamson Street. The City of Madison supports a number of talented artists whose contributions could provide aesthetic beauty for years to come. Benches, planters, bike racks, etc.</p>	
Administrative Fund	\$ 5,000
<p>Administrative costs associated with capital campaign.</p>	
Endowment Fund	\$ 15,000
<p>Maintenance of gateway sculpture and other pieces.</p>	
Total Goal	<u>\$ 100,000</u>



Williamson Street Gateway - The Lost and Found Tree (Working Title)

Art In Public Places Grant Application





**Art in Public Places 2012
Marquette Neighborhood Association
Supplementary Materials**

1. Rendering of Williamson Street Gateway Sculpture



Presentation: <http://prezi.com/czygqi1ajmme/williamson-street-gateway-project/>

2. Advisory committee:

- **Tom Every A.K.A. Dr Evermore** – Sculptor – supplying technical advice
- **Sharon Kilfoy** – Director, Williamson Street Art Center – supplying grant writing, permitting, organizational and artistic management and advice
- **Erika Koivunen** – Sculptor – supplying technical and artistic direction and advice
- **John Martens** - Owner, Martensdesign – supplying concept, design and technical advice
- **Bill Scanlon** – Lawyer – providing legal and organizational management and advice

**Art in Public Places 2012
Marquette Neighborhood Association
Supplementary Materials – Continued**

- **Scott B. Thornton** – President, Marquette Neighborhood Association, Executive Policy and Budget Manager, Wisconsin Department of Administration – providing organizational management
- **Todd Jensen** – Vice President, Marquette Neighborhood Association, Tax Credit Specialist, Wisconsin Economic Development Corporation
- **Cheryl Solaris** – Treasurer, Marquette Neighborhood Association, Accountant, TDS
- **Gary Tipler** – Design Professional / President, Friends of Historic Third Lake Ridge – providing artistic and historic management and advice
- **Bruce Woods** – Landscape Architect
- **Karin Wolf** – City of Madison Arts Coordinator – providing management and technical advice

3. Letter of support for property owner.

Application filed for Permissions in Street. See also support letter from City of Madison Engineering and Alder Marsha Rummel.

4. Letter of support from partnering organization.

Marquette Neighborhood Association Letter attached.

5. IRS determination letter.

Determination letter granting 501(c)(3) status is attached.

6. Supplementary material:

Evidence of permission to site the public art in your proposed location:

Letter from City Engineering Staff, Christy Bachman, attached.

Evidence you have strong neighborhood support:

Discussions regarding a gateway sculpture for the Marquette neighborhood began in 2010 when neighborhood residents and business owners began to meet regularly at the Wil-Mar Neighborhood Center regarding the Williamson Street reconstruction process. Prior to that time, residents had successfully petitioned the city and our alder to postpone construction.

By the fall of 2010, it had become apparent that reconstruction had to begin in 2011 for a variety of reasons. One of the reasons that many participants had wanted to delay the process as long as possible was to have time to develop a comprehensive public art plan for the neighborhood. Construction needed to move forward and we stepped up our plans to bring more public art into the neighborhood, too. In the fall of 2010, residents began to meet

Art in Public Places 2012
Marquette Neighborhood Association
Supplementary Materials – Continued

regularly with Jim Wolf of the city engineering department. The possibility of public art at the entrance to the Willy St neighborhood was discussed then with Jim and other city engineers who were enthusiastic about the concept.

In early 2011, Archie Nicolette of the city planning department met with the Willy St reconstruction group. He, too, was enthusiastic about a gateway sculpture. Archie presented a "concept design" to the group in March 2011 for a gateway sculpture. The Willy St reconstruction coalition had by then formed into 3 distinct groups – those concerned with: traffic, art and trees. Interestingly, all 3 groups rallied around the idea of an entryway sculpture in the form of a tree.

One of the main objectives in having a gateway sculpture at the point where motorists enter the neighborhood at John Nolen Drive was to get them to slow down as they drive down Willy St. Residents were aware of the successful use of sculpture as a traffic calming initiative in other locations. Projects using sculpture to calm traffic were found in Casa Alegre New Mexico, Sacramento California, Dublin Ireland, St Paul Minnesota, Newport Rhode Island and Tempe Arizona. We even found an example of sculpture being used to calm traffic at airports.

By summer 2011 we had contacted Scott Thornton of the Marquette Neighborhood Association and Karin Wolf from the Madison Arts Commission regarding our plans for more neighborhood art. In August Karin helped draft a formal document detailing the various art initiatives we were developing. With Scott's assistance our group formally became the Marquette Neighborhood Association Art & Culture committee. Original members Sharon Kilfoy and John Martens, both design professionals living and/or working in the Marquette neighborhood, were joined by others with legal, landscaping and fundraising expertise.

By summer 2011 sculptor Erika Koivunen had been approached regarding the entryway sculpture. Erika already had successfully completed major large-scale sculpture in the neighborhood and seemed a perfect fit due to her interest and abilities to use scrap metal (some of which was being generated by the reconstruction of the street) and her willingness to participate in a community process in all phases of her work.

At the general membership meeting of Marquette Neighborhood Association in October 2011, selection of Erika as the partner artist for the MNA sponsored gateway sculpture was unanimously approved by the MNA membership. Also at that meeting a potential budget of \$100,000 for public art was approved by the general membership, although no MNA funds were directly committed at that time. Erika presented a maquette of her work which has been displayed widely. A give-and-take process between Erika and the neighborhood residents has taken place throughout the process. Erika

**Art in Public Places 2012
Marquette Neighborhood Association
Supplementary Materials – Continued**

has even been willing to modify the scale of her work depending on our ability to successfully fundraise.

