

Recommendations from the Draft Cultural Plan and Executive Summary V. Recommendations (pp 72-82)

Page	Text	Status	Staff/Champion	Rank
073.001	V.A. POSITION MUNICIPAL GOVERNMENT FOR LEADERSHIP IN THE CREATIVE SECTOR			
073.01	1. The Madison Common Council should revise Madison General Ordinance 8.33, redefining the Madison Arts Commission’s membership and role, broadening its responsibility to include arts and culture rather than art alone. (See Appendix A: Restructuring the Madison Arts Commission) (Achieved in 2012)	Passed <u>#27526</u> on 10/16/12	Karin Wolf Arts Admin Maureen O’Brien Atty	
073.02	2. The Department of Planning, Community, and Economic Development should convene a Creative Initiatives Staff Team staffed by the Neighborhood Planning, Preservation & Design Section. The Creative Initiatives Staff Team should be responsible to advance practice regarding creative sector issues in the built environment and in the city’s social and economic development work. (See Appendix B: The Creative Initiatives Staff Team)	A City Staff Design Team formed in 2012 to focused on design and public spaces it meets bi-weekly	Bill Fruhling, Planner	
073.03	3. The Madison Arts Commission should take steps to re-prioritize staff responsibilities, making room for obligations associated with the Creative Initiatives Staff Team. (See Appendix B: The Creative Initiatives Staff Team)			
073.04	4. The Madison Arts Commission should refine its approach to grant making and explore the options for reducing the workload associated with its arts grants including creating an online electronic submission process, while increasing access. (See Findings III.D.7.d.ii. Arts Grants)	City IT is working on converting grants system to on-line electronic submission process. They anticipate converting MAC’s grant process to on-line submission in 2014.	Sarah Edgerton City IT; Karin Wolf Arts Admin	
073.05	5. The Cultural Initiatives Staff Team should provide an annual report of the City’s arts and cultural highlights that reports both the quantity and quality resulting from both operating and cultural expenditures. (See Findings III.D.7.d. The City of Madison)	May be part of an annual celebration called the “Madison Arts Commission Honors Event” that was suspended during the Cultural Planning Process	Planning Staff (particularly Karin Wolf Arts Admin)	
074.06	V.B. CREATE A NEXUS FOR SUSTAINABLE LOCAL AND REGIONAL CREATIVE SECTOR DEVELOPMENT			
074.06	6. The Office of the Mayor should convene a regional effort to form a public/private/creative sector coalition to advance the creative sector. (See Appendix C and Findings 111.A. Connectivity)			
074.07	7. The Cultural Coalition should initiate efforts to develop a comprehensive online information sharing system for the sector and its consumers and patrons, both to meet a profound community need and to demonstrate its own relevance to the community. (See Appendix E: Detailed View of the Electronic Information System and Findings III.A.1. Electronic Information Sharing)			

