



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Appleton Public Arts Committee

Tuesday, April 6, 2021

7:45 AM

Council Chambers, 6th Floor

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[21-0358](#) APAC Minutes from 1-5-21

Attachments: [APAC Minutes 1-5-21.pdf](#)

4. **Public Hearings/Appearances**

[21-0359](#) Presentation by Anne Katz, Executive Director of Arts Wisconsin

[21-0360](#) Any Public Participation

5. **Action Items**

[21-0361](#) Request from Creative Downtown Appleton Inc. for the Downtown Creates "Adopt-A-Planter to Create Garden Art" event from May 21-23, 2021 to be located within the planters along the College Avenue amenity strip, as described in the attached documents and subject to the conditions in the attached staff report

Attachments: [StaffReport Garden Art For4-6-21.pdf](#)

[21-0362](#) Request from Creative Downtown Appleton Inc. for the Downtown Creates "Artful Chairs" event from June 18-20, 2021 to be located within the College Avenue amenity strip (Badger Avenue to Drew Street), as described in the attached documents and subject to the conditions in the attached staff report

Attachments: [StaffReport Artful Chairs For4-6-21.pdf](#)

[21-0363](#) Request from Creative Downtown Appleton Inc. for the Downtown Creates "Art Out - Plein Air Art" event on August 20, 2021 to be located within the College Avenue amenity strip (Badger Avenue to Drew Street), as described in the attached documents and subject to the conditions in the attached staff report

Attachments: [StaffReport Plein Art For4-6-21.pdf](#)

6. Information Items

[21-0364](#) Welcome new appointments, Kim Kolbe Ritzow and Luis Fernandez, to the Appleton Public Arts Committee and provide a brief overview of the Art in Public Places Policy, committee role and review process

Attachments: [Committee Appts 1-20-21.pdf](#)

[Arts in Public Places Policy 2020 Revisions AcceptedChanges+IR.pdf](#)

[21-0365](#) Appleton Public Arts Committee 2020 Annual Report

Attachments: [2020 Annual Report - APAC.pdf](#)

7. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Any questions about items on this meeting are to be directed to Karen Harkness, Director, Community and Economic Development Department at 920-832-6468.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



City of Appleton

100 North Appleton Street
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Meeting Minutes - Final Appleton Public Arts Committee

Tuesday, January 5, 2021

7:45 AM

Council Chambers, 6th Floor

1. Call meeting to order

Meeting called to order at 7:45 a.m.

2. Roll call of membership

Present: 5 - McElrath, Riesterer, Mische, Hoffman and McKenzie

Others present:

Aldersperson Alex Schultz, District #9

Karen Nelson, Diversity & Inclusion Coordinator

3. Approval of minutes from previous meeting

[20-1660](#)

APAC Minutes from 11-5-20

Attachments: [APAC Minutes 11-5-20.pdf](#)

Mische moved, seconded by Riesterer, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 5 - McElrath, Riesterer, Mische, Hoffman and McKenzie

4. **Public Hearings/Appearances**

[20-1662](#)

Any Public Participation

There was no public participation.

5. **Action Items**

[20-1661](#)

Review photos received from the "Images of Hope" photo contest and recommend those be placed in the Welcome Tower in Houdini Plaza

Attachments: [Houdini Welcome Tower Contest Photo Selection_Jan 5.pdf](#)

Photos #4, #6, #8, #12, #13, #14, #19, #21, #22, #23, #25 and #26 were selected as the top 12 winners.

Photos #18, #27, #41 and #44 were selected as the 4 runner-up photos.

McKenzie moved, seconded by Riesterer, to select the following as the winning top 12 photos: #4, #6, #8, #12, #13, #14, #19, #21, #22, #23, #25 and #26.