There is strong evidence of our ability to successfully raise the funds necessary for this piece. During the summer of 2011, the MNA Art & Culture Committee sponsored the installation of poetry in the sidewalks which were being newly poured due to the reconstruction of Willy St. Karin Wolf helped fast-track the process and funds were quickly raised within the neighborhood to cover expenses. Right now the neighborhood is hosting an internationally acclaimed graffiti artist to paint a large-scale mural on a Willy St business. Funds for that project, too, are being raised solely within the neighborhood.

Evidence the alderperson supports the project:

Letter from Alder Marsha Rummel attached.

Evidence of communication with Arts Program Administrator:

Karin Wolf has been instrumental in helping our group develop all of the various art initiatives we are pursuing. She has assisted in a big-picture way by helping us develop a comprehensive plan. She has assisted on numerous details by offering technical advice and helping us track down people with practical solutions to help make our dreams realities. Some weeks we have been in communication with Karin on almost a daily basis.

Evidence of a partnership with artist:

See contract between Marquette Neighborhood Association and Erika Koivunen, attached.

Plans to acquire appropriate insurance:

Working with Neckerman Insurance for liability coverage. Expected to be approved as soon as July 19th board meeting.

Plan to acquire sufficient funds to complete the project:

We would like to build a gateway sculpture that is as big and glorious as possible. We see this sculpture as not only what will welcome residents and visitors alike – we see it also as a link between the Marquette neighborhood, the capitol, and thus the entire state.

We are determined to acquire sufficient funds to complete this project. On our committee are design professionals who have completed major works of art and who have completed complicated restoration and architectural projects. We also have committee members with fundraising expertise who

**Art in Public Places 2012
Marquette Neighborhood Association
Supplementary Materials – Continued**

have helped us craft a plan that includes pursuing a combination of public and private funds.

The Marquette Neighborhood Association (MNA) membership has approved a capital campaign of \$100,000 to support the Williamson Street Public Art Concept which includes the Williamson Street Gateway Sculpture. The MNA is committed to fund raising through events (e.g. Williamson Street Art Center Open House, August 19 dinner at Madison Sourdough), festivals (Orton Park Festival Art Auction), grants, individual and corporate donations. The grant application before you is an important part of our capital campaign.



Scott Thornton <sbthornton@gmail.com>

Public Art Project for the 600 Block of Williamson Street

Rummel, Marsha <district6@cityofmadison.com>

Thu, May 31, 2012 at 10:24 PM

To: "Lund, Jerry" <JLund@cityofmadison.com>, Scott Thornton <sbthornton@gmail.com>

Cc: "Wolf, Karin" <KWolf@cityofmadison.com>, "Frese, Jennifer" <JFrese@cityofmadison.com>, "Wolfe, James" <JWolfe@cityofmadison.com>

Jerry-

Please list me as sponsor once you have the app and info you need to write the resolution for council adoption.

Thanks to all for your work on this project.

Marsha

From: Lund, Jerry**Sent:** Wednesday, May 30, 2012 11:55 AM**To:** 'Scott Thornton'**Cc:** Wolf, Karin; Rummel, Marsha; Frese, Jennifer; Wolfe, James**Subject:** RE: Public Art Project for the 600 Block of Williamson Street

[Quoted text hidden]



Board of Directors

Scott B. Thornton, President	Carl Durocher
Todd Jensen, Vice President	Corey Gresen
Cheryl Solaris, Treasurer	Michael Jacob
Mike Soref, Secretary	Julie Spears
Tom Boos	Anne Walker
John Coleman	

** Via E-mail **

July 8, 2012

Madison Arts Commission
c/o Karin Wolf, Madison Arts Coordinator

Dear Members of the Madison Arts Commission -

The Marquette Neighborhood Association (MNA) is excited to be moving forward with our Williamson Street Public Art Concept developed by the neighborhood with the help of Madison Arts Coordinator Karin Wolf. We are pleased to have before you an application for city funding for the Gateway Sculpture that is an integral part of our art plan.

The Gateway Sculpture is part of a comprehensive plan for art in the Williamson Street corridor. The concept plan includes Poetry in Sidewalks, Murals on Private Structures and Historical Markers. The Poetry in Sidewalks initiative successfully placed 4 poems in the fall of 2011 along Williamson Street including 3 by the city's past and present (at the time) poet laureates. This past Friday, we had a dedication for our first mural, by Brazilian artist Panmela Castro on the West wall of the Willy Street Co-op. The mural project was a partnership between MNA, the Williamson Street Art Center, and of course the Willy Street Co-op but for which we would not have had such a prominent wall. We are very excited to see the Gateway Sculpture project by local independent artist Erika Koivunen move forward. The sculpture is our most ambitious project.

The MNA formed an Art and Culture Committee in 2011 and received support from our membership in October, 2011 on a \$100,000 capital campaign for the Williamson Street Art Concept. The grant application before you is an important part of our capital campaign.

I hope that you are as excited as we are about the public art concept for the Williamson Street corridor and especially the gateway sculpture that we have proposed for the 600 block of Williamson Street.

Sincerely,

Scott B. Thornton, President
On behalf of the Board of Directors
Marquette Neighborhood Association

Cc: MNA Board of Directors

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **APR 20 2010**

MARQUETTE NEIGHBORHOOD ASSOCIATION
C/O SCOTT THORNTON
1104 JENIFER ST
MADISON, WI 53703

Employer Identification Number:
20-1926852
DLN:
300039016
Contact Person:
ANGELA M BENDER ID# 31162
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
September 30
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
October 27, 2008
Contribution Deductibility:
Yes
Addendum Applies:
Yes

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

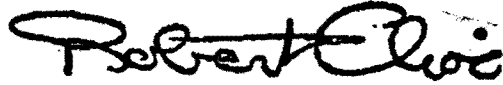
Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

MARQUETTE NEIGHBORHOOD ASSOCIATION

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in black ink that reads "Robert Choi". The signature is written in a cursive style with a large, prominent initial "R".