074.08	8. The Madison Arts Commission and The Partnership should support MMSD when the proposed advisory committee on arts education is formed and assist in advancing its work. (See Findings III.D.6.a. Community Engagement, Outreach, and Education)	MAC has expanded funding for co-curricular & extra-curricular arts education programs; The City partnered with Overture and MMSD applying to the Kennedy Center Any Given Child Initiative; representatives of MAC serve on the Community Arts Team	Barb Schrank MAC Karin Wolf Arts Admin Kia Karlen MAC & CAT	
075	V. C. STRENGTHEN PROGRAMS THAT SERVE THE BROADEST POSSIBLE AUDIENCE			
074.09	9. The City of Madison should partner with MMSD to apply to the Kennedy Center's Any Given Child project and if selected, should participate fully. [2013] (See Findings III.D.6.a. Community Engagement, Outreach, and Education)	Done. The Kennedy Center announced in July of 2013 that they selected Madison for Any Given Child (3 year commitment). Work will begin in fall of 2013	Karin Wolf Arts Admin; Astra Iheukumere Mayors Asst; Shiva Bidar-Sielaff CC; Ray Harmon Overture; Laurie Felenz MMSD	
075.10	10. 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 concerning licensing structures, fees, and public safety practices. This discussion should explore the concerns of venue operators and promoters of live and electronic music on audiences, artists, and the venues themselves. If warranted, policies and practices should be changed. (See Appendix F: The Study Committee on Fairs, Festivals, and Special Events)	Rachel Lepak, the student rep to the ALRC created a report about obstacles for 18+ entertainment . A recommendation in the Alcohol License Mgmt and Business Development Staff Recommendations suggests that a task force devoted to improving our music scene and diversity of entertainment venues should be formed.	Mark Woulf	
075.11	11. The City should create an ad hoc Study Committee on Fairs, Festivals and Special Events and recommend revised municipal policies and practices as warranted. (See Appendix F: The Study Committee on Fairs, Festivals, and Special Events and Findings III.D.4. Fairs, Festivals, and Special Events)	(see above)		
075.12	12. City Parks and the Madison Arts Commission should work to strengthen arts and cultural programming at Neighborhood and Community Centers via partnerships with Madison School Community Recreation and other creative sector programmers, with particular emphasis on underserved areas. (See Findings III.D.6.a. Community Engagement, Outreach, and Education)			
075.13	13. The Office of the Mayor should include in its work on neighborhood centers an emphasis on establishing arts and cultural programming throughout the City. (See Findings III.D.1.a. Optimizing the Use of Existing Facilities)	On-going. Neighborhood Resource Teams help connect neighborhoods to cultural resources.		
075.14	14. The Creative Sector Coalition, the Madison Arts Commission, and the Overture Center for the Arts, in cooperation with local organizations, should work together to develop a structured program designed to increase the capacity of local arts and cultural institutions, artists, and creative workers to provide high quality outreach and education programs and engage in partnership with sponsoring schools and neighborhood-based outreach sites. (See Findings III.D.1.c. Neighborhood Centers)			

076.15	15. The coalition shall make as a priority the issue of arts and education and consider formalizing a training program to assist in training local teaching artists. (See Findings III.D.6.a. Community Engagement, Outreach, and Education)			
076.16	16. The Creative Coalition should convene discussions among educational, non-profit and commercial music venues, musicians, and promoters to explore ways to grow and diversify the live music audience. (Appendix C: Detailed Recommendations Concerning the Creative Sector Coalition)	This is a priority area of Mayor Soglin. On Nov 8, 2012 the Mayor held a town hall meeting to focus on initiatives he was proposing to strengthen music scene. MAC has formed a Hip Hop subcommittee in 2013. The Mayor's office is considering forming a task force to focus on live musical entertainment.		
076.17	17. The Madison Arts Commission should update the structure and policy underpinning the Public Art Program, seeking to adopt current best practices from the field. In particular, the Commission should explore options for making the site-approval process more efficient for both permanent and temporary installations, for strengthening application and selection mechanisms, and for streamlining the contracting process. (See Findings III.C.5. Public Art)			
076.18	18. The Creative Initiatives Staff Team should develop a plan for a community cultural center or community school for the arts in South Madison paralleling the city's commitment to the Warner Park Community Recreation Center. The Creative Initiatives Staff Team should also review 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. (See Findings III.D.1.b. A Community Cultural Center in South Madison and III.D.1.c. Neighborhood Centers)	On-going South Madison Promise Zone, Centro Hispano, South Madison Goodman Library, Fountain of Life Church have all committed to increase the amount of available cultural programming on the City's South Side; City Planning is updating the South Madison Neighborhood Plan (initial mtg July of 2013, anticipated 2014)	Bill Fruhling	
077	Goal: V.D. Engage Creative Sector Resources in Defining Place			
077.19	19. In implementing the Madison Sustainability Plan (2011), the City of Madison should ensure strong consideration of historic and aesthetic issues. (See Findings III.C.4. Historic Preservation)		Amy Scanlon	
077.20	20. The Landmarks Commission should clearly define its work as the preservation of both historic buildings and historic spaces including Native American sites, archaeological sites, buildings, and designed and planned landscapes. (See Findings III.C.4. Historic Preservation)		Amy Scanlon	

