

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.**

