

May 2012 MAC Administrative Report

Highlights since April 10, 2012 meeting

Wisconsin Arts Board Re-grant Application packet was e-delivered to WAB before the April 12, 2012 deadline. For the last two years WAB gave us \$15,000 in re-grant funding. However, the WAB endured a 77% cut to their funding last year and can't maintain their previous level of funding. No final decision has been made, but this year we are anticipating that they will reduce our funding to \$9,700. Highlights from our application to them include data that shows the amount of dollars leveraged by our funding and the number of audience members served. We also forwarded them a link to the beginnings of our 2012 project grant flickr page that includes pictures from projects we funded: <http://www.flickr.com/groups/2012macgrantrecipients/>

Planning for Arts Incubator and Live Work Space Mayoral assignment: Issued Feb 2, 2012, Due July 2, 2012. On April 13, 2012 Staff meeting with Aaron Olver, Matthew Mikolajewski, and Arts Administrator about creating a plan for more arts incubator spaces in Madison. Olver and Mikolajewski requested up to date data from artists about what they can afford and what the space needs are. Previous studies were conducted by the Overture Foundation in 2001 and Consultants for Common Wealth in 2005. We are also hoping to get data from a very recent study for a Middleton incubator. On May 3, 2012 MAC staff presented a progress report to Mayor and Managers about Art Incubator and Live Work Space project. The Dane County Planning Department is planning on surveying artists to collect that data and we will likely partner with them for that study and use data collected in that process for our plan.

Madison Arts Festivals One of the recommendations of the Madison Cultural Plan is to focus on supporting our great arts festivals and cultivate more.

The Wisconsin Humanities Council is proposing some changes in the governance of the Wisconsin Book Festival by 2014. On both April 13 & 23 2012 staff from Mayor's office, MAC and the WBF met to discuss the future of the WBF and the kind of support they are hoping to receive from the City to help the beloved bookfest make a smooth transition in governance.

On May 3, MAC staff met with Dennis Graham about the possibility of having a South by Southwest type music festival in Madison (Madison by Madison? Mayor's Area of Interest). Space needs came up in both festival discussions. Identifying free or low rent physical locations to incubate these and potentially other festivals is one idea for potential support.

Rotary Plaza Public Art Project On both April 18, 2012 & May 7 Stakeholders met to discuss next steps going forward. We agreed we could proceed with the project if we established a revised budget and scope.

The revised budget proposed for this project is \$75,000. That includes partial funding from the MCM through a grant received from the NEA (\$30,000 requested, \$15,000 tentatively awarded), reduced support for the artwork from Rotary (\$50,000 anticipated, \$35,000 actual. Their overall financial support for the plaza has stayed the same, but a greater portion of their donation will now go for landscaping and contingencies than they hadn't initially planned for), and funding from Madison Arts Commission (anticipated amount \$25,000). This would leave us with \$75,000 for this project (\$79,500--\$4,500 in artist design fees already spent) instead of \$104,500 as originally planned.

Revised project location. The artist selection process helped the partners realize that the original site in the center of the paved circle was actually quite constricted, and that there was more opportunity for creative expression by integrating art into the stage as a dramatic sculptural piece. Our revised scope proposes to engage Aaron Stephan with a team representing the Madison Arts

Commission (MAC), Madison Children's Museum, and a landscape designer from Rotary to come up with a new artwork integrated with the stage. This new artwork would be designed within the limitations of the actual NEA, Rotary, and MAC funds. We have communicated with the finalist, Aaron Stephan, and he is willing to engage in this project with a new scope.

The end result would be a different work than MAC initially envisioned. However, the project engages the same artist on Rotary Plaza in a more collaborative effort that would accommodate both the reduced budget and also a better understanding of public circulation on that site.

MAC Annual Grant Funding Recommendations were approved at the April 23, 2012 Board of Estimates meeting and the May 1st Common Council Meeting. Alder Satya Rhodes-Conway made impassioned statements at both the April 23 BOE and the May 1 Common Council meetings. She conveyed the commission's concern about the low level of grants funding available to award to artists and arts organizations.

