

# PARK EVENT PERMIT APPLICATION

FOR OFFICE USE ONLY: Permit # \_\_\_\_\_ Date Submitted \_\_\_\_\_

## EVENT INFORMATION

Name of Event Reflections from the Banks of the Yahava River

Event Organizer/Sponsor Jessica Becker and Helen Sarakinos

Is Organizer/Sponsor a 501(c)3 non-profit agency?

Yes  No

If Yes, provide State of Wisconsin Tax Exempt Number \_\_\_\_\_

Address Jessica Becker, 1143 E. Dayton St.

City/State/Zip Madison WI 53703

Primary Contact Jessica Becker

FAX \_\_\_\_\_

Work Phone 608-449-7527 cell

Phone During Event same

E-mail bikerbecker@yahoo.com

Website www.facebook.com/ArtOnTheYahava and yahavarreflections.com

Secondary Contact Helen Sarakinos

Work Phone 608-770-4732

Phone During Event same

E-mail hsarakinos@gmail.com

Annual Event? No

Yes  No

Charitable Event? No

Yes  No

If Yes, name of charity to receive donations: \_\_\_\_\_

Estimated Attendance 50/day x 30 = 1500

(CERTIFICATE OF INSURANCE MAY BE REQUIRED)

Public Amplification: Hours \_\_\_\_\_ to \_\_\_\_\_

Yes  No

Park Requested \_\_\_\_\_

Shelter Reserved by Event Organizer \_\_\_\_\_

Yes  No

## EVENT DATE(S)/SCHEDULE

Date(s) of Event (including set-up and take-down) \_\_\_\_\_

Rain Date(s) \_\_\_\_\_

Event Start Date(s)/Time(s) Th. May 15, 2014

Set-Up Date(s)/Time for Event \_\_\_\_\_

Event End Date(s)/Time(s) Sun. June 15, 2014

Take-Down Time \_\_\_\_\_

Does this require time in the park the day before your event? NO

Yes  No

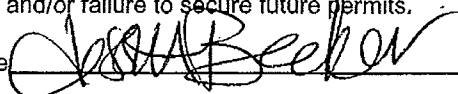
## APPLICATION SIGNATURE

The person/group named in this application will be responsible for the conduct of the group and for the condition of the reserved park area. This permit is subject to all Municipal Ordinances as defined by the City of Madison, in addition to all rules and regulations governing the City's Parks Division. The applicant agrees that during the use of the park facility, the sponsoring organization will not exclude anyone from participation in, deny anyone the benefits of, or otherwise subject anyone to discrimination because of the person's race, color, creed, national origin or handicap.

The applicant has read the Park Events Application packet. The applicant has included all of the appropriate permit applications and materials for this event.

I hereby certify to the best of my knowledge that the information and statements contained in this application are complete and true. I understand that failure to report components of this event/activity may result in the loss of deposit, revocation of permit and/or failure to secure future permits.

Signature \_\_\_\_\_



Date \_\_\_\_\_

3/10/2014

## Grosdidier, Dawn

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**From:** Jessica Becker [bikerbecker@yahoo.com]  
**Sent:** Friday, February 07, 2014 8:11 PM  
**To:** Grosdidier, Dawn  
**Cc:** Helen Sarakinos  
**Subject:** Re: Yahara River art for summer 2014  
**Attachments:** 2 singles + cub.pdf; 8 + 2 singles detail.pdf; 8 + 2 singles.pdf; notes about hulls.pdf; Yahara Reflections Document.pdf

Hello Dawn,

Thanks again for gathering all this information on our behalf and shepherding us through this process. After talking with Kathryn Padorr, who was my original point person, I understand we should anticipate the Parks Commission meeting scheduled for March 12th. Is that date correct?

I'm attaching a file that has lots of supporting information about the Reflections from the Banks of the Yahara project. I'll answer your specific questions below.

In brief, as I think you know, myself and Helen Sarakinos are organizing this project. There was a public call for submissions and five artists have been selected to exhibit their work in the Yahara Parkway this summer.

I have applied for a BLINK grant from the Madison Arts Commission for \$1500. If we receive the award, the money will be divided amongst the artists to help defray costs.

Arts Wisconsin is the Fiscal Receiver and provides insurance for the entire project, up to \$100,000. The artists have not put a monetary value their individual works. However, each artist will receive \$200, if we receive BLINK funding.

Each of the artists will install and take down his or her own work. Art will be installed on May 15 and taken down on June 16, 2014.

In the attached document you'll find descriptions and images for all the proposed works. You'll note that for the two pieces that involve trees, they have been reviewed by Sean Gere, who serves on the City's Tree Board. He has made suggestions, which were adopted, and approved both proposals.

I'm also attaching four extra documents submitted by the artist Amy Wencel to further explain the logistical details for building and securing her proposed sculpture safely.

Thank you and again and please let me know what else I can do to help.

Sincerely,

Jessica Becker  
608-469-7527

[www.betweentwolakesandahardplace.blogspot.com/](http://www.betweentwolakesandahardplace.blogspot.com/)

"We are in this life to enlarge the soul, liberate the spirit, and light up the brain." Tom Robbins

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**From:** "Grosdidier, Dawn" <DGrosdidier@cityofmadison.com>  
**To:** 'Jessica Becker' <bikerbecker@yahoo.com>  
**Cc:** Helen Sarakinos <hsarakinos@gmail.com>  
**Sent:** Friday, February 7, 2014 11:02 AM  
**Subject:** RE: Yahara River art for summer 2014

Thank you Jessica, I look forward to receiving your additional information.

At this time, you are not on the agenda for the Park Commission meeting in February as we need the requested information, and possibly more through our review process, before we are ready to submit it to the Park Commission for consideration. I hope that we can work through the details and staff review efficiently so that we are prepared for the March meeting, if that is the direction and next step that we need to take.

Please let me know if you have any questions.

Thanks – and have a great weekend!  
Dawn G.

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**From:** Jessica Becker [mailto:bikerbecker@yahoo.com]  
**Sent:** Friday, February 07, 2014 9:14 AM  
**To:** Grosdidier, Dawn  
**Cc:** Helen Sarakinos  
**Subject:** Re: Yahara River art for summer 2014

Good Morning Dawn,

Thank you so much for your email inquiry. I have been eager to learn what I can do to help facilitate this process and am happy to provide you the requested information.