Roll Call. Motion carried by the following vote:

Aye: 5 - McElrath, Riesterer, Mische, Hoffman and McKenzie

Riesterer moved, seconded by McKenzie, to select the following as the 4 runner-up photos: #18, #27, #41 and #44. Roll Call. Motion carried by the following vote:

Aye: 5 - McElrath, Riesterer, Mische, Hoffman and McKenzie

6. Information Items

7. Adjournment

Mische moved, seconded by McElrath, that the meeting be adjourned at 8:45 a.m. Roll Call. Motion carried by the following vote:

Aye: 5 - McElrath, Riesterer, Mische, Hoffman and McKenzie



REPORT TO PUBLIC ARTS COMMITTEE

Appleton Public Arts Committee Meeting Date: April 6, 2021

Municipal Services Committee Date: April 12, 2021

Common Council Meeting Date: April 21, 2021

Item: Garden Art (Downtown Creates Event Series)

Case Manager: Jessica Titel

GENERAL INFORMATION

Applicant: Creative Downton Appleton Inc., c/o Djuanna Hugdahl

Property Owner: City of Appleton – Public Right-of-Way

Address/Parcel: College Avenue Amenity Strip Planters

Applicant's Request: Applicant is requesting approval to temporarily showcase garden art creations within the planters in the College Avenue amenity strip as part of the Downtown Creates monthly event series.

PROJECT DETAILS

Brief Description of Project and Location: The applicant is proposing to hold an event titled "Garden Art" as part of the Downtown Creates event series. The event will feature garden art creations within the 72 planters in the College Avenue amenity strip. Individuals will register to participate in the event and will be assigned a planter. The artwork will be displayed Friday through Sunday, May 21-23, 2021. The public will be invited to view the artwork. The event will be coordinated by Creative Downtown Appleton, Inc. The applicant has been in contact with the City Forester regarding this proposal and has his support.

Reason for Choosing the Proposed Location: The walkability of downtown makes it accessible to all and allows the artwork to be spaced apart to promote distancing the full mile stretch of College Avenue.

Description of How the Work is Installed/Anchored/Attached: Displays will be mostly freestanding objects and some staked items for stability with placement directly into the dirt. Appleton Downtown, Inc.'s certificate of insurance is on file with the City.

Timeline and Duration of Installation: Set up will begin around 9:00 AM on Friday, May 21, and artists would remove their artwork by 6:00 PM on Sunday, May 23.

Maintenance and Cost: Artists will be made aware that their garden art is submitted at their own risk. Staff and volunteers will walk the Central Business District on Monday, May 24 to assess and remove any items that were left behind.

Associated Signage: Temporary signs (2'W x 1.5' H) will be placed out during the event. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size.

Appleton Comprehensive Plan 2010-2030: The City of Appleton *Comprehensive Plan 2010-2030* illustrates the importance of the arts community to Appleton and encourages the expansion and promotion of placemaking and arts in the City. The proposed public art project is consistent with the following goals and objectives of the *Comprehensive Plan 2010-2030*.

Chapter 3 – Community Vision #12: Creative place making and public art enhance the public realm and contribute to a vibrant economy.

Chapter 14 – Downtown Plan

- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed Garden Art event, located within the College Avenue amenity strip planters, as described in the attached documents, **BE APPROVED** subject to the following conditions:

1. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size.
2. A street occupancy permit is required.
3. The applicant shall provide the Department of Public Works with a final placement map prior to the event.
4. Placement of artwork within the planters will begin no sooner than Friday, May 21, 2021, and all items shall be removed from the planters no later than Sunday, May 23, 2021. Applicant is responsible to collect any remaining items left in or around the planters by the end of the day on Monday, May 24, 2021.

Month of May – Garden Art:

2020 brought many challenges to our ability to host events and bring people downtown safely. To do so, we embraced the open air and walkability of our downtown, by offering our Downtown Creates series as a walk event only, connecting people and offering a place of artistic expression. With your support, we would like to showcase an exploration of art displays for the community to engage and connect. We often hear how the last twelve months have impacted the mental health of our community. Providing experiences of connection, even with strangers; is valuable and important to our overall well-being.