077.21	21. The Landmarks Commission should continue assessing the Landmarks ordinance and make amendments that will clarify the intent of the ordinance, update and/or clarify the design guidelines for historic districts if necessary. Changes should not reduce the effectiveness of the ordinance to compel the conservation of our important historic cultural resources. The requirement for a supermajority of Common Council members to overturn a decision of the Landmarks Ordinance should be retained. The City should establish a goal o conducting a City-wide comprehensive architecture and history survey and begin exploring ways to fund that work. (See Findings III.C.4. Historic Preservation)	The Landmarks Commission is reviewing the Ordinance currently. The individual historic district sections will be evaluated next.	Amy Scanlon	
077.22	22. The City should more proactive in promoting the adaptive reuse of historic buildings. (See Findings III.C.4. Historic Preservation)		Amy Scanlon	
077.23	23. The Director of Planning and Community and Economic Development should ensure that City of Madison's Comprehensive Plan establishes a specific goal of preserving and enhancing public access to and uses of lakeshores as primary community assets and articulate basic guidelines for their development. (See Findings III.C.1. Lakefronts)			
078.24	24. Any proposed new uses for public parklands and lakeshore property need to respect existing uses of these lands as well as their historic and natural attributes. Existing natural areas and conservation parks must not be compromised by any effort to modify adjacent lands with additional development. (See Findings III.C.1. Lakefronts)			
078.25	25. The Creative Initiatives Staff Team should explore ways to build the capacity of local built environment design teams so that they can access the City's procurement process. (See Findings III.C.2. The Design Community)			
078.26	26. The Creative Initiatives Staff Team should develop easily available information resources regarding urban design, historic preservation, and sustainability that will assist neighborhood residents and other stakeholders in understanding how these issues may pertain to their neighborhoods during the early phases of neighborhood planning activities. (See Findings III.C.3. Neighborhood Wisdom)	Ongoing effort	Planning Staff	
078.27	27. The Creative Initiatives Staff Team should develop formal standards that require the participation of artists and landscape architects in early design work associated with capital municipal facilities, infrastructure, and grounds projects. The City of Madison should adopt such standards, making sure they compliment the public art program's design. (See Appendix B: The Creative Initiatives Staff Team)	Already happening on a case by case basis depending on the scope and nature of project (for example the 700/800 State redesign required a public artist as part of the team.)	Bill Fruhling	
078.28	28. The Landmarks Commission should continue to identify municipal funding and seek funding through the Wisconsin Historical Society's CLG grant program to survey more areas of the city for historically significant properties and districts. These surveys should include areas planned or built in the post-war decades. The city should support the designation of properties identified in these surveys, under either the local or federal preservation program. (See Findings III.C.4. Historic Preservation)	A CLG funded architectural survey has recently been completed in the post war neighborhoods near Hoyt Park. A CLG funded preparation of a National Register Historic District nomination of a post war neighborhood was recently awarded.	Amy Scanlon	