I will try to get it all to you later this afternoon, by Monday morning at the latest.

Would it be helpful for me to attend the meeting on Wednesday, February 12th?

Thank you,  
Jessica Becker

[www.betweentwolakesandahardplace.blogspot.com/](http://www.betweentwolakesandahardplace.blogspot.com/)

"We are in this life to enlarge the soul, liberate the spirit, and light up the brain." Tom Robbins

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**From:** "Grosdidier, Dawn" <DGrosdidier@cityofmadison.com>  
**To:** "'bikerbecker@yahoo.com'" <bikerbecker@yahoo.com>  
**Sent:** Thursday, February 6, 2014 3:37 PM  
**Subject:** RE: Yahara River art for summer 2014

Ms. Becker –

Your e-mail has been forwarded to me for review and determine what process we need to follow internally to consider your request. In order to do so, I will need more information.

Can you please provide an exact time line for installation, display and removal of the artwork? What type of installation is required for the artwork and is this something that your group is planning to install? Do you have renderings, conceptual drawings or pictures of the proposed artwork? What is the value of each piece?

Following receipt of this information I may have a few more questions. But, this is a good starting point for us to gather more information so that we may consider your request.

Please let me know if you have any questions.

Thanks much!!  
Dawn G.

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**From:** Jessica Becker [mailto:bikerbecker@yahoo.com]  
**Sent:** Sunday, January 12, 2014 9:22 PM  
**To:** Padorr, Kathryn  
**Subject:** Yahara River art for summer 2014

Hello Kathryn,

I'm following up from our conversation last week to share more information about the "Reflections on the Banks of the Yahara" project.

It is an exhibition of temporary public art located throughout the Yahara River Parkway between Lakes Monona and Mendota on view from mid-May to mid-June 2014.

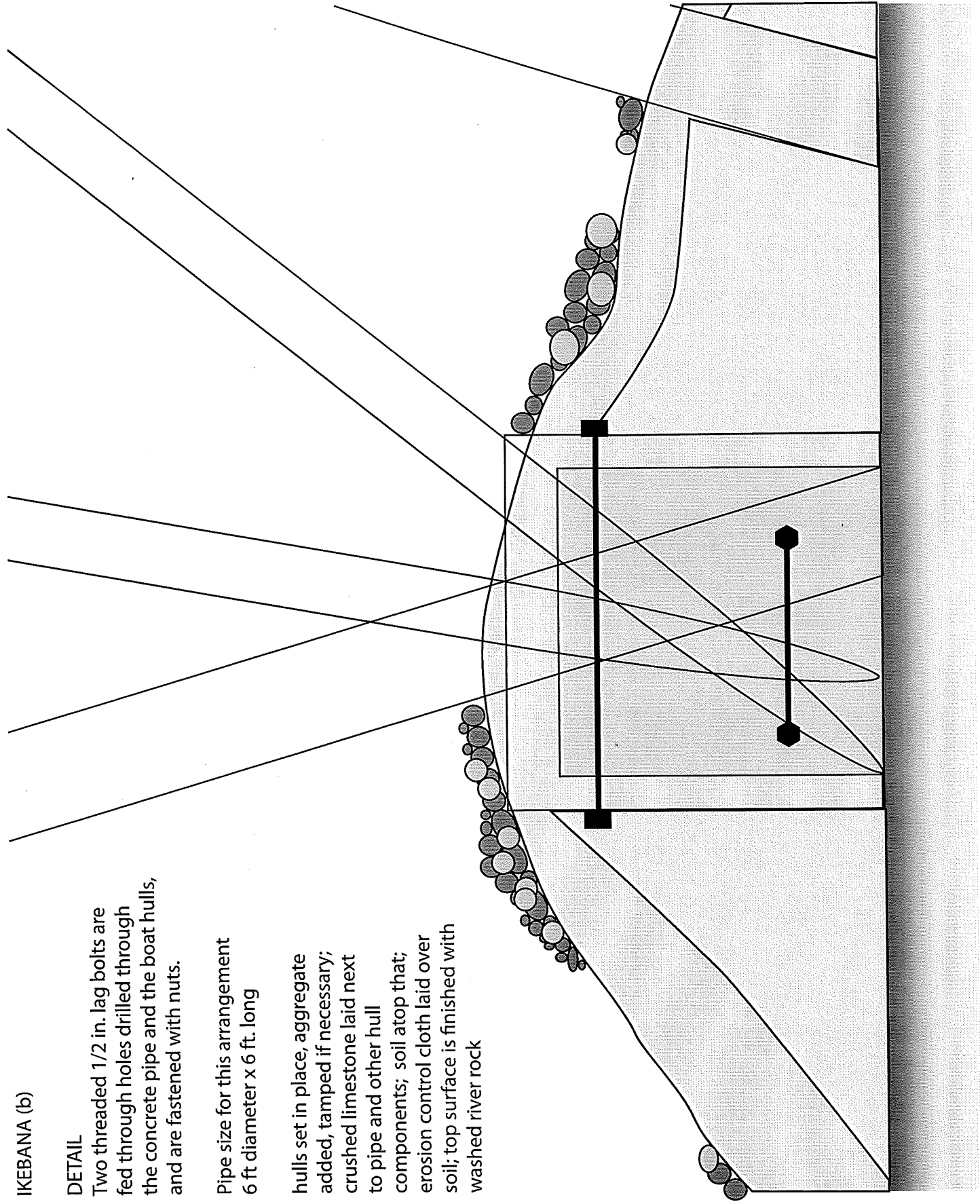
IKEBANA (b)

DETAIL

Two threaded 1/2 in. lag bolts are fed through holes drilled through the concrete pipe and the boat hulls, and are fastened with nuts.