Robert Choi
Director, Exempt Organizations
Rulings and Agreements

Enclosure: Publication 4221-PC

MARQUETTE NEIGHBORHOOD ASSOCIATION

ADDENDUM:

Exemption under IRC section 501(c)(4) is recognized as of October 12, 1979 your formation date to October 27, 2008, the effective date of your exemption under IRC Section 501(c)(3). Contributions are deductible as of October 27, 2008.



Department of Public Works
City Engineering Division

Robert F. Phillips, P.E.
City Engineer

City-County Building, Room 115
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703
FAX 608 264 9275
www.cityofmadison.com

608 266 4751

Assistant City Engineer
Michael R. Dailey, P.E.

Principal Engineers
Christina M. Bachmann, P.E.
John S. Fahrney, P.E.
Gregory T. Fries, P.E.
Christopher J. Petykowski, P.E.

Facilities & Sustainability
Jeanne E. Hoffman, Manager
James C. Whitney, A.I.A.

Operations Manager
Kathleen M. Cryan

GIS Manager
David A. Davis, R.L.S.

Financial Officer
Steven B. Danner-Rivers

Hydrogeologist
Brynn Bemis

May 30, 2012

Madison Arts Commission
215 Martin Luther King, Jr. Blvd.
Suite LL-100
Madison, WI 53701-2985

Dear Commissioners:

The Marquette Neighborhood Association is applying for an art grant from the Madison Arts Commission for the installation of a gateway sculpture by Erika Koivunen in the 600 block of Williamson Street. Please consider this letter as a strong endorsement of their application.

The City of Madison Engineering Division reconstructed Williamson Street in 2011. The Marquette Neighborhood Association and several of their members helped facilitate numerous meetings to gather public input and support for the project.

Early in the design process there was strong support to include public art within the Williamson Street corridor. The median within the 600 block of Williamson Street was selected as a potential location for public art. The street construction project has since been completed and the neighbors continue to seek funds to complete the art component of the plan.

I encourage the selection committee to carefully consider the Marquette Neighborhood Association's application and fully fund it.

Sincerely,

Christy M. Bachmann, P.E.
City of Madison Principal Engineer



Office of the Common Council

Ald. Marsha Rummel, District 6

Room 417
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703-3345
PH 608 266 4071
FAX 608 267 8669
district6@cityofmadison.com

July 1, 2012

Madison Arts Commission
P.O. Box 2985
Madison, WI 53701

Dear Arts Commission Members:

The near Eastside is the city's historic home for many artists and their studios. I have been working at encouraging this rich tradition for several years. We now have a great opportunity to place public art in the gateway to the Marquette Neighborhood in the form of a recycled metal sculpture assembled and welded by local scrap metal artist Erika Koivunen. The addition of this art will further identify the Eastside as a fun, funky and welcoming arts destination. It is an ambitious undertaking, and I hope the Madison Arts Commission can play a role in making this possible with the Art in Public Places grant. I know you will have many worthy applications and, from experience, I know you try to help as many artists as you can. But I hope you will consider granting the full amount requested to this project. I support this project 100%. Let's make lasting history together.

The gateway sculpture is part of a larger effort to add public art to the Eastside. After my election in 2007, I was appointed to the Central Park Design and Implementation Committee and to the Garver Feed Mill Re-Use Committee. Dr. Evermor's giant metal birds on Paterson Street have inspired me since their installation in 2003. As a newly elected alder, I decided I would love to try to get more of his sculptures into Central Park. After discussing this idea with countless people, my idea evolved into creating an Art Path following the Capital City Trail bike path from Law Park to Garver (and the proposed arts incubator). At my request, Bill Bauer, the now retired landscape architect in the Parks Division, studied where we could locate public art. He prepared the Art Path walk that stretched all the way from Blair Street to Royster-Clark using Eastside bike paths and City greenways. He identified 18 locations for public art. This proposed path was adopted as an Appendix to the Central Park Master Plan in January 2009. As we moved into the second phase of planning for Central Park, I think my enthusiasm for public art encouraged City planning staff to include a public artist in the RFP for the planning process. The final plan for Central Park was amended in 2011 to include the public art approach of Lorna Jordan, Seattle based environmental artist and our selected consultant. Her vision for Brearly Square incorporates our geographic, Native American and railroad/industrial history into the design of the park.

When the Marquette Neighborhood went through the public participation process for the reconstruction of Williamson Street in 2010, we came up with many ideas to humanize the

July 2, 2012

Page 2

street and incorporate green infrastructure elements that were ultimately included in the project plan. Residents also came up with some brilliant ideas. The first was narrowing the street 4' from Blount to Baldwin which increased the terrace right of way, protected street trees and created opportunities for amenities like outdoor cafes and bike racks. The other big idea was to add public art wherever we could. Engineering staff had broached the idea of a gateway element at the entrance to the neighborhood, and this idea was quickly accepted. It didn't take long before Erika Koivunen's name came up as the perfect artist for this project. Marquette Neighborhood Association convened a Public Art Committee in order to facilitate efforts and work began to install poetry in sidewalks during construction last September. Members of the committee have been engaged in a variety of community arts efforts and because of their work and of so many others, the Marquette Neighborhood has a real sense of place that helps make Madison unique. The gateway sculpture will become an instant icon.