As you review this application, we look forward to any suggestions or comments from the Public Art Committee, in an effort to make this event the success that we hope it to be.

• Brief description of the proposed artwork

Our May Downtown Creates event will feature “Garden Art” showcasing talents from the community. The “Adopt a Planter” concept will engage families, non-profits and local artists of all ages to create artful displays in the 72 planters on College Avenue. They will be encouraged to incorporate natural materials and inspiration into garden themed works of art.

Community participants will be engaged through a call for artists, Master Gardeners, Marigold Mile, Appleton Area School District, nonprofits, and family groups. Corporate sponsorships will also be made available.

• Photos/sketches of proposed work:

See potential art creation images on attached page. Displays could feature Fairy Gardens, Garden Art, Flowers, Painted Rocks, etc. Each applicant will need to submit a “proposed” thought/sketch for approval, prior to receiving proposed planter location.

• Site plan/location map showing location of proposed work –

College Avenue – Amenity Strip & Beautification Planters. Working closely with DPW, the Garden Art creations will be showcased prior to any planting done in the planters for the Spring/Summer season. A letter of request to occupy the public right of way to Paula VandeHey, Director of Public Works is attached.

A final placement map of art planter locations can be submitted to the committee, once all applicants have applied and sketch/proposed work is approved.

• Reason for choosing the proposed location:

Areas will be spaced well apart to promote social distancing, within the full mile stretch of College Avenue. Offering distance between displays and features will assist with keeping the flow of foot traffic moving throughout the downtown district. Additionally, we would like this to be a full weekend offering, thus eliminating barriers of access to the arts. Free masks and hand sanitizer will be made available to attendees.

• **Description of how the work is installed/anchored/attached**

Displays will be mostly free standing objects and some staked items for stability with placement directly into the dirt of the beautification planters.

• **Installation specifications provided by a structural engineer**

N/A

• **Timeline and duration of installation**

Items would be placed during event timeframe:

Friday, May 21 - Set-up beginning around 9 am

Sunday, May 23 -- Artist Garden Art removal and clean-up finalized by 6 pm

• **How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs)**

Artists will be made aware that submissions are being placed at own risk. A draft of our submission form is also attached.

Creative Downtown Appleton Inc. will provide volunteers & staff to assist with removal of any items that may have been left behind in or around the planters, on the morning of Monday, May 24.

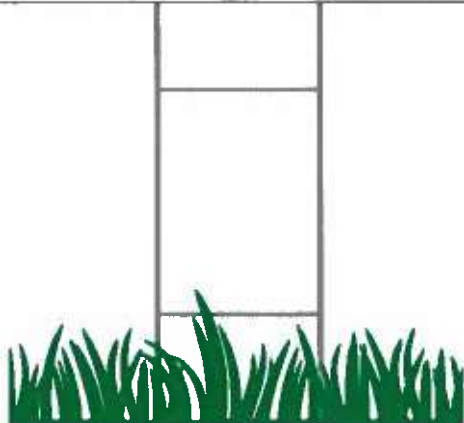
• **Description of any associated signage**

Planned signage consists of similar to image, placed in planters during event only. Signage would look similar with minor updates, (image is from 2020), showcasing event, Creative Downtown Logo and sponsor logos. Dimensions 2' W x 1.5' H

2 feet wide



1.5 feet height



DOWNTOWN CREATES... Featuring Garden Art

3rd weekend of June, 18-20, Friday through Sunday – College Avenue





Adopt-A-Planter to Create Garden Art!

DRAFT

May 21 - 23

Want to Adopt-A-Planter and transform it into a temporary art piece? Register to participate in Downtown Creates...Garden Art, hosted Friday May 21 – Sunday, May 23 to create a garden masterpiece in one of the 72 planters along College Avenue. Submit a design/sketch of what your planter design will look like (ie: floral arrangements, fairy gardens, metal garden sculptures, etc.) to be reviewed by our selection committee for approval.