Pipe size for this arrangement 6 ft diameter x 6 ft. long

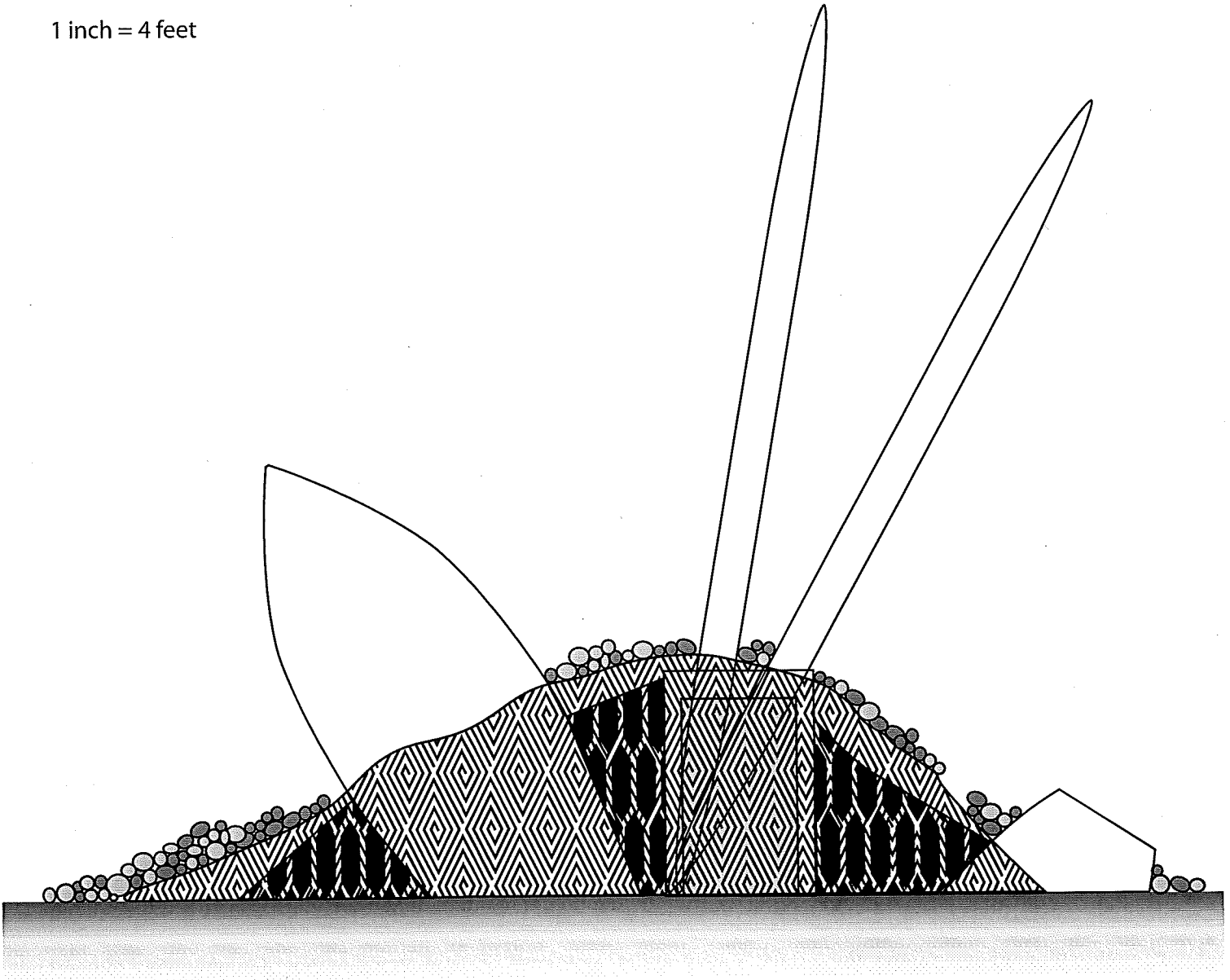
hulls set in place, aggregate added, tamped if necessary; crushed limestone laid next to pipe and other hull components; soil atop that; erosion control cloth laid over soil; top surface is finished with washed river rock



IKEBANA (a)

concrete pipe  
4 ft diameter x 6 ft. long;  
hulls set in place, aggregate  
added, tamped if necessary;  
crushed limestone laid next  
to pipe and other hull  
components; soil atop that;  
erosion control cloth laid over  
soil; top surface is finished  
with washed river rock