I got to know Erika Koivunen through a mutual friend and was thrilled several years ago when we were able to partner with Parks and neighbors by B.B. Clarke Beach to get several of her fabulous custom made benches into the park. It seems fitting that she assisted Doc with welding the Dreamkeeper birds, then created the benches and now will assemble and install the gateway sculpture on the 600 block of Williamson Street. I may not be able to fulfill my dream of getting more of Doc Evermor's sculptures to Madison, but I will be thrilled to start the Art Path with Erika's work and continue spreading her art on the Eastside.

Thanks for your consideration and for all you do,

A handwritten signature in black ink that reads "Marsha Rummel". The signature is fluid and cursive, with a long horizontal stroke at the end.

Marsha Rummel
Alder, District 6, City of Madison

The Scanlon Law Office

To Further CreativitySM

The Arts and the Law

Law for Business Aspects of the Arts

Copyright, Copyleft, Trademark and Other Intellectual Property Law

Cyberlaw

Freedom of Expression Law

July 4, 2012

Erika Koivunen
The Butterfly Jester Company
536 Algoma Street
Madison, Wisconsin 53704

RE: MNA - Koivunen Agreement Concerning Gateway Sculpture Project

Dear Erika:

Please find enclosed for your records a copy of the above-referenced Agreement as signed by the parties.

Very truly yours,



William J. Scanlon

Enclosure

c: Scott Thornton, MNA

**616 South Ingersoll Street
Madison, Wisconsin 53703, USA
608-294-1141 wjs@scanlonlaw.com**

**Agreement between
Marquette Neighborhood Association, Inc. and Erika Koivunen**

Marquette Neighborhood Association, Inc., a not-for-profit corporation of Wisconsin located at 953 Jenifer Street, Madison, Wisconsin ("MNA"), and Artist Erika Koivunen, a sole proprietor doing business as The Butterfly Jester Company and residing at 536 Algoma Street, Madison, Wisconsin ("Koivunen"), hereinafter collectively "Parties," are entering into this Agreement for creation by Koivunen of a Gateway Sculpture for the Marquette Neighborhood on Williamson Street in the Neighborhood.

1. The "Project" undertaken by the Parties under this Agreement shall consist of all aspects, including without limitation fundraising, securing required governmental approvals, acquiring materials, obtaining engineering advice and services for, maintaining safe conditions at the site of, obtaining and maintaining insurance at prudent levels for and during creation of, and designing, creating, constructing and completing a Gateway Sculpture ("Sculpture") in the median in the 600 block of Williamson Street. The Sculpture will resemble a tree, be constructed above its base mostly with pieces fashioned by or under the supervision of Koivunen from scrap metal, and have, from street level, a height the Parties shall mutually determine that will be between 20 feet and about 30 feet. The Parties intend that the Project be completed by June 30, 2014.
2. The Parties will work cooperatively throughout Project. The creative and artistic aspects of the Project, including without limitation design of Sculpture, selection of materials for Sculpture, creation from such materials of pieces for Sculpture, and construction of Sculpture, shall be under Koivunen's direction. Throughout Project Koivunen shall work with MNA to provide opportunities for safe involvement of residents of the Marquette Neighborhood in providing materials for creation of pieces for Sculpture, creating such pieces, and designing and constructing Sculpture. Throughout Project Koivunen shall provide information and materials, such as photographs, drawings, model sculptures, and model and actual pieces for Sculpture, and make appearances to a reasonable extent to assist MNA with fundraising for Project, securing governmental approvals for Project, making assessments of the costs of Project, and doing other things to facilitate successful completion of Project.
3. Unless terminated earlier as provided herein, this Agreement will be effective from its effective date (later of the dates of its execution by the Parties) until Koivunen has completed her work on the Sculpture.
4. In her work in connection with the Project, Koivunen is and will be an independent contractor and not an agent or employee of MNA, will pay all taxes as required by law that may become due in connection with her or her agents' or employees' work in connection with Project, and will maintain for her work on Project adequate insurance for herself and agents or employees she may have work with her in connection with Project.
5. MNA will maintain adequate insurance for itself, and its members, directors, agents and employees, for its and any of their involvement with and work on or in connection with Project.
6. Koivunen shall hold MNA harmless against all third parties' claims and liabilities arising from any act or failure to act of Koivunen or any of her agents or employees in connection with Project and shall reimburse MNA for court costs, witness fees, reasonable attorney fees, and damages it incurs as a consequence of any such claim or liability. MNA shall hold Koivunen harmless against all third parties' claims and liabilities arising from any act or failure to act of MNA or any of its members, agents or employees in connection with Project and shall reimburse Koivunen for court costs, witness fees, reasonable attorney fees, and damages it incurs as a consequence of any such claim or liability.

7. The Parties anticipate that the total cost to MNA for Project ("total cost to MNA"), for materials, fees and expenses paid to Koivunen, governmental approvals and insurance during Project, and other items, for completion of Project, will be between \$40,000 and \$60,000, with the total depending in significant part on the final height and other dimensions of Sculpture. The Parties will mutually determine the final height and other dimensions of Sculpture and total cost to MNA. MNA shall be solely responsible for raising funds to cover total cost to MNA, although Koivunen shall cooperate to a reasonable extent with MNA in MNA's endeavors to raise such funds. Until the Project is completed, MNA shall at least once each calendar quarter report to Koivunen the amount of funds it has raised and has on hand to cover total cost to MNA.

