



City of Madison

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

Meeting Minutes - Draft MADISON LAKEWAY PUBLIC ART SELECTION AD HOC COMMITTEE

Monday, March 9, 2026

4:30 PM

Virtual

The City of Madison is holding the Madison LakeWay Public Art Selection Ad Hoc Committee meeting in virtual format.

Written Comments: You can send comments on agenda items to [committee email]

Register for Public Comment:

- Register to speak at the meeting
- Register to answer questions
- Register in support or opposition of an agenda item (without speaking)

If you want to speak at this meeting you must register. You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak, you will be sent an email with the information you will need to join the virtual meeting.

Watch the Meeting: If you would like to join the meeting as an observer, please visit <https://www.cityofmadison.com/watchmeetings>.

Listen by Phone: (877) 853-5257 (Toll Free) Webinar ID: 876 9687 8099

Interpretation and Accessibility

Call to Order/Roll Call

Staff present: Brian Bittelli, Purchasing; Mike Sturm, Engineering; CJ Ryan, Parks; Debra Alleyne, Parks; and Meri Rose Ekberg, Cultural Planner

Present: 7 - Michael E. Verveer; Bethany M. Jurewicz; Faisal Abdu'Allah; Brenda L. Baker; Kyla H.S. Beard; Toni Sikes and Charlotte A. Cummins

Public Comment

Susan Dettering, Casey Brown, Jayme Powers

Disclosures and Recusals

Discussion Items

1. [92242](#) Introductions - Committee Members

-Members of the Committee introduced themselves.

2. [92243](#) Election of Chair and Vice Chair

Jurewicz nominated Brenda Baker to serve as Chair, Sikes seconded. Voice vote/other.

Meeting turned over Chair Brenda Baker at 4:44pm.

A motion was made by Baker, seconded by Sikes, to Approve nominating Bethany Jurewicz. The motion passed by voice vote/other.

3. [92253](#) Madison LakeWay Project

Staff Presentation: Review of Madison LakeWay Project Master Plan & Guiding Principles

Jayme Powers began by giving an interview of the project as a whole and the SkyLine and shared a video that describes Phase 1, the SkyLine on the front page of their website: <https://www.madisonlakeway.org/>

Mike Sturm presented an overview of the project. He spoke about opportunities and limitations in SkyLine phase of the project.

- The piers may include seating or decorative rails, are limited by structural loading limitations.
- The walking paths are being constructed through the roadway project, it is a primary commuter route that will have snow and ice mechanically removed and will be salted. Any art on that path will have to be able to withstand heavy use.
- The most favorable opportunities for public art will be in Terrace 1 (10-12 feet area between bike path and roadway, and Terrace 2 locations where the bike and pedestrian path separate (8 feet wide)

Faisal Abdu'Allah asked Mike Sturm to coordinate with the University on the new Art Lofts and signage. Mike responded that he is in the process of coordinating a wayfinding package with Sasaki.

4. [92244](#) Madison LakeWay Public Art Plan

Staff presented status of the RFQ. City staff have taken the draft RFQ that LakeWay Partners developed and is putting it into the City's format.

Brian Pittelli explained the purchasing process.

Meri Rose presented the RFQu and the application form.

- Committee members asked for the RFQ to be sure to include information about where art can be included and where it cannot be.
- Committee asked that the RFQ advertise the budget range of \$100,000 up to \$750,000 for one to three final public art projects.
- Committee asked if there was flexibility to create a final decision without using a scoring system. Brian Pittelli explained the local vendor preference which is a requirement by ordinance. Committee members are allowed to revise their scores as often as they wish if discussion changes their minds about their previous assessment.
- The committee discussed Phase I & Phase II scoring criteria as presented by staff.

The committee decided not to evaluate feasibility in the first round and add additional weight to the artistic merit section and add the concept of "impact" into artistic merit.

In the second round of evaluation, committee members added "impact" to the "content" scoring criteria. They increased the value of artistic merit. Decrease feasibility to 10% and increase artistic merit to 30%.

Kyla mentioned a desire to strengthen language around artists claiming Indigenous heritage. Parks art staff suggested that "authenticity" be scored in the artistic merit area, requiring evidence of an artist's claims.

A motion was made by Jurewicz, seconded by Abdu'Allah, to Approve the RFQu with the above edits. The motion passed by voice vote/other.

5. [92252](#) Administrative Reports

Staff anticipates finalizing the RFQ & Application and posting it to our distribution websites within two weeks. Links will be shared with members of the committee.

Meetings will be held virtually. Meetings on the following dates will start at 4:30pm with the exception of our April 20 meeting, which will begin at 4:00pm.

Adjournment

A motion was made by Jurewicz, seconded by Sikes, to Adjourn at 7:00pm. The motion passed by voice vote/other.