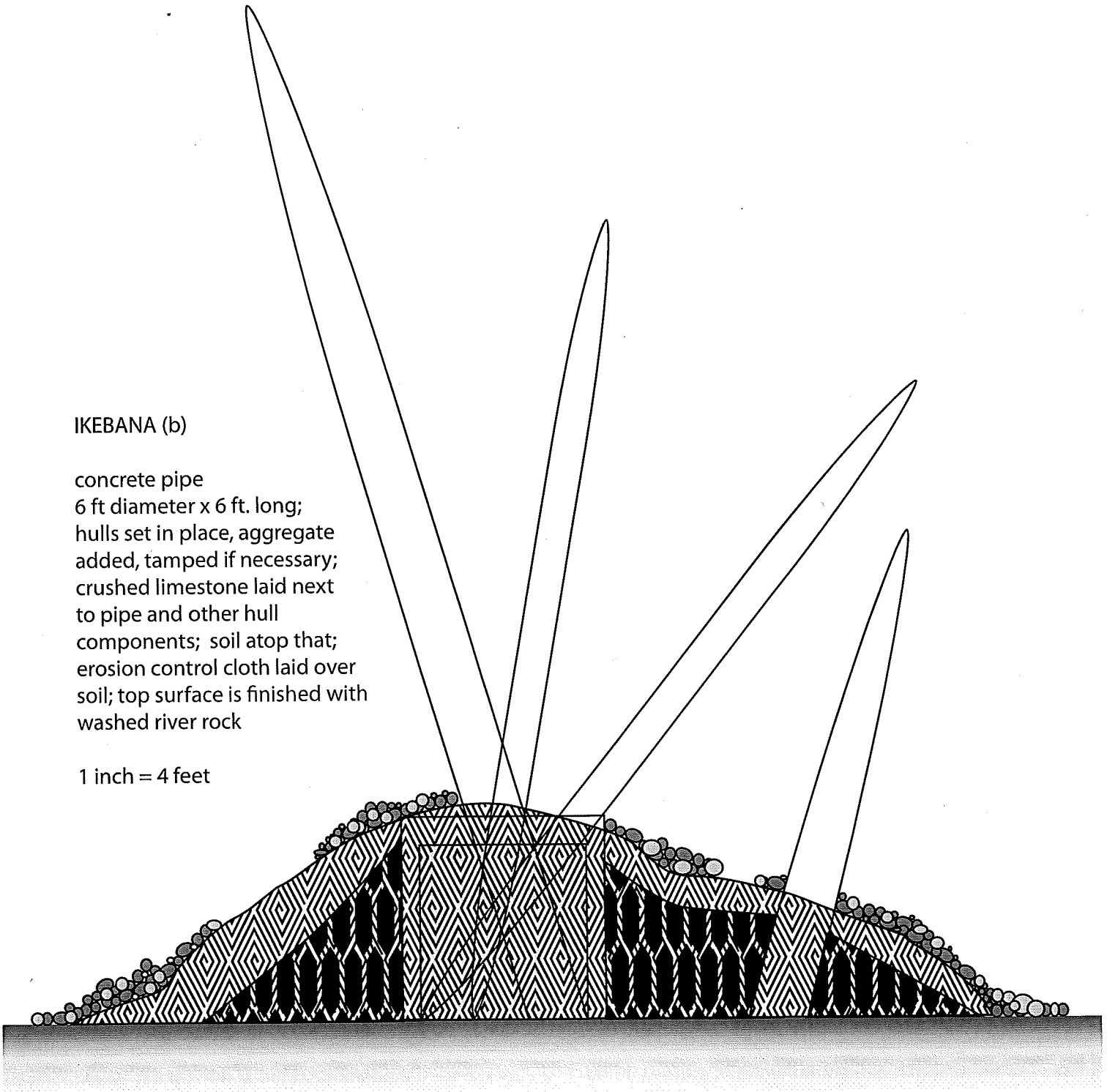
1 inch = 4 feet



### IKEBANA (b)

concrete pipe  
6 ft diameter x 6 ft. long;  
hulls set in place, aggregate  
added, tamped if necessary;  
crushed limestone laid next  
to pipe and other hull  
components; soil atop that;  
erosion control cloth laid over  
soil; top surface is finished  
with washed river rock

1 inch = 4 feet



The major components of the proposed artwork are disused rowing and sailing boat hulls. The donation of the eight is pending a rowing club board decision, and its extreme length may prove difficult to manage, so I've developed a design that doesn't use the eight.

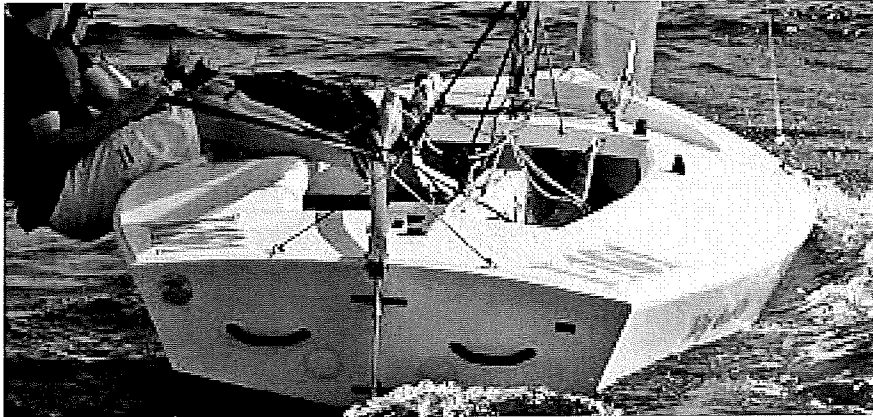


Image at left shows X-boat also referred to in drawings as The Cub. Photo shows new model. Donated hull to be used in the art work is fiberglass cloth covered wood, stripped of hardware and spars.

Length before alteration 16 ft.  
Beam 6 ft. 1"  
Weight approximately 500 lbs.

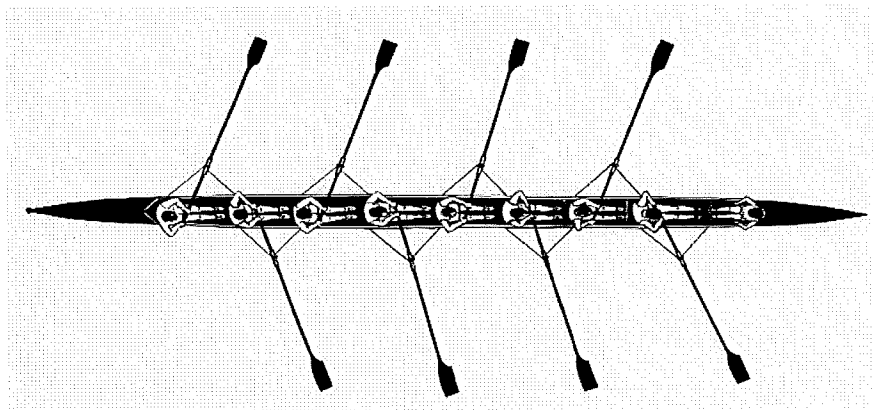


Image at left shows rigged 8-person shell. Donated hull will be stripped of hardware and rigging.

Length before alteration 55 ft.  
Beam 23 inches  
Weight approximately 200 lbs.

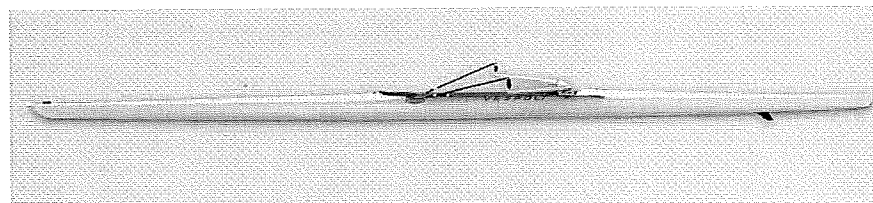


Image shows rigged single shell. Two donated shells are stripped of hardware and rigging.

Length 27 ft and 26 ft.  
Beam 14 inches  
Weight approximately 30 lbs.