8. The Project shall have three phases. The first phase shall run from the effective date of this Agreement until December 31, 2012. The Parties estimate MNA will spend \$20,000 on the Project during the first phase. During this first phase:

A. No later than September 1, 2012, insurance coverage as required by Paragraphs 4 and 5 of this Agreement shall be effective.

B. MNA shall apply for City of Madison and all other governmental approvals required for siting and constructing Sculpture.

C. MNA shall raise at least \$20,000 of total cost to MNA.

D. MNA and Koivunen shall agree on the final height and other dimensions of Sculpture

E. Koivunen and MNA shall determine, subject to City of Madison or other governmental reviews or approvals that are required, the location and area of the site, in the median of the 600 block of Williamson Street, where the Sculpture with its final height and other dimensions agreed to in accordance with Subparagraph 8(D) will be located.

F. Koivunen shall determine, with appropriate engineering assessment and advice and City of Madison or other governmental reviews or approvals that may be required, requirements and costs for adequate footings and the like for construction of the Sculpture at its site agreed to in accordance with Subparagraph 8(E) with its final height and other dimensions agreed to in accordance with Subparagraph 8(D).

G. After the steps specified in Subparagraphs 8(D)-(F) have been completed, the Parties will mutually determine the Project's total cost to MNA.

H. Koivunen shall acquire scrap metal and other materials to be assembled into pieces from which the Sculpture will be constructed and may begin assembly of such pieces. In carrying out this process, Koivunen shall work with MNA to provide opportunities for safe involvement of residents of the Marquette Neighborhood in providing materials for creation of pieces for Sculpture and creating such pieces and designing Sculpture.

I. MNA shall pay Koivunen, based on invoices provided MNA by Koivunen initially on or after July 1, 2012 and no more frequently than monthly thereafter, to cover during the period covered by and specified by Koivunen in the invoice: (1) Koivunen's time reasonably spent on Project (including without limitation not only time making, designing or planning Sculpture or acquiring materials for Sculpture but also time conferring with MNA, assisting MNA with fundraising, and assisting MNA in securing governmental approvals) at the rate of \$65.00/hour; and (2) costs reasonably incurred by Koivunen in connection with Project, including but not limited to (a) costs of materials in Koivunen's inventory taken for, or costs of purchasing and acquiring materials for, Sculpture (including reasonable travel or transportation costs) and assembly from such materials of pieces for Sculpture; (b) costs for engineering advice and

services; and (c) costs for services of others which Koivunen reasonably hires, employs or confers with in connection with Koivunen's work on Sculpture or otherwise in connection with Project. MNA's payments to Koivunen in accordance with this subparagraph shall be made from total cost to MNA within thirty (30) days of Koivunen providing an invoice. The first invoice provided MNA by Koivunen under this subparagraph shall include not only Koivunen's time spent and costs incurred beginning with the effective date of this Agreement and ending with the invoice date but also (1) twelve (12) hours of time at the rate of \$65.00/hours deemed to have been spent by Koivunen on the Project prior to the effective date of the Agreement and (2) all costs reasonably incurred by Koivunen prior to the effective date of the Agreement in connection with Project, including but not limited to costs of materials in Koivunen's inventory taken for, or costs of purchasing and acquiring materials for, Sculpture (including reasonable travel or transportation costs) or model sculptures for demonstration or fundraising, and for assembly from such materials of pieces for Sculpture or model sculptures. Koivunen shall keep for five (5) years records to substantiate amounts set forth in invoices submitted to MNA in accordance with this subparagraph. Koivunen shall, no more than once every six (6) months during the term of this Agreement and for a period of one (1) year after such term, make such records available to MNA for inspection during Koivunen's regular business hours on ten (10) days prior written request by MNA.

J. Materials for the Project and pieces for Sculpture made from such materials for which MNA has paid Koivunen, in accordance with Subparagraph 8(I) or otherwise, shall be property of MNA. Unless required otherwise by MNA, such materials and pieces shall be in Koivunen's possession. Koivunen may purchase back from MNA, at the prices MNA paid Koivunen for them, such materials and pieces that are not incorporated into Sculpture at conclusion of Project whether by completion of Sculpture or otherwise. Koivunen's purchase back of materials and pieces in accordance with this subparagraph must be within three (3) months of conclusion of Project.

9. The second phase of the Project shall run from January 1, 2013 until August 31, 2013. The Parties estimate MNA will spend \$10,000-\$20,000 on the Project during the second phase with the amount depending on the final height and dimensions of Sculpture (Subparagraph 8(D)) and the Project's total cost to MNA (Subparagraph 8(G)). During this second phase:

A. MNA shall obtain City of Madison and all other governmental approvals required for siting and constructing Sculpture.

B. MNA shall raise at least \$10,000 of Project's total cost to MNA.

C. Koivunen shall direct preparation of the site for the Sculpture for construction of the Sculpture. This preparation shall include installation of adequate anchoring and footings.

D. After the step specified in Subparagraph 9(C) has been completed, the Parties will reevaluate the Project's total cost to MNA and, if necessary, mutually redetermine this cost.

E. Koivunen shall, if necessary or appropriate in her judgment, continue to acquire scrap metal and other materials to be assembled into pieces from which the Sculpture will be constructed and, if not begun in the first phase, will begin assembly of such pieces. In carrying out this step, Koivunen shall work with MNA to provide opportunities for safe involvement of residents of the Marquette Neighborhood in providing materials for creation of pieces for Sculpture and creating such pieces and designing Sculpture.

F. Subparagraphs 8(I) and (J) shall continue in effect.

10. The third phase of the Project shall run from September 1, 2013 until the Sculpture is completed which the Parties intend will be before June 30, 2014. The Parties estimate MNA will spend during this phase what was not spent in the first and second phases of the Project's total cost to MNA as possibly redetermined in accordance with Subparagraph 9(D). During this third phase:

A. MNA shall raise the balance of the Project's total cost to MNA, as possibly redetermined in accordance with Subparagraph 9(D), that it did not raise during the first and second phases.