Companies interested in sponsoring a planter with a local artist can contact us direct at email below to coordinate.

Materials:

Items used in your creation should include at least one natural material; such as flowers, wood, rocks, also encouraged are upcycled/found objects, and more.

Size of Planters Available:

Small:

Large:

Timeframe of Creation:

DUE WEDNESDAY, APRIL 14: Submit an application with design concept.

WEDNESDAY, APRIL 21: Applications reviewed by committee and approval sent to you (once approved, you can start creating items on your own time to be part of your display in the planter).

FRIDAY, MAY 21: Begin assembling your display in your ASSIGNED planter on College Avenue at 9am. Must be completed by 4pm.

SUNDAY, MAY 23: Take down your display between 4-6pm.

Prize Categories: Four \$200 prizes will be awarded in each of the following categories -

Artist | Non-Profit Organizations | Commercial (For-Profit) | Group (neighbors, teams, families, etc.)

Prizes will be awarded based on creativity, use of space, use of natural elements, etc. by a panel of judges.

Beginning the week following (May 24-31) pictures of all completed Adopt-A-Planter creations will be posted on Facebook allowing the public to vote ("like") their favorite. The top 2 will receive a \$50 People's Choice Award.

Please note: Your displays will not be secured or closely monitored. Any damage that may occur is at your own risk.

Direct all questions to Meghan@appletondowntown.org or call 920-954-9112.

Please submit your application by April 14 for your chance to Adopt-A-Planter!

[CLICK HERE TO REGISTER NOW](#)



DOWNTOWN CREATES... is an open air, walkable, event series that focuses on smaller outdoor areas and eliminates large group gathering by spreading out activities throughout the mile stretch of the Downtown. The Downtown Creates series is proposed as free community events beginning on the third Friday in April through August, and continuing through the weekend. The events are designed to engage local artists, downtown businesses, nonprofits, attractions, outdoor spaces, alleyways and Houdini Plaza to participate in curating a Creative open-air experience.

Themes:

April 16 – Fiber Rain* - yarn pieces displayed on planters, way-finding signage, poles, etc.

May 21 – Garden Art – natural elements turned into works of art; 3-D sculptures, painted windows, flower displays, upcycled sculptures and more.

June 18 – Upcycled Chairs – upcycled wooden and/or plastic chairs. An empty chair is a sign of welcoming or an invitation.

July 16 – Chalk Art* - invitation to artists to create chalk art for fun, or as part of a competition for prizes.

August 20 – Plein Air Painting – invitation for painters of all abilities to paint throughout the day and join the online auction to sell their painted piece, if they choose. Offering them an opportunity to sell their artwork to the community.

*Public Art application not required due to grandfathered clause.



REPORT TO PUBLIC ARTS COMMITTEE

Appleton Public Arts Committee Meeting Date: April 6, 2021

Municipal Services Committee Date: April 12, 2021

Common Council Meeting Date: April 21, 2021

Item: Artful Chairs (Downtown Creates Event Series)

Case Manager: Jessica Titel

GENERAL INFORMATION

Applicant: Creative Downton Appleton Inc., c/o Djuanna Hugdahl

Property Owner: City of Appleton – Public Right-of-Way

Address/Parcel: College Avenue Amenity Strip - 900 West to 300 East blocks of College Avenue (Badger Avenue to Drew Street)

Applicant's Request: Applicant is requesting approval to use the College Avenue amenity strip for the Artful Chairs event as part of the Downtown Creates monthly event series.

PROJECT DETAILS

Brief Description of Project and Location: The applicant is proposing to hold an event titled "Artful Chairs" as part of the Downtown Creates event series. The event will feature up to 100 chairs repurposed and upcycled to be painted or decorated pieces of art. The chairs will be placed in designated locations within the College Avenue amenity strip. Individuals will register to participate in the event and will be assigned a location for the chair to be displayed Friday through Sunday, June 18-20, 2021. The public will be invited to view, sit on and touch the chairs. The event will be coordinated by Creative Downton Appleton, Inc.