To view Alder Rhodes-Conway's remarks at BOE click on the following link and begin at minute marker 27:44

<http://media.cityofmadison.com/mediasite/Viewer/?peid=49bffb6f6b8642fc8f42cf11bda327031d>

To view her remarks in front on the Common Council on May 1, 2012. Click on the following link and skip to minute marker 26:06

<http://media.cityofmadison.com/mediasite/Viewer/?peid=31f63b57993d445fa290b713015dabbb1d>

Poet Laureate Program Already on her way to inspire the "civil" in civil discourse, Sarah Busse, one of our poets laureate, read her poem "The Sound of People Learning to Make Music" at the May 1 Common Council Meeting. It is a must see. Click on the link below and begin at minute marker 3:39 if you missed it

<http://media.cityofmadison.com/mediasite/Viewer/?peid=31f63b57993d445fa290b713015dabbb1d>

Bus Lines poetry is up in the busses. Check them out next time you are commuting with Metro Transit.

Central Park Progress: The design team has presented and been approved to go forward with Lorna Jordan's design for a Public Restroom Facility at Central Park. Her overall final designs are due in June. NEA Mayor's Institute Grant Report will be filed after Final Design Review. MAC staff attended the April 26, 2012 Meeting.

Conservation Project Updates

Statue of Liberty Replica restoration Contract finalized with Christine Styles, Tony Rajer's widow, for completion of the work. Tuck pointing on base begins this week. Parks will landscape and add lighting. Rededication event moved to August to allow for more time to add new lighting, install landscaping, and to accommodate Ms. Styles schedule as she will be out of the country in June.

Spirit of the Greenbush by Tony Testolin One of the granite faces of the triangular foundation slid off the piece recently. Findorff is working on an estimate for repairing the foundation and

getting the images “re-whited” as they have faded over time. Several people have contacted MAC with their concern for the piece while we work on getting quotes for repair.

Tripod by Sid Boyum. City Staff notified me that the piece is in disrepair and needs conservation. Tony Rajer was typically employed to work on those pieces. We have notified Lou Host-Jablonski, who controls the endowment that we need to hire a conservator to fix the sculpture.

“**1-2-3 Go!**” the Public Art at Cypress Spray Park is still on the priority list. Erika Koivunen will repair and reinstall.

Performing Arts Facilities A resolution allowing the release of the RFP and hiring of a consultant will be introduced at the May 15 Common Council Meeting. The goal of the project is to ensure a vibrant, diverse, and stable performing arts environment in the City of Madison. The project will also help the City 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.

Competitive grant process MAC's decision to determine funding levels for the Summer Concerts and Drum and Bugle Corps through a competitive grant process in 2013 is moving forward. Mayor's office is on board with MAC decision to fund those organizations competitively. Staff will now inform Parks and Streets, as this decision will have the largest impact on them, and then communicate the affected organizations.

April/May Meetings and Events

April 25, 2012 MAC Admin presented to UW Madison Class -- Professional Development for Artists

April 27, 2012 MAC Admin attended “Curators Conversations” hosted by David Wells and promoted MAC City-wide.

April 28, 2012 Hosted the Congressional Arts Awards for Tammy Baldwin in MMB Lobby ArtSpace.

April 26, April 30, and May 2, 2012 Community Budget Conversations – Many Commissioners attended on different nights

May 3, 2012 Regular monthly meeting with Karen Crossley of Dane Arts (Launching Power2Give a local fundraising tool, like Kickstarter but only for arts and culture and with any amount raised going to the project – minus a 15% processing fee)

May 4, 2012 MAC staff met with Tom Linfield of Community Foundation

May 7, 2012 State of the Bartell Theater – Nick Schweitzer and Karin Wolf attended

Other Projects Administrator is currently involved with:

- Participating in Neighborhood Planning design charrette for the Hoyt area
- Navigating City review process with a few Blink funding recipients (still working on Asylum sound scaping project)

- Regular meetings with Poets Laureate.
- Attending monthly Central Park Progress Meetings.
- Finalizing North Side Public Art Selection Committee (all names are in, we just need to meet with the Mayor for him to appoint members)
- Emily Haglund exhibition installation in ArtSpace."Current Works" up from May 1-June 29, 2012
- Work on updating the MAC ordinance to incorporate more of the recommendations from the cultural plan

Coming Soon:

Meet with Library Foundation Curatorial Team (advisory)

Arts & Economic Prosperity result review and study release

June 4 Public Art Standing Committee Meeting

Next Cultural Plan Steering Committee Meeting: May 14, 5:00pm Room LL 130 Madison Municipal Building; May 29, 5:00pm Room LL 110 Madison Municipal Building & May, 30 2012 5:00pm Room LL 110 Madison Municipal Building. Meetings will be facilitated with Guy Van.

First Quarterly meeting between Chair Madera and Mayoral Liason – June 20, 2012

Next regular MAC Meeting

Tuesday, June 12, 2012 5:00 pm, Room LL 110