# Reflections from the Banks of the Yahara

*An exhibition of temporary public art located throughout the Yahara River Parkway between Lakes Monona and Mendota on view from mid-May to mid-June 2014.*

*Organized by Jessica Becker and Helen Sarakinos*

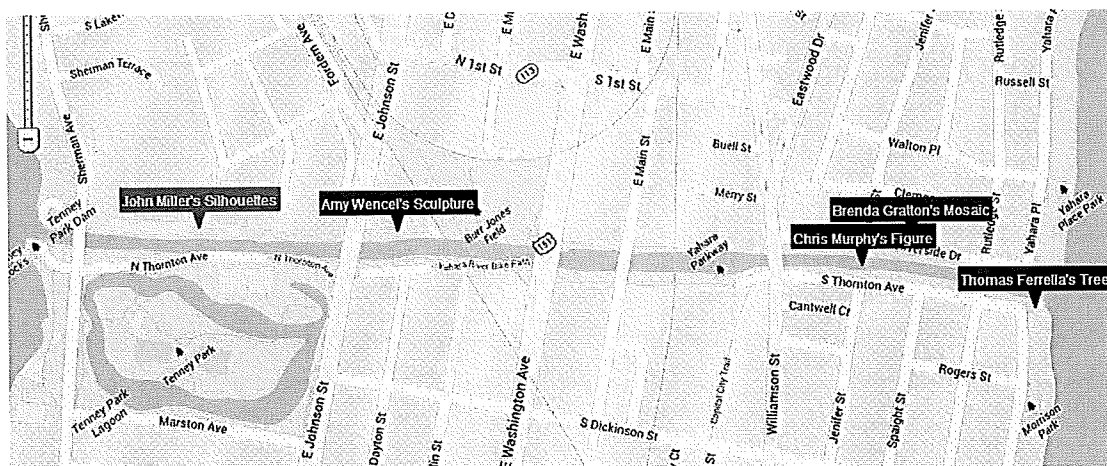
Five artists' works have been selected from a public call for submissions. Their works highlight the history of the Yahara River and Parkway, the geography of the landscape, the ecology of the region, and the culture of the neighborhood.

The exhibition celebrates the unique value and beauty of the Yahara River while encouraging neighbors to see the common with fresh eyes and enjoy the natural landscape in new ways. The hope is that people will see themselves as part of the history, geography, ecology and culture of place.

The artworks will be installed throughout the Parkway taking advantage of the diversity of landscapes within it. The general public will have many opportunities to encounter delightful surprises within the popular Tenney Park fishing area, along the bike path in the more "industrial" zone near the railroad tracks, in the high-traffic Williamson Street area, in the park where the Yahara meets Lake Monona, tucked into the scenic landscape, as well as throughout the surrounding neighborhood.

The artists will personally install their works on May 15 and de-install them on June 15<sup>th</sup>. This timing has been intentionally selected to precede and coincide with the annual Marquette Waterfront Festival in mid-June. There will be a website ([YaharaReflections.com](http://YaharaReflections.com)) with information about the artists, the project, and the ways in which it is embraced by the neighborhood.

## Yahara River Parkway Locator Map



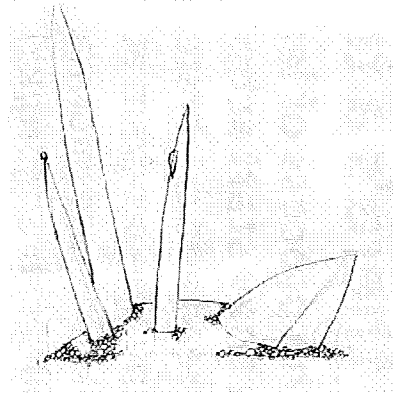
## Summary of Artists' Works:

**Artwork by John Miller:** Black plywood silhouettes of people and animals will be grouped in whimsical ways within Tenney Park. The clusters may be out in the open, like this example, or tucked into natural spaces to encourage a sort of landscape "seek and find." For example, a bunch of crows will be clustered around a Great Horned Owl, as they sometimes do to provoke the larger birds in nature. The human figures will be recognizable, iconic images borrowed from well-known artworks, such as the farming couple from Grant Wood's *American Gothic*. The figures will all gaze out and away toward the Yahara River, and may have funny, surprising twists (like the farmer holding a paddle instead of a pitchfork).



**Location:** There will be seven locations for the groupings between Sherman Avenue and Main Street in the Yahara Parkway, on both sides of the river.

**Artwork by Amy Wencel:** In an unused and unnoticed "wasteland," a tall sculpture made from salvaged boat hulls and other watersport parts will surprise and delight. The concept is inspired by the Japanese art of flower arranging called Ikebana. Things like a sailboat hull, water skis, buoys, and paddles will be "landed" in a way that celebrates their unique design off water, where they are rarely seen. The industrial, unkempt landscape and its history as the site of Trachte boathouses make this site well-suited for this sculpture. The piece also intends to remind people that the isthmus was once a marshy wetland and that the Yahara River area was used as a dump.



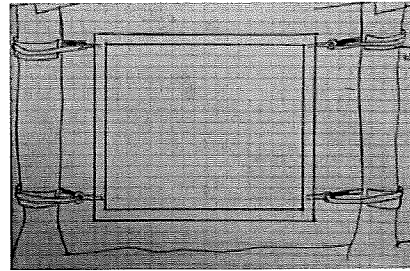
**Location:** On the north side of the Yahara River between East Johnson and the Railroad bridge.



**Artwork by Chris Murphy:** A male figure made from orthopedic fiberglass and lit from within by LED lights will stand on the bridge gazing at the river. The glowing figure, installed in a busy area of the neighborhood and facing Williamson Street, is meant to be a bit magical. The concept plays with the idea of "reflection," as both the physical reflection of the glowing image on the Yahara River, as well as the pose the sculpture strikes of gazing at the river in self-reflection.

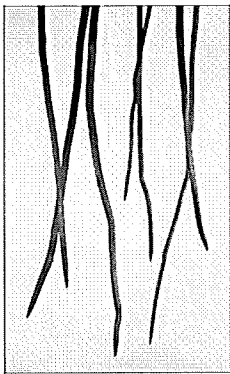
**Location:** On the Jenifer Street pedestrian bridge.