Reason for Choosing the Proposed Location: The walkability of downtown makes it accessible to all and allows the artwork to be spaced apart to promote distancing the full mile stretch of College Avenue.

Description of How the Work is Installed/Anchored/Attached: The chairs will be free standing on the sidewalk. The business owners would have the option to bring the chairs in each night, if desired. Appleton Downton, Inc.'s certificate of insurance is on file with the City.

Timeline and Duration of Installation: Chairs will be placed by noon on Friday, June 18, and artists would pick up their chairs by 6:00 PM on Sunday, June 20.

Maintenance and Cost: Artists will be made aware that artful chairs are submitted at their own risk. There is potential to work with the business owners to bring the chairs in each night. Staff and volunteers will walk the Central Business District on Monday, June 21 to assess and remove any items that were left behind.

Artful Chairs

April 6, 2021

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Associated Signage: Temporary signs (2'W x 1.5' H) will be placed out during the event. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size.

Appleton Comprehensive Plan 2010-2030: The City of Appleton *Comprehensive Plan 2010-2030* illustrates the importance of the arts community to Appleton and encourages the expansion and promotion of placemaking and arts in the City. The proposed public art project is consistent with the following goals and objectives of the *Comprehensive Plan 2010-2030*.

Chapter 3 – Community Vision #12: Creative place making and public art enhance the public realm and contribute to a vibrant economy.

Chapter 14 – Downtown Plan

- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed Artful Chairs event, located within the College Avenue amenity strip (Badger Avenue to Drew Street), as described in the attached documents, **BE APPROVED** subject to the following conditions:

1. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size.
2. A street occupancy permit is required.
3. Designate who is responsible to replace chairs to assigned areas throughout the weekend.
4. The applicant shall provide the Department of Public Works with a final placement map prior to the event. DPW shall have the ability to modify any locations that are not acceptable.
5. Placement of the chairs shall not impede pedestrian traffic along the sidewalk, and the chairs shall be placed only within the amenity strip.
6. Placement of the chairs will begin no sooner than Friday, June 18, 2021, and all chairs shall be removed from the public right-of-way no later than Sunday, June 20, 2021. Applicant is responsible to collect any remaining items left behind by the end of the day on Monday, June 21, 2021.

Month of June – Artful Chairs:

With the many challenges of 2020, and our inability to host events and bring people downtown safely; we embraced the open air and walkability of our downtown. Our Downtown Creates series offered the community a walk event that connected people and showcased artistic expression. With your support, we would like to feature art displays for the community, again. The last twelve months have impacted the mental health of our community. Providing experiences of connection, even with strangers; is valuable and important to our overall well-being.

As you review this application, we look forward to any suggestions or comments from the Public Art Committee, in an effort to make this event the success that we hope it to be.

• Brief description of the proposed artwork

The June Downtown Creates event will feature up to 100 wooden chairs repurposed and upcycled to be painted or decorated pieces of art. Each chair will showcase talent from the community and must allow the opportunity to touch and the ability sit on.

In art, the chair implies presence as well as an absence. The chair is a stand-in for people, to occupy an otherwise empty space. The chair can symbolize loss or the hope of a return, a welcome sign or an invitation for one to sit.

We are currently working with the Boys & Girls Club of the Fox Valley to assist with decorating a portion of the chairs. An additional call for participation will reach local artists, Renee Ulman of Appleton Area School District, as well as nonprofits and family groups to participate, all in an effort to engage the community.

• Photos/sketches of proposed work:

Each applicant will need to submit a “proposed” thought/sketch for approval, prior to receiving designated sidewalk location and to be entered for prize consideration. See images of potential artful chair creations on attached page.

