

## March 2012 MAC Administrative Report

### Highlights since Feb 14 meeting

Feb 14, 2012 several members of MAC attended the **premier party of *Battleground*** an on-line mocumentary produced for Hulu about a 3<sup>rd</sup> party political candidate that was filmed in Madison. Chair Klehr's husband plays a leading role in the series.

Feb 15, 2012 **Statue of Liberty Replica restoration** meeting. Still trying to access the current level of conservation and the proper plan to complete the project in lieu of the conservator's recent death.

Feb 16, & Feb 17, 2012 Leslee Nelson and staff led two full **MAC grant Proposal Writing Workshops** to a grateful group of mostly 1<sup>st</sup> time applicants.

Tuesday, March 6, 2012 **Madison Cultural Arts Meeting - Hip Hop Focus** - City called this meeting with various community leaders to explore the following questions: 1) How can we forge more natural communication between hip hop artists, promoters, and City officials. 2) How can the City infrastructure support the constructive needs and interests of Madison's Hip-Hop Communities? A) Making sure there is a music studio available to the low-income community members B) Performance Venue in South Madison C) Community Outreach/Education event (profitable for the artists involved, educational for the broader community) This initial meeting was attended by: Astra Iheukumere, Mayors Office; Anthony Lamarr Brown II from the Madison Arts Commission; Rob Franklin (Rob Dz) from the music industry; Chief Noble Wray from the Madison Police Department; Anthony Ward, artist (and Madison Police Department member); Chris Hutchings & Chris Taylor from the Madison Media Institute; Bob Wynn, Financial Literacy Specialist; Karen Reece, President, Urban Community Arts Network, Ltd.; Mark Woulf, Alcohol Policy Coordinator; Karin Wolf, Arts Administrator

Monday, March 12, 2012 Meeting with **Metro Transit to negotiate Bus Lines program** resulted in the following agreement:

### Updated *Bus Lines* agreement with Metro Transit for the 2012/13 program

We agreed to use an interdepartmental transfer of funds of \$3000.00 from MAC to Metro for expenses related to running this program on the busses.

We also agreed to publish 8 placards (one student per placard) for a year-long display that runs from approximately 1/1 to 12/31 of each year.

### **MAC/Poets Laureate Staff will:**

- Publicize program virally
- Administer the competition
- Fund eight \$25 awards to winning poets
- Provide winners with an opportunity to publicly read their poems
- Send winning poems to Metro by October 31 for January display

### **Metro Transit Staff will:**

- Publicize in advance (Bus flier, weekly email updates, tweets, text/emails to school district subscribers)

- Publish 8 poems on individual Metro Transit bus placards (graphic design, printing/production, installation)
- Provide 10-ride bus card for each winner at award ceremony
- Provide winners with an actual placard with their winning poem printed on it.
- Post some of the winning poems in the Ride Guide
- Publish some other approved entries on-line

Several Meetings with Sally Miley in the Mayor's office and Monette McGuire in purchasing to create a **Performing Arts Facilities Study RFP** that we anticipated releasing March 2012. Alder Satya Rhodes-Conway has agreed to review the draft RFP. The goal of the project is to ensure a vibrant, diverse, and stable performing arts environment in the City of Madison. The goal of this study is also to identify the assets, needs, and conditions necessary to achieve and maintain a healthy, well-balanced cultural ecology related to performing arts. Finally, this study will identify available economic, technical and social resources that will assist policy makers in making informed decisions to invigorate and strengthen Madison's performing arts community. The Madison Arts Program Administrator will staff the project. City staff will also be charged with creating an inventory of Madison performing arts venues. Many thanks to commission member Nick Schweitzer provided an initial inventory list as a starting point to begin the inventory.

**Other Projects Administrator is currently involved with:**

- Participating in Neighborhood Grant Application Review.
- Fielding many questions about annual grant submissions.
- Will meet with new City Grant Administrator Judy Olson to try to increase capacity to seek grant support for MAC programs.
- Will meet with Poets Laureate to discuss their goals, including fundraising for *Bus Lines*.
- Will meet with Humanities Council to discuss opportunities related to the Wisconsin Book Festival.
- Will attend Central Park Progress Meetings.
- Working with City and County staff to create a plan for creating more studio space availability for artists (Mayoral request).
- Scheduling a tour of Madison Media Institute (related to Hip-Hop initiative).
- Setting up additional Hip-Hop Issues meetings.
- Finalizing North Side Public Art Selection Committee.
- Contacting New Blink recipients to help them establish their projects (still coaching some previous applicants as well. Look for "Earth Turtle" at Orton Park March 20).
- AIDS Network exhibition installation in ArtSpace.
- Public Art at Cypress Spray Park "1-2-3 Go!" was vandalized, set up contract with Erika Koivunen for repair and reinstallation.

**Coming Soon:**

**Arts Day, March 14, 2012** – Karin Wolf & Tom Farley attending

**MAC Annual Grant Deadline March 15, 2012 4:30pm**

**Next Cultural Plan Steering Committee Meeting: Thursday, March 15, 2012 5:00 PM Room 260, Madison Municipal Building**

**March 23, 2012, 1:45-3:15pm "The State of Funding: Humanities and the Public," Pyle Center Room 325**

**March 27, 2012 6:30pm Academy Evening Talk “Imagine: How Creativity Works” Overture Center for the Arts Thursday**

**April 2 – April 28, 2012 Congressional Art Award Exhibition in Art Space**

**Wisconsin Arts Board Re-granting Application Deadline: Friday, April 6.**

**Quarterly meeting between Chair Klehr and Mayoral Liason – March 21.**

**Available Grant Funding for 2012**

Project Grants - \$31,000

Artworks - \$20,000

Summer Concerts - \$12,000

Madison Scouts - \$12,000

Bus Lines - \$3200 (\$3000 to Metro, 8@\$25 to winning poets)

Signature - \$5000

Blink - \$10,000

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Total \$93,200

Chair Klehr and staff are exploring steps to end the practice of providing line item support to select arts and cultural entities, instead requiring all organizations that receive MAC funding to seek support competitively by 2013. Discussion of this idea will be posted on a future agenda.

Grant Deadline: March 15, 2012 4:30pm

Binders will be available for pick up or delivery on March 22 & March 23

**Grant Review Nights:**

**Tuesday, April 2, 2012 5:00pm, Room LL 110**

**Wednesday, April 4, 2012 5:00pm, Room LL 130**

**Thursday, April 5, 2012 5:00pm, Room LL 130**

**Next regular MAC Meeting**

**Tuesday, April 10, 2010 5:15 pm, Room LL 110**