

VILLAGE OF GRAFTON

PUBLIC ARTS BOARD MEETING MINUTES

JANUARY 22, 2013

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

Public Arts Board members present: Erin Blum, Trustee Dave Antoine, Jay Batista, Paula Christensen, Joan Warwick, Robert Wagner, and Mary Mendla

Public Arts Board members absent: None

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

Guest speaker: Branding Consultant Todd Sprenger from EDGE Branding Subcommittee

HEAR PERSONS REQUESTING TO BE HEARD

None.

GATEWAY PROJECT - UPDATE

Village Administrator Darrell Hofland stated that the gateway project is ultimately meant to catch the eye of anyone entering or exiting the Village of Grafton. Mr. Hofland pointed out that an EDGE branding subcommittee has been meeting with a MIAD professor and students who were asked to create a gateway feature as a class assignment. Mr. Hofland stated that the individual class projects are at a conceptual stage and that there is much more refinement that is needed to be done.

Brand Subcommittee member Todd Sprenger explained that the ideas the students presented needed to fit in with Grafton's brand – *Quality Life. Naturally*. He explained that while all the projects were good, one solution a student presented seemed to fit in with Grafton's brand better than all the rest. Mr. Sprenger emphasized that the design would go through extensive engineering and material selection processes. He also stated that the project would move out of the student's hands and into professional – possibly a public art specialist's – hands.

Village Administrator Darrell Hofland presented the student project. Todd Sprenger stated that the original idea included making the sculpture out of polyurethane and that it would reach about seven to nine feet tall located in the WIS 60 median between I-43 and Port Washington Road. He also stated that it would be about 300 feet long by six feet wide. Mr. Springer pointed out that the actual scale of the project has yet to be determined through the engineering process. Mr. Springer pointed out the unique aspect of stones at the bottom of the sculpture that absorb light throughout the day and illuminate at night.

The board discussed color options and longevity of the materials – including whether or not the materials would stand up to ultraviolet light. Todd Sprenger stated that all of these questions would be answered after going through the initial stage of the engineering process.

Erin Blum questioned how the project would be funded.

Village Administrator Darrell Hofland stated that the project would be funded with portions from the Room Tax Fund. Mr. Hofland stated that there is also the possibility of funding from TIF No. 5.

The Public Arts Board members discussed the art project, possible refinements, selection of materials, location of the project, and durability of materials.

Todd Springer stated that the engineering process would solve the issues of length, density, thickness, frequency, and whether the sculpture should stand as one or as many throughout the community.

Motion by Dave Antoine, seconded by Robert Wagner to allow Todd Sprenger to move forward with the MIAD student project idea to the next engineering step.
Approved unanimously.

The Public Arts Board expressed support for the consideration that elements of the art sculpture could be continued throughout the Village.

OLD BUSINESS

Erin Blum stated that she was referred to creative lighting designer Marty Peck for ideas for the Bridge Street dam lighting project. Ms. Blum stated that conceptual ideas from Mr. Peck would cost \$4,000-\$5,000.

Motion by Erin Blum, seconded by Mary Mendla, to adjourn at 6:00 p.m. Approved unanimously.