• Site plan/location map showing location of proposed work –

College Avenue amenity strip area. The area will consist of the Central Business District of College Ave., 900 West to 300 East blocks, (Badger Ave. to Drew St.).

A letter of request to occupy the public right of way to Paula VandeHey, Director of Public Works is attached.

A final placement map would be submitted to the Public Art Committee, once all applicants have applied and sketch/proposed work is approved. We welcome your participation.

• Reason for choosing the proposed location:

The walkability of the Downtown makes it accessible to all and allows for artwork to be spaced apart to promote social distancing within the full mile stretch of College Avenue. Offering distance between displays and features assists with keeping the flow of foot traffic moving throughout the downtown district. Additionally, we would like this to be a full weekend

offering, thus eliminating barriers of access to the arts. Free masks and hand sanitizer will be made available to attendees.

• **Description of how the work is installed/anchored/attached**

The chairs would not be anchored in and would be free standing with placement directly into the sidewalk amenity strip area. Our goal is to have the chairs displayed outside during the entire weekend.

If permitted, anchoring of the chairs to the planters with zip ties, could be facilitated. There is also potential to work with the business owners to bring the chairs in each night.

• **Installation specifications provided by a structural engineer**

N/A

• **Timeline and duration of installation**

Friday, June 18 - Installation of chair placement by noon.

Sunday, June 20 -Artists pick up of chairs by 6 p.m.

Monday, June 21 – Staff and volunteer team will walk the Central Business District to assess and remove any items that were left behind.

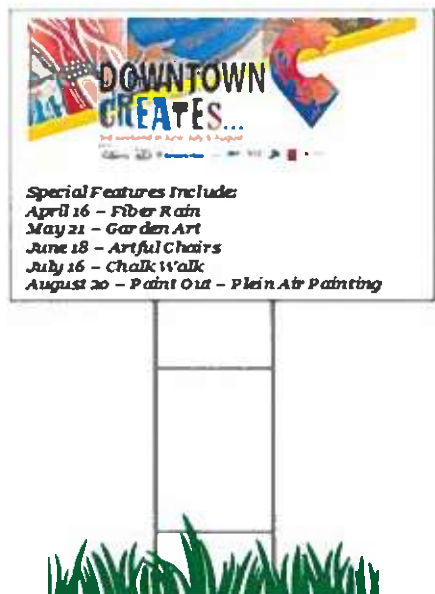
• **How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs)**

Artists will be made aware that artful chairs are submitted at own risk. There is also potential to work with the business owners to bring the chairs in each night.

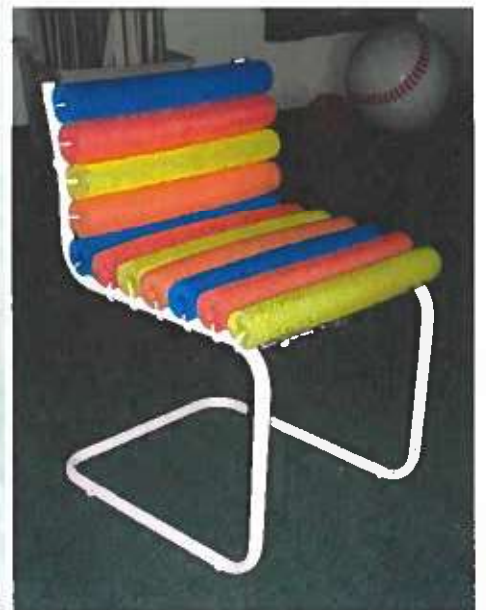
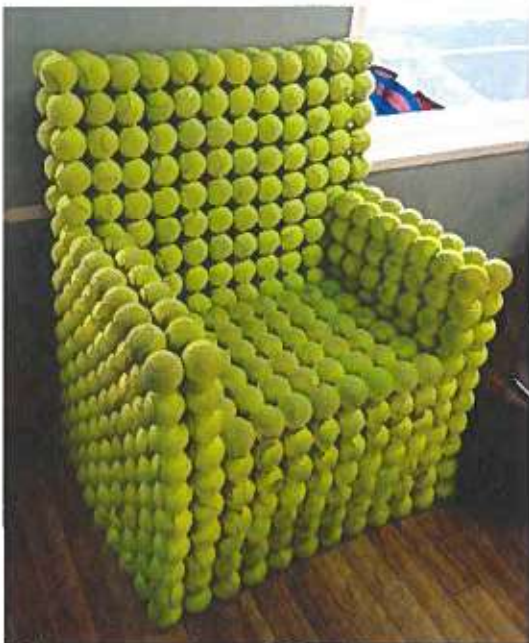
• **Description of any associated signage**