078.29	29. The Creative Initiatives Staff Team should develop affirmative incentives for the preservation of worthy historic buildings and spaces. The City of Madison should adopt such incentives. (See Findings III.C.4. Historic Preservation)	On-going	Amy Scanlon	
078.30	30. The City shall work with the Greater Madison Convention and Visitors Bureau to increase GMCVB's destination marketing of Madison's arts and culture. (See Findings III.C.6. Community Identity)	<i>Wayne Glowac (VP of Overture) and Arts Admin have begun discussion of what it would take to create a positioning platform for Madison arts, including an identity package, and sample ads. Cost estimates \$50,000 cash with an additional \$25,000-\$50,000 in in-kind professional donations. A next step is to meet with the GMCVB to discuss use of and costs for insertion of these cultural ads in their destination marketing programs and promotional vehicles.</i>	Wayne Glowac Deb Archer Karin Wolf	
078.31	31. The City and the Greater Madison Convention and Visitors Bureau should collaborate to develop and implement shared marketing programs that include creative sector products, activities, and destinations. As a part of this work, the two collaborating entities should explore options for ongoing resources to expand the Bureau's capacity to engage in this kind of work. (See Findings III.C.6. Community Identity)	See above	Wayne Glowac Deb Archer Karin Wolf	
078.32	32. The Greater Madison Convention and Visitors Bureau should undertake a community branding process that captures Madison's unique cultural attributes. This effort will require special funding, and should be supported by a special one-year Room Tax appropriation (amount to be determined) and corporate donations from the hospitality industry. (See Findings III.C.6. Community Identity)	See above	Wayne Glowac Deb Archer Karin Wolf	
080	V.E. STRENGTHEN POLICY AND PRACTICE AROUND CREATIVE SECTOR FACILITIES UTILIZATION AND DEVELOPMENT			
080.33	33. The Greater Madison Convention and Visitors Bureau should create specific marketing tools and programs supporting the use of the new community identity including training for local creative sector and hospitality industry leaders. (See Findings III.C.6. Community Identity)	See above	Wayne Glowac Deb Archer Karin Wolf	
080.34	34. The Creative Initiatives Staff Team should explore creating incentives for public art investments by private developers and implement those incentives via the city's public education, permitting, impact fee and/or review processes. The City of Madison should adopt such incentives. (See Appendix B: The Creative Initiatives Staff Team)			
080.35	35. The Creative Initiatives Staff Team should promote the use of parks lands and facilities for arts and cultural events. (See Findings III.D.1.a. Optimizing the Use of Existing Facilities)	On going. Design Team members work with parks to facilitate	Planning	

080.36	36. Breese Stevens Field should become a more frequently used site for performing arts events and festivals.	Shakespeare in the Park began in summer of 2012 http://madisonshakespeare.org/area.html Some reported difficulty in hearing the performers due to street traffic noise.		
080.37	37. The Transit and Parking Commission, Madison Metro, private transportation companies and the Madison Area Transportation Planning Board (MPO) should routinely consider: weekend, evening, and late night and service industry riders; location and operating schedules of its regional arts, culture and entertainment industry resources; special events; and cultural districts in transportation planning. (See Findings III.D.5. Transportation)	Metro has made an effort to work with several community leaders to look at late night service. Different schedule and route scenarios have been requested and Metro staff has responded.	Chuck Camp	
081.38	38. The Transit and Parking Commission, Madison Metro, and the Madison Area Transportation Planning Board (MPO) should consult with live entertainment venue operators in crafting approaches and solutions to reduce bar time instances of intoxicated driving. (See Findings III.C.5. Transportation)		Chuck Camp	
081.39	39. The Creative Initiatives Staff Team should systematically recommend the inclusion of artist live/work spaces in affordable housing and community development plans and initiatives whenever feasible. (See Findings III.D.1.d. City Participation in Facility Development)	Discussions ongoing—Design Team can be most affective by incorporating this in neighborhood plans. Met with Natalie Erdman ED of the CDA	Planning Staff	
081.40	40. The Creative Initiatives Staff Team should review all municipal and community development mechanisms available for financing studio, production, arts residencies (artist colonies), and live/work spaces; assess gaps in available financing mechanisms; and develop any necessary programs for the specific support of those spaces. The team should create tools, determine how they might be applied to such developments, and disseminate the resources to developers and interested parties. (See Findings III.D.1.d. Participation in Facility Development)	Discussions ongoing _____ Make-Do County project	Karin Wolf Brian Standing, County Planner	
081.41	41. The Creative Initiatives Staff Team should regularly identify opportunities to create flexible, neighborhood-based spaces that support creative activities, especially in underserved areas (South Central, South West, and North Madison). (See Findings III.D.1.d. Participation in Facility Development)	The design team has focused on placemaking.	Planning Staff	
081.42	42. The Madison Arts Commission should be encouraged to research model policies and ordinances regarding incenting the use of vacant facilities for cultural uses. (See Findings III.D.1.a. Optimizing the Use of Existing Facilities)	Ongoing (ie maker spaces incorporated as part of the new Central Library) _____ Make Do County Survey	Planning Staff Brian Standing, County Planner	
081.43	43. The Creative Initiatives Staff Team should regularly assess City-owned properties for their potential to help meet the housing and/or professional needs of the creative sector in planning for their continuing role in the community. (See Appendix B: The Creative Initiatives Staff Team)	Make Do County Survey	Brian Standing, County Planner	
081.44	44. The Creative Initiatives Staff Team should lead efforts to help Madison learn more about the different kinds of cultural districts that exist. It should test local interest in developing a local approach. (See III.D.2. Cultural Clusters)	Waiting for Performing Arts Facilities study to be completed in fall of 2013; interest area of Katherine Cornwell, Planning Director	Karin Wolf	