B. Subparagraph 9(E) shall continue to apply.

C. Subparagraphs 8(I) and (J) shall continue in effect.

D. Koivunen shall complete the Sculpture. In carrying out this step, Koivunen shall work with MNA to provide opportunities for safe involvement of residents of the Marquette Neighborhood in designing and constructing the Sculpture.

11. The Sculpture shall be owned by MNA subject to any restrictions applicable to such ownership because of the Sculpture's location or any funding of the Sculpture from governmental sources.

12. Copyright as well as rights to attribution and integrity in the Sculpture are owned by Koivunen. Under the copyright, Koivunen hereby grants MNA a worldwide, royalty-free, non-exclusive license without right to sublicense to make or have made, reproduce or have reproduced, distribute or have distributed, publish or have published, sell or have sold, or make derivative works of images, photographs or drawings of Sculpture, alone or together with other images, photographs or drawings, provided that Koivunen is identified as sculptor of the Sculpture in any such image, photograph or drawing.

13. Either party may terminate this Agreement for material cause with thirty (30) days prior written notice to the other party. During this thirty (30) day period, the Parties shall seek to cure the cause asserted for the termination. The Agreement shall not be terminated if said cause is cured at least ten (10) days prior to the last day of the thirty (30) day period to the satisfaction of the party that sought termination.

14. Written notices required or other written communications made in connection with this Agreement shall be sent by email or 1st Class USPS mail to the following addresses. Such a notice or communication shall be deemed to have been made on the date of emailing if sent by email or one (1) day after the postmark date if sent by 1st Class USPS mail.

A. For a notice or communication sent by email use the address:

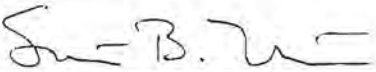


1. Scott Thornton <scott@kreweofmadison.org> for MNA, and
2. Erika Koivunen <butterflyjester23@yahoo.com> for Koivunen.

B. For a notice or communication sent by 1st Class USPS mail use the address:

1. Marquette Neighborhood Association, Inc., P.O. Box 3223, Madison, Wisconsin 53704 for MNA, and
2. Erika Koivunen, 536 Algoma Street, Madison, Wisconsin 53704 for Koivunen.

15. The rights and obligations of the Parties under this Agreement are binding on their respective successors, assigns and heirs. Koivunen may not voluntarily or involuntarily assign her obligations under this Agreement without the prior written consent of MNA.

16. This Agreement contains the entire agreement of the Parties with respect to the subject matter thereof, and supersedes all prior negotiations, agreements and understandings with respect thereto. No modification of this Agreement shall be effective unless in a writing signed by both Parties.

FOR THE MARQUETTE NEIGHBORHOOD ASSOCIATION		FOR THE ARTIST	
	7-1-2012		7-3-12
Scott B. Thornton, President	Date	Erika Koivunen	Date
	7/2/12		
Cheryl Solaris, Treasurer	Date		

Contact Information

Scott Thornton, Marquette Neighborhood Association President
Marquette Neighborhood Association
953 Jenifer Street
P.O. Box 3223
Madison, WI 53704
president@marquette-neighborhood.org
www.marquette-neighborhood.org

Karin Wolf, Madison Arts Program Administrator
Neighborhood Planning, Urban Design & Historic Preservation
Department of Planning & Community & Economic Development
Email: madisonarts@cityofmadison.com

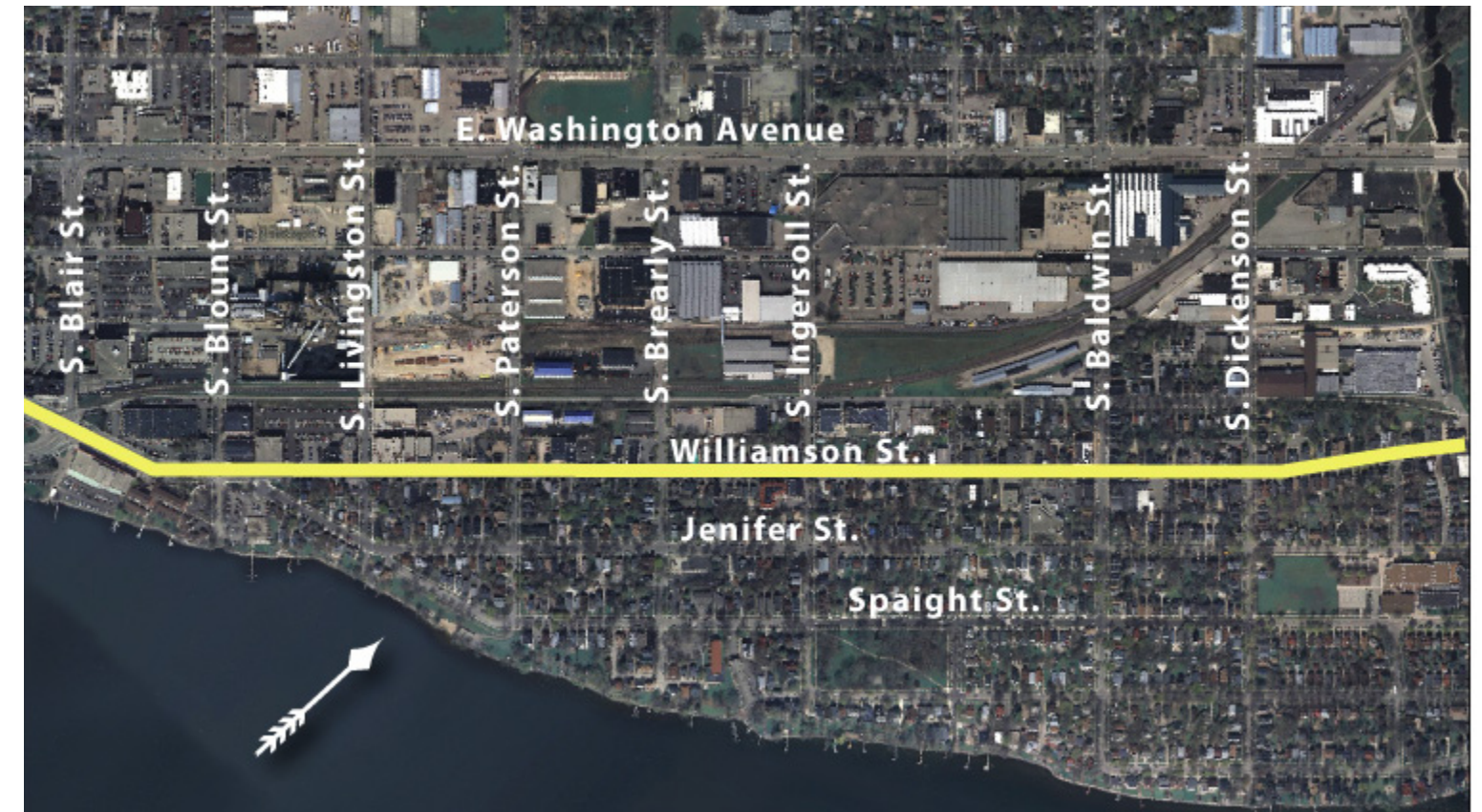
Madison Arts Commission
Madison Municipal Building
Department of Planning & Community & Economic Development
215 Martin Luther King, Jr. Blvd.
PO Box 2985
Madison, WI 53701-2985

