

VILLAGE OF GRAFTON
PUBLIC ARTS BOARD MEETING MINUTES

NOVEMBER 26, 2012

Member Erin Blum called the Public Arts Board meeting to order at 5:15 p.m.

Public Arts Board members present: Erin Blum, Robert Wagner, Jay Batista, Paula Christensen, and Joan Warwick

Absent: Trustee Dave Antoine and Mary Mendla

Staff / Officials present: Village Administrator Darrell Hofland and Administrative Assistant Katie Salatto

HEAR PERSONS REQUESTING TO BE HEARD

None.

MINUTES

Motion by Robert Wagner seconded by Jay Batista, to approve the August 13, 2012 Public Arts Board meeting minutes, as presented.
Approved unanimously.

GUITAR ART AUCTION – RESULTS

Erin Blum explained that the guitars were marketed at the Paramount Blues Festival and that one guitar sold. She explained that there is one guitar left to sell. Ms. Blum stated that the online auction did not go well. She explained that there were four newspapers and four online newsletters contacted about the event. Ms. Blum stated that there was not enough time to promote the event and that there needs to be greater efforts at marketing next time an event like this occurs.

Paula Christensen and Jay Batista both agreed that the price point for the guitars were too high for people and that the venue was the wrong location to try to sell the guitars. Mr. Batista stated that the venue would be a good location if they could sell smaller guitars there.

Erin Blum stated that the newspaper ad pictures were not big enough to do the guitars or the event any justice.

Everyone agreed to submit ideas for the next meeting as to how to market and sell the guitars next time.

STATUS OF LITTLE FREE LIBRARIES PROGRAM

Erin Blum stated that there is one Little Free Library installed. She stated that while the library was not currently full of books, she has seen many books in it in the past – there were even some in it last weekend. She questioned whether or not churches and schools could participate in the Little Free Library program. Ms. Blum suggested that the Public Arts Board re-advertise the Little Free Libraries in the spring.

Everyone agreed to re-advertise the Little Free Libraries in April, 2013.

BRIDGE STREET DAM LIGHTING PROJECT

Robert Wagner stated that a Village Board members at the Board of Public Works expressed concern about the dam repair budget when it comes to the potential dam lighting project. Jay Batista clarified by stating that the Trustee finds it fiscally irresponsible to go ahead with the project when the Village is in need of financial support in other areas.

Erin Blum stated that the Public Arts Board should look at this in as many different ways as possible if the money isn't there to make the project exciting.

Administrator Darrell Hofland stated that the Village Board may be open to other suggestions. Mr. Hofland stated that the Village is in the process of drafting two design concepts of the dam reconstruction project: one basic that meets DNR regulations and the other with some extra features.

Jay Batista suggested coming up with a project to fund the dam lighting idea.

Jay Batista and Erin Blum discussed the availability of electricity. Ms. Blum suggested spotlighting the water from above in order to keep the cost down.

Administrator Darrell Hofland stated that the focus should be on internal lighting in order to avoid any glare and light pollution.

Robert Wagner stated that Dave Murphy got in touch with an engineer that the Village Board recommended for the lighting project. Mr. Hofland said he would follow up on the status of it.

Erin Blum stated that it is going to be very difficult to raise funds for this project. Paula Christensen agreed due to the grand size of the project.

Jay Batista stated that a fundraiser of this size would need people who could dedicate a lot of time and effort into working for it. Ms. Christensen suggested forming sub-committees to handle the event.

Erin Blum asked if there is any way to personally approach any local big businesses. She stated that everything we do to make Grafton a more interesting place helps out the entire area by drawing people in.

Erin Blum agreed to contact Dave Antoine to see if he would like to come up with any ideas on how to run a fundraising event for this project.

Robert Wagner said he would bring names of people who might be interested in helping out with large capital fundraising projects for the next meeting.

REPORT FROM 2013 PERFORMANCE ART EVENT COMMITTEE

Jay Batista stated that both he and Dave Antoine like the idea for a performance art event. They see it as an event similar to Mequon's Gathering on the Green where the whole community could be involved.

Erin Blum suggested that the Public Arts Board needs to prioritize what they are going to work on. Jay Batista agreed and suggested created a calendar or schedule to follow.

Everyone agreed that this topic should be on the top of the agenda for the next meeting.

MEIJER I-43 ART PROJECT

Administrator Darrell Hofland stated that the Meijer department store is proposed to open in 2014. Mr. Hofland explained that public art has been selected as the development's required public amenity feature. He stated that the location of the art work will be on the retaining wall near the northeast corner of the building. Mr. Hofland asked for suggestions of local artists that he could refer to Meijer.

Everyone agreed that they liked the idea.

Administrator Hofland pointed out that any designs will be presented and reviewed by the Public Arts Board.

Everyone agreed about the wonderful opportunity this could be for Grafton. Erin Blum stated that this project keeps the Grafton community moving forward. Administrator Darrell Hofland pointed out that this would be the first piece of artwork north of the new I-43 bridge abutments that the DOT put downtown as part of the Marquette Interchange.

STATUS OF 2013 POETRY PATHS

Administrator Hofland stated that the status of the 2013 poetry paths and the 2013 year-to-date financial statement are related. Mr. Hofland stated that they originally began with \$10,000 from the Zaun Memorial Foundation. He stated that he has not contacted Zaun Memorial Foundation again because he wanted to see what the Arts Board thought about the project. Mr. Hofland also stated that they is approximately \$3,000 available for future projects and that there is a \$1000 commitment from Kapco to participate again in the Guitar Art project.

The Arts Board discussed the pros and cons of skipping a year for Poetry Paths. Robert Wagner stated that it would be a shame to skip a year and everyone agreed.

Administrator Hofland pointed out that three poem stamps were used twice this past year.

Jay Batista pointed out that this project is a lasting legacy that children can come back in ten years to look back on. He agreed that the project should continue on without skipping a year even if the number of stamps are reduced. Mr. Batista volunteered to speak to a representative of the Zaun Memorial Foundation to see if they would offer a grant. He suggested that the Public Arts Board should also provide funding. He stated that he would contact more employers.

Paula Christensen offered to do a fundraising event for no cost to raise funds. The Public Arts Board agreed to table the discussion until December.

2012 YEAR-TO-DATE FINANCIAL STATEMENT

Administrator Hofland stated that \$3,100 is not committed right now. Mr. Hofland stated that they had a commitment from the Village Board for \$4,000 last year for the replacement of the banners at Paramount Plaza. However, this was a one-time contribution. He stated that the Public Arts Board does not have an additional \$4,000 for 2013.

OLD BUSINESS

None.

NEW BUSINESS

Administrator Darrell Hofland stated that the Village has been working with MIADD for one year to come up with new gateway features on WIS 60. Mr. Hofland stated that this is a good opportunity for Grafton to have something new and exciting to greet people on their way into the Village. He said that the designs are left totally up to the student artists and that he could potentially have ideas to present at the next meeting.

NEXT MEETING DATE

Erin Blum stated that the next meeting will take place on December 10. She asked everyone to bring ideas.

ADJOURN

Motion by Erin Blum, seconded by Paula Christensen, to adjourn at 6:06 p.m. Approved unanimously.