



City of Madison

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

Meeting Minutes - Approved MADISON ARTS COMMISSION

Tuesday, October 22, 2013

5:15 PM

215 Martin Luther King, Jr. Blvd. Room 300
Room 300 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Called to order at 5:25 p.m.

Present: 8 -

Marsha A. Rummel; Briony Jean Foy; Christopher A. Taylor; Ginger A. Contreras; Leslee J. Nelson; Yvette M. Pino; Barbara M. Schrank and Sofia A. Snow

Excused: 3 -

Kia M. Karlen; Anthony L. Brown II and Patricia Elson

APPROVAL OF September 24, 2013 MINUTES

Referred to November meeting.

PUBLIC COMMENT

DISCLOSURES AND RECUSALS

- 1.** [16466](#) Introduce New Madison Arts Commission Member

Introduction of new commission member. Sofia Snow from Boston, went to UW for undergrad, BFW in Social Work, art media - poetry, movement, & music. Community Outreach and recruitment at OMAI. Commissioners introduced themselves.
- 2.** [20545](#) State Street Design Oversight Committee Report to MAC

Jill Sebastian, the artist working with the Design Team hired to plan the design of the 700 & 800 block of State Street presented her concept for a public art piece to be incorporated into that space. People asked that public art distinguish the area as 1) A PORTAL - one place to another, a passage through which we changed, 2) THE COMMONS - shared core values (UW & City of Madison), 3) They suggested work there should be site specific and responsive. It is a place of passage and change. Ms. Sebastian explained that while attending UW Madison in 1968 she attended the Dr. Martin Luther King Jr. candle light visual in that space and she considers it the place where she became a citizen. She has spent hours there observing the leaves and birds flitting around in the space. She considered the notion of passage. Millions of people have walked through these spaces that do not live here. She attempted to create a sculptural design that relates to the adjacent historic buildings, specifically, the Historic Society & Memorial Library. She chose the Maple leaf because the Maple is a species that has sustained people, it hasn't had the same kind of trauma as the Dutch Elm, for example. Her unique interpretation of the leaf would be created of laser cut aluminum that is "stepped" and illuminated at night. Yvette Pino spoke about her appreciation that the clock that has been in the space could be replaced with a sculptural element that acts as a sun dial. Briony Foy asked about the artist selection process. Chris Petykowsky, City Engineering, explained that the team was selected as a whole through a competitive process that required an artist to be part of the design team (in accordance with our public art framework). Chris Petykowsky also presented on the overall sight plan. A commissioner

asked how the piece will be funded? Chris explained that it will come out of the overall street budget. What about the concern that the Leaf will be seen as representing Canada. The artist explained the significance of the Maple as the Wisconsin State tree. She pointed out that the the Canadian maple leaf is always flat, always red. This piece would never be red.

A motion was made by Foy, seconded by Taylor, to support the development of "The Leaf" as part of the design of the 700 & 800 block of State Street. The motion passed by voice vote/other.

3. [28976](#)

Approving the design and authorizing artist Aaron Stephan to proceed in fabrication and installation of a site specific public art feature at the corner of North Pinckney Street and the Capitol Square (aka Rotary Plaza).

A motion was made by Schrank, seconded by Pino, to Return to Lead with the Recommendation for Approval of a compromise of function over form to the BOARD OF PUBLIC WORKS. The motion passed by voice vote/other.

4. [31815](#)

Authorizing City Staff to promote crowdsourcing and crowdfunding for placemaking projects.

A motion was made by Foy, seconded by Taylor, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by voice vote/other.

5. [31760](#)

Seeking Common Council approval of the 2013 Art in Public Places funding awards as recommended by the Madison Arts Commission.

A motion was made by Schrank, seconded by Foy, to Return to Lead with the Recommendation for Approval to the BOARD OF ESTIMATES. The motion passed by voice vote/other.

6. [31867](#)

Thanking members of the local music and entertainment industry for bringing BandSwap to Madison and Sexy Ester for representing Madison.

A motion was made by Rummel, seconded by Contreras, to RECOMMEND TO COUNCIL TO ADOPT - REPORT OF OFFICER. The motion passed by the following vote:

Ayes: 7 -

Marsha A. Rummel; Briony Jean Foy; Ginger A. Contreras; Leslee J. Nelson; Yvette M. Pino; Barbara M. Schrank and Sofia A. Snow

Abstentions: 1 -

Christopher A. Taylor

Excused: 3 -

Kia M. Karlen; Anthony L. Brown II and Patricia Elson

7. [30511](#)

Madison Art Commission Strategy and Direction

Karl began by explaining the matrix he developed to highlight duties of MAC. He culled those charges from the General Ordinance that forms MAC, Cultural Plan (top 5 priorities identified by the Steering Committee), Comprehensive Plan (Re-done in 2016), and the Sustainability Plan

What do you all think that MAC should prioritize?

- Grants more accessible and available to people who haven't written them before,
- Serving as a conduit between community and government,
- Increasing funding for public art via establishment of a Percent for Arts Ordinance
- Building more direct support for artists
- Increasing diversity of artists and cultural art forms
- Creating more permanent public art for people to enjoy
- Increase coordination among art organizations - Become a Clearing House for Arts
- Encourage more artfully designed buildings and structures
- Supporting establishment of residencies for multi-cultural performing artists
- Address the achievement gap through artist residencies (HIP HOP)
- Look at the process for how to MAC can have more strategic input into the public art process
- Define role of members
- More marketing of MAC

Commissioners then selected the following priorities to focus on in the coming year:

1. Establishing a Percent for Arts Ordinance to increase the funding available for Public Art Projects (assign this charge to the Public Art standing committee)
2. Encouraging Hip Hop artist residencies in the public school through the grant program (assign this focus to the Hip Hop Ad Hoc Committee)
3. Creating a Higher Profile for MAC (Assign this change to a Marketing Committee and include planning the Artspace exhibitions as part of the charge of that committee)
4. More support for individual artists including educating artists about the business of arts (Assign this charge to the Grants Standing Committee)

At the next Strategic Planning meeting we will discuss:
Grants/Priorities (Public Art, Grants, Hip Hop, Marketing)

8. [21279](#) MAC Administrative Reports

Wolf explained that the PR intern has been tasked with developing MAC related PR content for the City's FB page.

9. [29079](#) 2013 Press and Publicity

Attached

ADJOURNMENT

**A motion was made by Schrank, seconded by Taylor, to Adjourn at 7:50 p.m.
The motion passed by voice vote/other.**