Public Meeting Dates

Tuesday, July 19th 6:00 p.m. Wil-Mar Neighborhood Center 953 Jenifer Street	Wednesday, August 10 5:30 p.m. Wil-Mar Neighborhood Center 953 Jenifer Street
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Williamson Street Public Art Concepts July/August 2011



Other Opportunities

Significant Factors/ Opportunities

Other opportunities that arise could also be taken advantage of for public art on Williamson Street. The City of Madison supports a number of talented artists whose contributions could provide aesthetic beauty for years to come.

Ideas for Artwork



Detail of Star Bench by Erika Koivunen, 2009. Lumber and scrap metal.

B.B. Clarke Bench by Erika Koivunen, 2009. Lumber and scrap metal.

Bike Bench by Erika Koivunen, 2009. Lumber and scrap metal.

Concept

Estimated Costs
\$5,000

Location



Concept # 2: Historical Markers

Significant Factors/ Opportunities

The City of Madison celebrated its sesquicentennial by creating historical markers highlighting famous people in the area, places of historic importance, as well as commemorating historic Madison events. These historical markers were mainly placed around the downtown on the Isthmus (examples below). However, the Williamson Street area also has a rich history that could be celebrated through historical markers, of either formal or informal design.

Concept:

To mark sites of historical significance along Williamson Street, in order to both educate the public and create beautiful historic or interpretive signs as works of public art.

Ideas for Artwork:

Historical markers would be placed in the neighborhood using standard City signs with artist designs and simple text. These can either be of a more formal design, based on the Madison Sesquicentennial Markers, or a more informal design created by local artists. Recently, the Madison Museum of Contemporary Art presented "Then and Again: A Public Project by Nicolas Lampert." Lampert's signs commemorated important institutions that contributed to Madison's political and cultural activism of the 1960s and 1970s. A similar project may be appropriate to communicate Williamson Street's unique history to visitors and residents alike.

Estimated Costs
\$10,000




Then and Again: A Public Project by Nicolas Lampert exhibited by the Madison Museum of Contemporary Art

Former Site O' Cayz Corral by Nicolas Lampert


Madison Sesquicentennial Markers sponsored by the Madison Community Foundation and Kraft Foods/ Oscar Mayer.

World-famous architect **Frank Lloyd Wright** called Madison his hometown.



Architect Frank Lloyd Wright lived in Madison between 11 and 20 and thereafter considered it his hometown frequently throughout his life. Wright created designs for 30 Madison buildings, of which 13 were completed. The first, an 1893 boathouse at Carroll Street and Mendota, was torn down in 1925 with little public attention. But Wright's stature in Madison grew over his controversial personal life and myriad deaths. In 1987, a campaign to build a city auditorium. Wright's effort of his local supporters were finally realized in the Madison Community and Convention Center, completed in 1987, his death. Photos: Wisconsin Historical Society


THE MADISON HERITAGE SERIES SHARING OUR LEGACY




In 1879, the family of young Frank Lloyd Wright bought a house at East Gorham Street, a house that was later demolished. Wright's years in Madison were formative. As a teenager, he saw the tragic collapse of an addition under construction at the capitol workers died. The memory haunted the architect throughout his life. At age 17 he landed a job with University of Wisconsin professor, and engineer Allan Conover, from whom Wright later said he learned more than anyone else. Wright also briefly attended the UW. Wright moved to Chicago in 1887, where he worked for the firm of Adler and Sullivan before setting up his own practice in Preeminent leader of the Prairie School architectural movement believed in letting a building's purpose and environment influence design. He became America's best-known architect by pioneering innovations in the structure and appearance of buildings.