**Artwork by Brenda Gratton:** A large reflective mosaic will hang between two trees facing the river so that boaters passing by will see themselves in the reflection. The translucent design will be of abstracted tree bark within which the reflection of the river landscape becomes part of the artwork. Like the river, the reflections will be in constant motion, changing with the weather and the light. The concept is to highlight how human use of the river contributes to the narrative of the place, changing the river's course and the course of history. The artist will also paint the plywood backing facing Riverside Drive to draw people closer to the water.



**Location:** The parkway along the 500 block of Riverside Drive.

**Artwork by Thomas Ferrella:** In a large tree near the mouth of the Yahara and Lake Monona, willow branches will be hung to appear as ornamental, red streaks against the foliage. The river willow branches will be debarked, sanded and dyed red, all between four and eight feet long, and the tree will be illuminated with flood lights at night. The artist sees the work as a reflection of the plight of the Native Americans, led by Sauk Indian Chief Black Hawk, to reclaim ancestral territory in the 1800s. Black Hawk and his band were chased by the US Army into the Wisconsin Territory and they camped along the Yahara River, before the Massacre at Bad Axe, where over 250 people were killed. The artwork reminds us that the river's history is storied and that humans have lived on this land for a long time.



**Location:** The parkway along Thornton at the corner of Morrison Street.

**Artwork by Jessica Becker:** In addition to the selected works in the Yahara Parkway, approximately thirty wooden signs will be pounded into private front yards within a 2 mile radius of the Yahara River. Friends of the artist will volunteer their yard to participate in this work, called "Meet me at the River." Participants will be given a pedometer in order to figure out the actual mileage between their home and the River.



The signs will point in the direction of the River and indicate the distance. The idea is to encourage participants to see themselves in relationship to the River and to flood neighbors with the message that the River is central to the identity of the neighborhood. The signs also work as marketing to send people to the Yahara River to see the temporary art installations and to watch the Fools Flotilla boat parade. The signs will include the website for the project, yaharareflections.com.

**Location:** In private yards within a 2 mile radius of the Yahara River.

*\* We would like to note that many qualified and impressive submissions were received. Only five were selected. If any of the proposed works do not seem suitable or viable, we would be interested in substituting alternatives.*

### **Conceptual Approach Statement: Reflections from the Banks of the Yahara River**

What is it about the Yahara River? Is it a gem in the heart of the city? A diamond in the rough? What do you see from the water's edge? From a boat or a bridge? How do you use the river? Or the parkway? What is missing?

The Yahara River Parkway was the first park in Madison funded by donations from *regular people*, instead of large gifts from a few donors. They wanted a pleasant place for neighbors to enjoy nature in the city. The parkway and paths were first completed in 1906. It was designated a City of Madison Landmark in 1995 and is on the National Register of Historic Places. In the past 19 years there have been 7 plans and studies making recommendations for the Yahara River Parkway.

In 2014, as neighbors living near the Yahara River, we are excited by what a little art could do to enhance the place, start conversation, and encourage reflection.

The river is not just a gathering place for humans. It is also a very alive and busy place in its own right. There is an invisible world beneath our feet, full of mysterious catfish, calling to distant arctic birds to convene and replenish en route to more exotic destinations. Think of the tiny rivulets that creep between and below human homes and grounds and buildings and inch their way, as nature intended, back to their river. If we remember to stop and look, we are lucky enough to witness something much bigger than ourselves amidst this densely developed human neighborhood. We feel it is important to celebrate this river for what it does to beautify our urban place, as well as for being such a riot of otherness in the midst of the human construct.

Like the Fools Flotilla that inspired us, this project has the potential to weave together the community in unpredictable ways. The artists selected are all "neighbors." The project is being organized by Jessica Becker and Helen Sarakinos, residents of the Tenney Lapham and Marquette neighborhoods respectively, just for the fun of it.

### **More...Timing, Context & Permits**

The artists will personally install their works on May 15 and de-install them on June 15<sup>th</sup>. This means that art will be on display for the weeks leading up to the annual Marquette Waterfront Festival over the weekend of June 14-15, 2014. This is one of several festivals that are much loved, well attended, and eagerly awaited every summer on Madison's near east side.

For the past 4 years, Helen Sarakinos, within her professional role working for River Alliance of Wisconsin, has organized a floating parade called the Fools Flotilla. On the Sunday of the Marquette Waterfront Festival, boaters meet in Tenney Park and paddle together on the Yahara River, disembarking at the Festival. The parade includes many

families, lots of costumes and pageantry, and several boats full of musicians earnestly leading participants in rounds of water-themed songs.

In 2013, with Jessica Becker's help, the parade grew a significant audience. The banks of the Yahara were full of people watching, cheering, and taking pictures. Helen and Jessica worked to build awareness of the Fools Flotilla using public art: A temporary installation called "The Lock Box" was placed in the park under a tree. It invited people to make a wish for the river and to convene on the banks to watch the floating parade.

The idea for Reflections from the Banks of the Yahara River grew out of this seed. We are very excited about the timing, knowing that neighbors and City Planners will be discussing the future of the Yahara River a lot throughout 2014.

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### **Artwork In More Detail, as proposed by the artists**

*\*Note that resumes and samples of past works are available for all artists.*

**John Miller:** Seven distinct groupings of human and animal silhouettes will be installed along the parkway between Sherman Avenue and Main Street. They are made of Medium Density Overlay paneling, in other words plywood, that is painted black. They will be anchored with stakes or ties. The figures all have their backs to us as they gaze out and away, engaging with the Yahara River. They are recognizable, iconic figures borrowed from well-known artists. The animal clusters will also be provocative, such as a group of crows surrounding a perched Great Horned Owl. The artist intends for the figures and animals to be visible but not overly easy to find so that people are drawn in to studying and reflecting on the landscape. The human figures for this project were included in the 2013 Fermentation Farm Art DTour in the Reedsburg area. The artist intends to adapt some of them in fun ways, such as replacing the American Gothic pitchfork with a canoe paddle. The animal forms will all be new for this project.

