

---

---

**MADISON ARTS COMMISSION**

---

---

**TO:** ALDER SATYA RHODES-CONWAY, ALDER BRENDA KONKEL, ALDER MICHAEL SHUMACHER, ALDER JOE CLAUSIUS,

**FROM:** MICHAEL BRIDGEMAN, CHAIR, MADISON ARTS COMMISSION

**SUBJECT:** CHANGING NAME OF MADISON ARTS COMMISSION TO MADISON ARTS COMMITTEE

**DATE:** 2/23/2012

**CC:** MICHAEL MAY, DEBRA FIELDS, KARIN WOLF, WILLIAM FRUHLING, BRAD MURPHY

---

Dear Members of the CCOC SCCC,

I have received your report related to standardizing names of City boards, commissions and committees. The report has also been forwarded to members of the Madison Arts Commission (MAC) for their review. The report was sent out after our last MAC meeting on November 11th so the commission has not had the opportunity to discuss it as a group in an open noticed meeting. However, several commissioners have expressed concerns about the name change and requested discussion at our December 9 meeting. I believe that the Madison Art Commission's name should remain as is, thus I am writing you to explore your willingness to reconsider changing our name from the "Madison Arts Commission" to the "Madison Arts Committee" for the following reasons:

According to your report, the main criterion for the label "commission" is related to whether or not a body has some independent authority. The Madison Arts Commission sends all decisions with major financial impacts to Common Council for review, but the commission does make several independent decisions including: selection of artwork for display in municipal gallery spaces (ARTspace), small purchases of temporary public art for the City's BLINK program, prioritizing conservation of the works in the City's public art collection that are in need of repair, and hiring conservators or artists related to conservation.

Another issue of concern is that the Madison Arts Commission maintain name parity with similar groups of other government agencies, the closest example being that of the Dane County Cultural Affairs Commission. Other regional examples include Milwaukee Arts Board, Minneapolis Arts Commission, St. Louis Regional Arts Commission, etc. Indeed, similar bodies throughout the nation are typically referred to as boards or commissions.

Finally, we are concerned about our "brand" recognition and consistency. On March 29, 2005, the Common Council passed Ordinance ORD-05-00068, legislative file ID 00482 and changed the name of this group from "CitiArts" to the "Madison Arts Commission." In the 3+ years our name has been Madison Arts Commission we have endeavored to promote our new moniker and have achieved a modest amount of success in shifting our identity from "CitiArts" to the "Madison Arts Commission." Renaming the sub-group again, in such close proximity to the previous renaming would be confusing to the residents, artists, and arts organizations.

Thank you for taking the time to review this request. I look forward to receiving your advice on the matter prior to the next MAC meeting if at all possible.