



**Shorewood Public Art Committee
Village Hall Committee Room, 3930 Murray Avenue
Wednesday, October 4, 8:30 a.m.**

Agenda

1. Call to order.
2. Consider approval of August 2, September 13, and September 19 meeting minutes.
3. Update on Ghost Train status.
4. Discussion of Arts festival.
5. Discuss Other Old/New Business.
6. Adjournment.

DATED at Shorewood, Wisconsin, this 1st day of October 2023.

Toya Harrell, Village Clerk

Should you have any questions or comments regarding any items on this agenda, contact the Manager's Office at 847-2705.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of all individuals.

Shorewood Public Art Committee

Minutes of August 2, 2023

PAC Members Present: Ellie Rabinowitz, Anna Coffaro, Laura Huebner

Others present: Assistant Village Manager Chris Anderson

PAC Members Absent: Ken Vonderberg, Deb Medin, two vacancies

Next PAC Meeting: September 6, 2023, at 8:30 AM

1. Call to order.

The meeting was called to order at 8:35am

2. Consider approval of July 5, 2023 meeting minutes.

Laura moved to approve, seconded by Anna and the motion carried 3-0.

3. Update on Ghost Train status

Ellie reported conditions for the Ghost Train are maintaining, and there are no other issues emerging. Former members of the Public Art Committee and donors to the Ghost Train are pushing for more frequency of the display. In a recent meeting with "Light the Hoan" group, it was discovered they have similar components of the Ghost Train, but not everything. The Wisconsin DOT was supposed to take ownership of this light asset after the installation, but Light the Hoan became a non-profit to maintain their bridge light infrastructure. A potential partnership with Light the Hoan could be good because it could be a good alternative due to better negotiated pricing for maintenance contracts than Main Stage or Signify. Ellie mentioned an idea of the previous donors investigating an idea to set up a non-profit for the Ghost Train similar to Light the Hoan and additional longer term discussions will be underway.

4. Discussion of Arts festival.

Ellie reported Colleen is interested in coming back to discuss feedback on the RFP and questions for the potential "day of" service provider. Event schedule will be based on a November 2024 event. Subcommittee will meet to talk through the questions and RFP format. Targeting a meeting with the Arts Festival subcommittee before the next Public Art committee meeting.

5. Discuss Other Old/New Business.

Signaling History discussion: Ellie discussed locating the profiles of all the artists that were originally to be featured and has put together a document of contact information for each artist. The invitation letter to acknowledge the artists was reviewed and discussed to try to settle on a date for a Saturday/Sunday. Anna discussed the idea of a new art initiative similar to hearts and butterflies to leverage the arts festival to keep art front of mind for Shorewood residents. AVM Anderson asked for the potential to delay the September meeting by one week since he will be out of the office.

6. Adjournment.

Anna moved to adjourn, seconded by Laura and the motion passed 3-0. The committee adjourned at 9:28am.

Respectfully submitted by,
Chris Anderson, Assistant Village Manager

Shorewood Public Art Committee

Minutes of September 13, 2023

PAC Members Present: Ellie Rabinowitz, Ken Vonderberg, Anna Coffaro, Laura Huebner

Others present: Assistant Village Manager Chris Anderson, Pat Algiers, Doris Heiser

PAC Members Absent: Deb Medin, two vacancies

Next PAC Meeting: October 4, 2023, at 8:30 AM

1. **Call to order.**

The meeting was called to order at 8:32am

2. **Update on Ghost Train status**

Ms. Algiers and Ms. Heiser were present to talk about the donors of the Ghost Train and the previous actions over the last 15 months in the interest of figuring out a plan moving forward. Providing history and context for the Public Art Committee, the guests described the way donors were originally presented with an idea to install the Ghost Train in Shorewood as an exciting element for the Village to raise funds for an install. Donors currently have a desire to increase the marketing of the Ghost Train and the frequency of the train running so people know it exists. The Ghost Train needs maintenance as all public art does and the previous donors would like to impart a sense of urgency. An action plan is needed to preserve this and other public art. There are 20 light assets in the MKE area, and the Ghost Train is among them. Light the Hoan recently had an intern challenge with 55,000 entries due to social media. The power of collaboration could allow the Ghost Train and other light assets to negotiate a comprehensive maintenance contract. Comments from the committee included there was no full time staffer for social media for this and other Shorewood Public Art. In response to this and after hearing about what about the use of interns for Light the Hoan, another member asked about interns or youth to revitalize the Ghost Train's social media presence with a new campaign. Lastly, another member mentioned the need to have a separate committee entirely just for this purpose since the current committee is focused on multiple goals.

3. **Discussion and possible action on requesting Ghost Train funding to pay for trademark filing fees.**

AVM Anderson described that the renewal of the Ghost Train trademark is due November 14, 2023 and the motion should request funding from the Shorewood Foundation from the Ghost Train line item budget in an amount not to exceed \$1,500. This cost will cover the filing fee, attorney fee, and monitor for potential infringement. Laura moved, seconded by Ken and the motion carried 4-0.

4. **Discussion of Arts festival.**

Colleen could not be at this meeting but has requested feedback on the RFP document she shared with the committee. Colleen would like to meet with the committee to discuss Arts Festival items on Monday, September 18 at 9am. AVM Anderson will check room availability if it is determined to be in person and will post the meeting to follow Open Meetings Law.

5. **Discussion of Signaling History artist appreciation event.**

Ken has suggested a weekend for this appreciation event. The original suggestion was September 23, but this date did not work for many of the committee, so alternative dates in October were discussed. The committee could still not come to consensus, so this will be tabled for spring.

6. **Discussion of committee involvement with upcoming Conservation Committee events.**

Shorewood Public Art Committee

Minutes of September 19, 2023

PAC Members Present: Ellie Rabinowitz, Deb Medin (out 10-1 to 1-5), Anna Coffaro, Laura Huebner

Others present: Colleen Krynicki, Assistant Village Manager Chris Anderson

PAC Members Absent: Ken Vonderberg, two vacancies

Next PAC Meeting: October 4, 2023, at 8:30 AM

1. Call to order.

The meeting was called to order at 9:01am

2. Discussion of Arts festival.

Colleen opened the meeting asking for the target date. Ellie mentioned that next year after the SHS showcase would be best (the weekend after). Main task to accomplish is to secure an event coordinator for day of planning and logistics. Colleen shared a version of the draft RFP for hiring the event coordinator. AVM Anderson provided additional feedback of items to include in the RFP to follow Village structure of similar RFPs. Ellie inquired about adding a feedback mechanism for attendees, artists, volunteers, etc. Colleen mentioned the use of a survey to collect this information.

Discussion about fundraising from potential donors, what strategies would be best to get the word out about the inaugural public art festival and creating a list of potential sponsors. Discussion of target date while considering the Showcase date (likely 11/9 in 2024). Ideas: 2 day festival at Gensler Auditorium visual and performing arts.

A strategy will be developed to contact businesses for donations before the end of the calendar year. Subcommittee discussed a future meeting date with the group to be the next regular meeting date of October 4 at 8:30am.

3. Adjournment.

Laura moved to adjourn, seconded by Deb and the motion passed 4-0. The committee adjourned at 9:52am.

Respectfully submitted by,
Chris Anderson, Assistant Village Manager