### **References**

□ Donna Neuwirth, Executive Director  
Wormfarm Institute  
28 East Main Street  
Reedsburg, WI 53959  
[www.wormfarminstitute.org](http://www.wormfarminstitute.org)  
Phone: (608) 524-8672

□ B. Tracy Madison  
Grant Writer, Arts Consultant and production Manager  
N1954 Unke RdLodi, WI 53555-9755  
[bmadison@wisc.edu](mailto:bmadison@wisc.edu)  
608-577-6254

**Chris Murphy:** A male figure made from orthopedic fiberglass casting tape and lit with LED low voltage lighting will be installed on the east side of the Jenifer Street pedestrian

bridge. He will be standing, facing Williamson Street and gazing at the River. The material is weatherproof and resilient and will be anchored to the bridge with steel cable. The artist is also a Master Electrician and has installed his work successfully in parks and public places before. He received a BLINK grant in 2010 for "Hide and Seek," and more recently exhibited "Swimmer" figures as part of Bookless at the Madison Public Library in 2012. For The glowing figure, installed in a busy area of the neighborhood, is meant to be a bit magical. The concept plays with the idea of "reflection," as both the physical reflection of the glowing image on the Yahara River, as well as the pose the sculpture strikes of gazing at the River in self-reflection. **References**

- Kate Stalker, Madison Project Director  
Center for Resilient cities  
608-255-9877
- John Robinson  
Exhibits coordinator Madison Childrens Museum  
608-609-4156

**Amy Wencel:** Salvaged boat hulls and parts will be assembled and secured into an approximately 12 foot high by 8 foot wide sculpture on the concrete patch on the east side of the Yahara River between the railroad tracks and East Johnson Street. It uses the design principles and the tenets of ikebana, traditional Japanese flower arranging. The industrial, unkempt landscape and its history as the site of Trachte boathouses make this site well-suited for this sculpture. The components used may include a sailboat hull, sails, water skis, bouys, paddles, and so on. The base of the artwork will be supported by pea gravel or river rocks, which would be removed at the artist's expense. The concept is to "land" the rugged elements of watercraft in a way that celebrates their unique design on land, where they are rarely seen. The piece also intends to remind people that the isthmus was once a marshy wetland and that the Yahara River area was used as a dump. The artist organized an eight-day exhibition along the Yahara called "River Works: Signals" in 1999, which was supported in part by Madison CitiARTS.

*Note: Amy Wencel has submitted renderings for how the sculpture will be built and safely installed. These images are available for review.*

### **References**

- Judy Olson  
Grant Writer, City of Madison  
Former Alder for District 6  
Phone (608) 245-0557
- Yael Gen  
Graphic Designer, UW Water Resources Institute  
Phone: (608) 265-2079  
yaelgen@aqua.wisc.edu
- Kathryn Pereira  
Agricultural Economist, Program Evaluator

Vice President, Mendota Rowing Club  
Phone: (608) 255-6915  
Email: kmpereira@uwalumni.com

**Brenda Gratton:** A large reflective mosaic will be framed (30" x 48") and strung between two trees with padded ropes so that it faces the Yahara River. The tree trunks will be protected with a piece of flexible plastic first, then padded with a tough fabric sleeve made from a material called Cordura. A translucent/transparent mosaic tile design will be laid onto a mirrored base with so that boaters passing by will see themselves in the reflection. The translucent design will be of abstracted tree bark; the back of the mosaic will be made of plywood. The reflection of the river landscape becomes part of the artwork so that observers are also participants in the art, reflecting that they are part of the riverscape. The result is always changing with the weather and the light. The concept is to highlight how people are, in many ways, part of the River and that through their use of it the influence and change it. The artist sees the Yahara as a gem both hidden and in plain view and wants to encourage neighbors and boaters to see themselves as an active part of the River's story. Her public mosaics are hanging in places like Shorewood Hills Elementary School, Villager Mall Atrium, and Madison Children's Museum.

*Note: Sean Gere, a professional arborist who works with the City of Madison to provide expert advice about tree care has reviewed this proposal. He serves on the Madison Tree Board and Habitat Stewardship Committee for Parks. He made several recommendations for how the mosaic should be hung to assure no damage is done to the tree. The artist has willingly agreed to follow these recommendations, which are standard City of Madison protocol.*

**References:**

- Brenda Baker, Director of Exhibits  
for Madison Children's Museum  
608.256.6445, ext. 545 bbaker@madisonchildrensmuseum.org
- Leora Saposnik, Artist 608.213.9046  
leoraleh@yahoo.com

**Thomas Ferrella:** River willow branches will be debarked, sanded and dyed red and hung within the canopy of a large riverside tree. There will be approximately fifty branches, all between four and eight feet long, hung to appear as ornamental streaks of red against the underside of the foliage. The tree will be illuminated with flood lights at night. All of the willow branches will be hung high out of reach and strung safely so they don't hurt the tree or fall out of the tree. The concept is to use a native species that grows near rivers and was used by tribes native to the area for structures, baskets, tools, etc. The artist sees the work as a reflection of the plight of the Native Americans, led by Sauk Indian Chief Black Hawk, to reclaim ancestral territory in the 1800s. Black Hawk and his band of Sauk, Meskwaki and Kickapoo Indians was chased by the US Army into the Wisconsin Territory and they camped along the Yahara River, all as they attempted to reclaim ancestral. Over 250 people in Black Hawk's band, including many women and children, were killed in the Massacre at Bad Axe. The artist has done other land

sculptures, the photographs of which were exhibited at Steenbock Gallery in Madison in 2009.

