

Members Present: Chair Huebner; Members Medin, Linares-Ferro, Ultima, and Vonderberg

Excused: Member Rabinowitz

Others Present: Village Manager Ewald, Assistant Village Manager Berzin, and BID Executive Director Henning

1. Call to Order
Huebner called the meeting to order at 8:30am
2. Consider approval of meeting minutes - January 7, 2026
Ultima moved to approve, Vonderber second. Motion carried 5-0.
3. Citizens to be Heard - this item is for matters not on the agenda. Discussion may follow comments on non-agenda items or discussion, and action may come at future meetings.
No citizens to be heard
4. 2025 Initiative - Village-wide Arts Festival
 - a. Report progress to date - discuss form for businesses to complete and next steps
 - Huebner worked with Henning to submit an Art Walk advertisement for the spring issue to Shorewood Today, encouraging arts to participate
 - Henning connected PAC to Shorewood Foundation
 - The bid will assist with advertising costs
 - Linares-Ferro suggested creating the contact displays with the cost received from Shorewood Foundation
 - Application timeline will be extended due to funding application to Shark Tank.
 - b. Action items
 - Ultima and one other committee member to present to Shark Tank and submit application - Huebner will check with Rabinowitz if she is available.
 - Huebner to create flyer and map to supply Henning for BID
 - Berzin to check with Planning and Development Director regarding what kind of sign is allowed (sandwich board, flag sign, etc.)
 - Berzin to add application review to agenda for April 8, 2026.
5. 2026 Initiative - Acknowledgement program for [“Signaling History”](#) artists
 - Berzin to drop off this item as it is complete.
6. 2026 initiative - [Promote the installation of local artists’ work in the Village Hall lobby](#)
 - a. Report progress to date
 - Huebner stated art selected at January 7 meeting is now hanging

- in lobby
- b. Action items
7. 2026 Initiative - Continue to monitor possible maintenance problems on existing public art
- a. Report progress to date
- Huebner stated Ghost Train is still down.
 - Part was ordered by DPW and they are waiting to get it in.
 - Huebner added statement to website informing public
- b. Action items
- Huebner to send Rabinowitz “Ghost Train Runs on Love” information to Village for Managers Memo
 - Ewald to send contact information for owners of Culvers and Corner Bakery to Medin
 - Huebner to submit application to Shorewood Foundation for maintenance fund to Ghost Train.
 - Ultima to begin researching grant options
8. [Policy 49 Workplans, Village Initiatives and Task Assignments](#)
- a. January 31, Volunteer Boards and Committees identify prior year accomplishments in the [2025 annual report](#)
- Review and consider final report
- b. March 1, Volunteer Boards and Committees submit [proposed initiatives](#) to the Village Manager for consideration in the next fiscal year ([2027](#))
- Deadline January 26 - noon; proposed initiatives will be compiled and considered by the Committee on February 5 prior to submission
 - Ultima suggests keeping an eye on the signaling art boxes
 - Get feedback from Art Walk artists to see if they would want to participate
 - Linares-Ferro suggests wording change: Maintain public art and address issues as needed (i.e. Ghost Train and Signaling Art)
 - Ultima suggests community garden idea
 - Vonderberg suggests Hubbard Park.
 - Ewald suggested working with Parks and Public Spaces and the school district
9. Staff Liaison Report
- a. Deadline for proposed Shorewood Today articles - ideas should be submitted to the Village Manager’s Office before these 2026 dates: 3/16 for summer issue, 7/6 for fall issue, 10/5 for winter issue.
- b. Atwater Beach House Mural
- All members in favor.



- Committee to look at space Friday February 6, 2026.
- Berzin to look into Signaling History memo
- Huebner to add this as an initiative to be submitted
- Ewald to reach out to Historical Society regarding anniversaries
- Berzin to invite Vince Vogelsang to the next meeting to discuss further

10. Future Items of Consideration

Future Items of Consideration are items not listed on the agenda that members would like to discuss or consider at a future meeting date. The members are requested to vote on whether an item should be discussed at a future meeting. Wis Stat require the public have notice on the agenda of the topics to be discussed and considered. If an item is voted to be listed on a future agenda, discussion on the item shall occur after being listed to provide proper notice.

None.

11. Adjournment

Linares-Ferro moved to adjourn, Ultima second. Vote carries 4-0. Meeting adjourned at 9:51am.

Respectfully submitted,

A handwritten signature in blue ink that reads "Nicole Berzin". The signature is written in a cursive, flowing style.

Nicole Berzin, Assistant Village Manager