

**Madison Arts Commission Recommendations for Changes
to the Draft Cultural Plan and Executive Summary
MAC Meeting
November 8, 2011**

PAGE	RECOMMENDATIONS
P-4	Under VI Appendix D. Change typo "Creat" to read "Create".
P-5	In Salutation add Madison Arts Commission.
P-6	Describe location or credits for all photos. Add appendix if necessary.
P-7	Add: Satya Rhodes Conway, Senior Associate at the Center on Wisconsin Strategy and Alder, 12th District
P-8	Edit – Celia Klehr, Chair, and Founder of Forward Theater Briony Jean Foy, Artist and Educator Leslee Nelson, Artist and Professor, UW Madison José J. Madera, Musician and UW Madison Assistant Dean John Nicholas Schweitzer, Playwright and Former Administrative Law Judge, Department of Workforce Development Marsha Rummel (years served) Manager, Rainbow Bookstore and Alder, 6th District
P-21	Photo at bottom too pixilated and out of focus. Replace.
P-22	In last full paragraph between the second sentence ending in "organization." and third sentence beginning in "Throughout", insert an example of successful models that exist in other cities. For example (2 or 3 representative examples). Or list arts councils in other cities.
P-23	Pump up the graphics.
P-24	Delete the empty page here and throughout document. (see pp 98 - 100 for example)
P-25	In the fourth bullet point change the term "impoverished residents" to "low income communities."
P-31	In second full paragraph change "residents worry that locals" to "residents worry that as a city, we".
P-35	In the second paragraph change, "Green spaces should be folded into neighborhood plans" to "Continue to be considered in neighborhood plans."
P-38	At bottom of page, after third bullet, include a recommendation that City IT department should prioritize assisting in creating a database of artists willing to loan work to the City for use in Civic spaces.
P-39	Artist name should be listed by title. All photos of art should include title, artist, name of work, event or place, location (if necessary elaborate in an appendix).
P-44	Consider replacing the photo of a retail business with an image more relevant to the Cultural Plan.
P-52	In the first paragraph add a sentence after the second sentence that says, "It can also be difficult to get permits to sell food and sales of locally made crafts at events."

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P-53	At the end of the second paragraph between “citizens” and “See Recommendations” add a clarifying sentence that says, “In particular, the reduced metro transit schedule on weekends makes it difficult for transit dependent individuals to get to and from events.”
P-54	Use a better quality photo.
P-64	In the last paragraph insert a comma after “Police Department”.
P-66	In the last full paragraph change last sentence to “The Commission’s evaluation work should be supported by the Office of Finance with regard to financial performance monitoring and the Office of the City Attorney with regard to legal issues.”
P-74	#6: Change “effort to form an” to “conversation to form an”. #7: Strike “should execute an \$85,000 contract for” to “release an RFQ/RFP and the City should execute a contract for”. #8: The date at the end should be in black ink, not green.
P-75	#10: Change to “The ALRC should continue its discussion with input from the Madison Police Department, Office of the City Attorney, nightclub owners, musicians, performers, and music promoters...” #11: Change “The Madison Arts Commission” to “The City”. #12: Strike current recommendation and change to read, “The Partnership should work with the Madison School Community Recreation Department to develop cooperative mechanisms for offsetting losses.” #13: Change to read, “City Parks and the Partnership should work to strengthen arts and cultural programming at Warner Park Community Recreation Center via partnerships with Madison School Community Recreation and other creative sector programmers.”
P-76	#18: Replace the second sentence beginning with “A preliminary” and ending with “rapidly deployed” to The Creative Initiatives Staff Team should also look at the results of the research of the Community Services Staff Team to determine if there are other places in the City where Cultural Programming is needed.”
P-78	There is a missing recommendation between #28 & #29 (28.5) that should describe the role of the Greater Madison Convention and Visitors Bureau as increasing destination marketing including arts and culture. Change order of recommendations on page to #28, #28.5, #32, #29, #30, #31.
P-79	#33: Clarify the meaning of recommendation. What does it mean? #36: Add “weekend and evening transportation is particularly needed.”
P-80	#4: Change “incenting” to “giving incentives”. #45: Remove first sentence. Begin with “The City of Madison”.
P-81	#46: Remove first sentence. Begin with “The City of Madison”. #49: Change “earmark \$85,000” to “a portion” (3 instances in the recommendation).

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P-82	<p>#50: Change to (except all such organizations with whom we are contractually obliged) and strike last sentence “With regard to the Overture Center, the Madison Arts Commission should become the primary agency for review and evaluation of the annual performance contract. (2012)”</p> <p>#51: Strike</p> <p>#51: Add the sentence previously included in #50 “With regard to the Overture Center, the Madison Arts Commission should become the primary agency for review and evaluation of the annual performance contract. (2012)”</p> <p>#54 Change last sentence. Strike “rather than chattel” and have it read, “This fund should be focused on small and micro loans collateralized on powerful, feasible ideas.”</p>
P-83	Change title of Appendix A to read “Detailed Recommendations Concerning Restructuring the Madison Arts Commission.”
P-84	Keep size of the commission to 11 members and include 2 fully participating alternates. Alternate will fully participate but not vote.
P-85	Change first sentence to read, “The Creative Initiatives Staff Team should.” Strike the words, “be responsible”.
P-86	Add a first sentence that reads, “The Creative Initiatives Staff Team should provide an annual report to the Madison Arts Commission.”
P-95	<p>In the first sentence change “it’s” to its”.</p> <p>In the last sentence of the first paragraph, between “and acknowledged;” and “and the sufficiency” insert the clause, “waste management practices; transportation and demand management; sales and permits.</p>
P-97	Add the words “and more” to the end of every section at bottom that lists businesses in the cultural clusters. Also, add a disclaimer that explains that the listings don’t imply an endorsement.”
P-103	The website doesn’t link in the pdf.

Make sure the Executive Summary jives with the full document.

Refer the recommendations back to the body of the text and vice versa.