082.44	V.F. CREATE A COHERENT FUNDING SYSTEM FOR CREATIVE SECTOR DEVELOPMENT			
082.45	45. The City of Madison should support capital participation in arts and cultural facilities owned by nonprofit arts and cultural organizations governed by representative community-based boards and serving a critical role as either a neighborhood or a discipline-specific resource. (At a level comparable to peer Cities) (See Findings III.D.1.d. City Capital Participation in Facility Development)	Waiting for Performing Arts Facilities study to be completed in fall of 2013;	Karin Wolf	
082.46	46. The City of Madison should adopt a formal 1% for art ordinance that attaches to municipal capital projects including infrastructure and landscape projects and TIF districts. Any final program design should direct 5% of the annual allocation for public art to a conservation fund and provide for support of a full range of program activities. [TBD based on capital budget management decisions]. (See Findings III.C.5. Public Art and Findings III.D.7.d.iii. Public Art)	(suggested priority – staff)	Karin Wolf	
082.47	47. The City of Madison should increase support to Madison Arts Commission’s arts grants to \$150,000 in year one and grow this fund at the annual rate of city budget growth until the annual allocation is equivalent in value to \$1/resident. (See Findings III.D.7.d.ii. Arts Grants)	(suggested priority – MAC would like to request \$20,000 in additional grant funding in 2014)	Karin Wolf Arts Admin; MAC	
082.48	48. The Director of Planning should adopt standard City practice for interagency billing compensating the Madison Arts Commission for staffing costs related to capital projects participation. The salary savings for Planning should be used to employ more arts staff. (See Findings III.D.7.d.iii. Public Art)		Steve Cover, Dir PCED	
082.49	49. Beginning with the next budget cycle, the City shall allocate an additional \$100,000 to the Madison Arts Commission to seed the creation of the Creative Coalition. Funds should be used to create a contract for organizational development services as described in this document. The City should sustain its commitment for a minimum of five years. (See Appendix C: Detailed Recommendations Concerning the Creative Sector Coalition)			
082.50	50. The City of Madison should end its practice of providing line item support to select arts and cultural entities and events, except for all such organizations with which we are contractually obliged, instead requiring all such organizations to seek support competitively in a process managed by the Madison Arts Commission. (See Findings III.D.7.d.i. Line Item Support)	On-going. As of the 2013 budget, the summer concert series line items and the line item supporting Madison Scouts was removed from the budget, the \$24,000 previously allocated to those line items was added to the MAC annual grant budget and all organizations previously supported through those line items were invited to seek funding through MAC’s competitive grant process.	Satya Rhodes-Conway (former Dist 12 Council Member); Karin Wolf; MAC	

082.51	51. With regard to the Overture Center, the Madison Arts Commission should become the primary agency for review and evaluation of the annual performance contract. (See Findings III.D.7.d.i. Line Item Support)			
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