Sponsored by Madison Community Foundation and Kraft Foods/Oscar Mayer

This city was **planned** in 1836.



THE MADISON HERITAGE SERIES SHARING OUR LEGACY



James Doty's original plat map of Madison included plans for a canal, which had great commercial appeal due to the success of the Erie Canal in 1825. Doty's location proved impractical. Later developer Leonard Favre modified the idea by straightening the Yahara River. In succeeding decades city officials gradually refined Doty's plan by adopting improvements suggested by others including the pioneering urban planner John Nolan. Images: Wisconsin Historical Society

It was future Wisconsin Governor James Doty who first envisioned a city on this site, after passing through the area and glimpsing its potential in 1829. In April 1836, Doty purchased land on this isthmus between two lakes. That November, he lobbied the legislature of the newly created Wisconsin Territory to locate its capital city here. Doty's street plan for Madison, drafted on his way to the legislature, was inspired by Washington, D.C. This influence is apparent in Capitol Square, which radiates spoke-like streets. Madison had some advantages over the other 18 capital contenders. It boasted natural beauty, a central location and patriotic appeal: The name honored the late president James Madison and, unlike any other American town, most streets were named for signers of the Constitution. After some savvy promotion, Doty's "capital idea" became a reality.

Sponsored by Madison Community Foundation and Kraft Foods/Oscar Mayer

Concept # 3: Poetry in Sidewalks

Significant Factors/ Opportunities

While sections of Williamson Street are being redone and new sections of sidewalk are being poured, it is a great opportunity to create lasting sidewalk public art installations.

Concept

The idea was pioneered by the Everyday Poems for City Sidewalk initiative in St. Paul, MN. Since 2008, St. Paul has used 30 poems in over 270 sidewalk installations across the city. For more information, see <http://publicartstpaul.org/everydaysidewalk>.

Ideas for Artwork

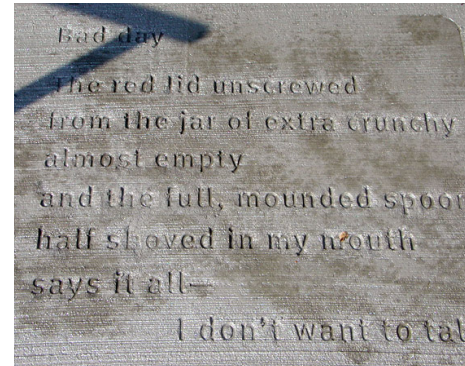
Poetry from local writers such as UW-Madison alumna and third Madison Poet Laureate, Fabu, would be featured.

Southern Love, by Fabu
*I want love
to be like a good pot of greens
pick the tenderest parts
separate from the hard stem
wash gently and thoroughly
removing every bit of dirt and grime
rinsing over and over and over
with the clear, clean water of forgiveness
season with savory meat, herbs
and spices
and then simmer, simmer, simmer.*

Possible Locations

Weary Traveler - 1201 Williamson,
Broom Street Theater - 1119 Williamson,
Carl DuRocher - 1441 Williamson,
853 Williamson.

Estimated Costs
\$5,000

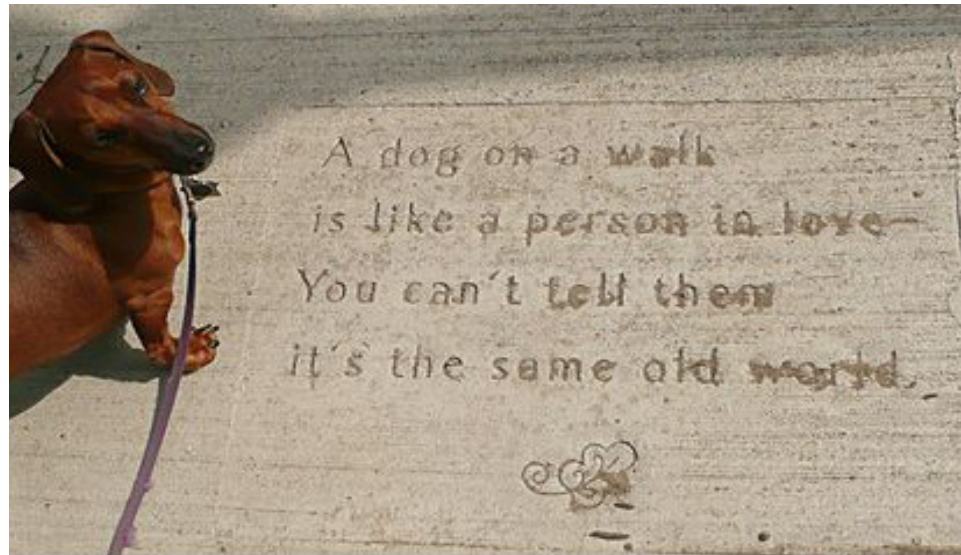


Everyday Poems for City Sidewalk, a public art initiative in St. Paul, MN.

Bad Day by Caley J. Conney.

A Dog on a Walk by Pat Owen.

Meadowlark Mending Song by Margaret Hasse.



Concept # 4 : Murals on Private Development

Significant Factors/ Opportunities

Concept

Inviting private property owners to place murals on the sides of their businesses.

Location

The Willy Street Co-op would be an ideal location to showcase local artists' work.

Ideas for Artwork

Estimated Costs
\$20,000



Mural on side of Jamerica Restaurant by artists unknown, 2006.

Toward Revolution — 1970's Vision by Sharon Kilfoy and volunteers, 2010.

Temporary Graffiti Mural on Mother Fool's Coffee Shop facilitated by Billy McCoy and Rob Foster.