*Note: Sean Gere, a professional arborist who works with the City of Madison to provide expert advice about tree care has reviewed this proposal. He serves on the Madison Tree Board and Habitat Stewardship Committee for Parks. He does not see any potential for damage to the tree and feels the proposal is sound.*

**References:**

- Trent Miller 608-234-3866 [tmiller@scls.lib.wi.us](mailto:tmiller@scls.lib.wi.us)
- Pam Andross 608-220-1744 [andros@countyofdane.com](mailto:andros@countyofdane.com)
- Karin Wolf 608-279-1846 [kwolf@cityofmadison.com](mailto:kwolf@cityofmadison.com)

**Jessica Becker:** Neighbors within the Marquette and Tenney Lapham neighborhoods will be called on to take part in a temporary experiment in participatory art and guerilla marketing called “Meet me at the River.” Simple wooden signs will be lettered, like road markers, with mileage to the Yahara River. Twenty to thirty wooden of these signs will be pounded into private front yards within a 2 mile radius of the Yahara River. Friends of the artist will volunteer their yard and be given a pedometer in order to figure out the actual mileage between their home and the River. The idea is to encourage participants to see themselves in relationship to the River while flooding the neighborhoods with the message to get down to the River! In this way, both the participants and their immediate neighbors will be made very aware of the Reflections from the Banks of the Yahara installation. For drivers and pedestrians, the signs work as a cross between “flash mob” marketing and highway billboards, increasing awareness of the Yahara River and driving people to the project website, [yaharareflections.com](http://yaharareflections.com). As the organizer of the project, Jessica Becker has more than a decade of experience organizing public programs.

**References**

- Megan Katz 608-852-3280 [megan.a.katz@gmail.com](mailto:megan.a.katz@gmail.com)
- Sara Christopherson 608-698-1966 [sarachristopherson@gmail.com](mailto:sarachristopherson@gmail.com)
- Alison Jones Chaim 608-320-9075 [nosila.madison@gmail.com](mailto:nosila.madison@gmail.com)





## Office of the Common Council

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January 15, 2014

Madison Arts Commission  
Department of Planning and Community and Economic Development  
215 Martin Luther King, Jr. Blvd., Suite LL-100  
Madison, WI 53703

I enthusiastically support the application of Jessica Becker for a BLINK grant for her wonderful proposal called **Reflections on the Banks of the Yahara**.

The proposal is well thought out and carefully planned. Jessica has secured noteworthy art for this installation through a public, open call for submissions. The installation will contain works that are accessible, meaningful and fun for people of all ages. Her concept of associating the art with the history of the Yahara River and Parkway, and with the geography of the landscape and the culture of the neighborhood makes it especially noteworthy. The fact that two of the pieces (Artwork by Chris Murphy and Artwork by Thomas Ferrella) are lit from within add to the times of day/night the works can be appreciated.

Given the planning process that is now taking place for the Yahara River Parkway, this installation will be especially timely. As noted in a statement made by the City of Madison, the Yahara River "*offers tremendous possibilities; not only is it a neighborhood resource, but it offers the citizens of Madison a vast amount of untapped recreational opportunities.*" It is indeed an important resource and place in our city. This installation will highlight that importance and help more people be exposed to this special place.

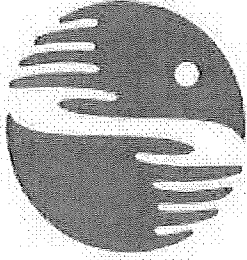
I look forward to my walk along the Yahara River once this BLINK art is installed to discover both the art and to rediscover the important place we have in the Yahara River Parkway.

Sincerely,

A handwritten signature in cursive script that reads "Ledell Zellers".

Ledell Zellers

District 2 Alder



January 10, 2014

To the Madison Arts Commission,

I write this letter with enthusiastic support for the "Reflections on the Yahara" application for a 2014 BLINK! Grant. The River Alliance dreamed up the Fools' Flotilla as a celebration of our local river, as a thank you to people who supported river conservation and as a way to make joy a part of the work we do, which is often controversial and relentless. We wondered if anyone would show up. We certainly did not anticipate the eagerness with which the neighborhood embraced this display of art and music on the river. There is clearly a hunger for it and we wholeheartedly support the "Reflections on the Banks of the Yahara" temporary art exhibit. We will be happy to promote the event through our communications and tie in to it with our floating parade.

Sincerely,

A handwritten signature in black ink that reads "Denny Caneff". The signature is fluid and cursive, with a large initial "D" and a long, sweeping underline.

Denny Caneff  
Executive Director  
River Alliance of Wisconsin

January 17, 2014

Dear Arts Commission,

I am writing in support of the Reflections from the Banks of the Yahara River proposal. As president of the Tenney-Lapham Neighborhood Association, I speak for the group in expressing my enthusiasm for this effort. We are excited to highlight the Yahara River and Parkway as a valuable natural asset in our neighborhood. This has been one of our top priorities for many years.

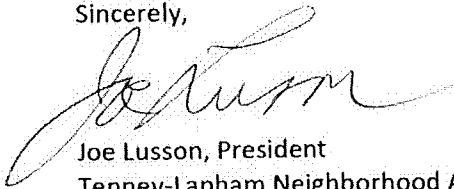
The Tenney-Lapham area is both historic and urban. The increased density from new development and the new attention coming from City planners is reminding us of the importance of our parks. We are grateful that they were created generations ago, and are eager to see them maintained and celebrated well into the future.

As a neighborhood association, we appreciate grassroots and homegrown efforts that complement the City's vision for a beautiful Capitol-East district. This project offers the opportunity to use the Yahara Parkway for community building, as a space for neighborhood artists to exhibit their work, and to encourage more people to use and enjoy the parkway.

Personally, I am confident that this project will be done respectfully and professionally. I am familiar with Jessica Becker's past efforts to revitalize the neighborhood's parks. Specifically, I appreciate the ways in which she worked effectively with the City and the Parks Department to improve the playground at Reynolds Park.

Thank you for supporting public art in Madison and I thank you for considering the Reflections from the Banks of the Yahara submission.

Sincerely,

A handwritten signature in cursive script, appearing to read "Joe Lusson".

Joe Lusson, President  
Tenney-Lapham Neighborhood Association



**ARTS WISCONSIN**

Growing Wisconsin Creatively for 20 Years

## LETTER OF AGREEMENT

TO: Jessica Becker  
FROM: Arts Wisconsin  
RE: *Reflections from the Banks of the Yahara*

This letter as signed confirms that Arts Wisconsin will act as fiscal receiver for your project, *Reflections from the Banks of the Yahara*. Our services will include accepting grants and donations on behalf of the project and providing appropriate certificates of liability insurance in the amount of \$100,000 and as required by granting agencies or organizations.

Anne Katz, Executive Director  
January 20, 2014

Jessica Becker

January 22, 2014

Date