Planned signage consists of similar image, with minor updates (image is from 2020); placed in planters during event only. Signage would showcase event, feature Creative Downtown Logo and those of sponsors; along with listing of upcoming dates for walk events.

Dimensions 2' W x 1.5' H



DOWNTOWN CREATES... Featuring Upcycled Art Chairs
3rd weekend of May, 21-23, Friday through Sunday – College Avenue





Join us to create an ARTFUL CHAIR

DRAFT

June 18-20

Want to transform a wooden chair into an art piece? Register to participate in Downtown Creates...Artful Chairs, Friday June 18 – Sunday, June 20 to have your recreated artful chair on display along College Avenue. Submit a design/sketch of what your finished chair will look like to be reviewed by our selection committee for approval. Our goal is to feature 100 chairs!

Materials:

You must supply your OWN wooden chair. Chairs must be solid wood but can be any “type of chair” (ie: stools, dining room chair, rocking chair, etc.)

You can decorate, paint, renovate, upcycle, and repurpose your wooden chair using any materials you choose as long as the finished piece is both safe to sit on and touch.

Timeframe of Creation:

DUE WEDNESDAY, MAY 12: Submit an application with design concept.

Submit in one of two categories: Just for Fun! (not part of the judging) or In it to Win It!

WEDNESDAY, MAY 19: Applications reviewed by committee and approval sent to you (once approved, you can begin creating our Artful Chair on your own time).

FRIDAY, JUNE 18: Deliver your completed chair to your ASSIGNED location on College Avenue by noon. (Assigned locations will be shared with you the week of the event).

SUNDAY, JUNE 20: Pick up your chair between 4-6pm.

Prize Categories:

1st Place: \$250 | 2nd Place: \$100 | 3rd Place: \$75

Prizes will be awarded based on creativity, artistic skill/technique, etc. by a panel of judges.

Beginning the week following (May 24-31) pictures of all completed Adopt-A-Planter creations will be posted on Facebook allowing the public to vote (“like”) their favorite. The top 2 will receive a \$50 **People’s Choice Award**.

Please note: Your chairs will not be secured or closely monitored. Any damage that may occur is at your own risk.

Direct all questions to lynn@appletondowntown.org or call 920-954-9112.

Please submit your application by May 12 for your chance to have your Artful Chair on display!

[CLICK HERE TO REGISTER NOW](#)



DOWNTOWN CREATES... is an open air, walkable, event series that focuses on smaller outdoor areas and eliminates large group gathering by spreading out activities throughout the mile stretch of the Downtown. The Downtown Creates series is proposed as free community events beginning on the third Friday in April through August, and continuing through the weekend. The events are designed to engage local artists, downtown businesses, nonprofits, attractions, outdoor spaces, alleyways and Houdini Plaza to participate in curating a Creative open-air experience.

Themes:

April 16 – Fiber Rain* - yarn pieces displayed on planters, way-finding signage, poles, etc.

May 21 – Garden Art – natural elements turned into works of art; 3-D sculptures, painted windows, flower displays, upcycled sculptures and more.

June 18 – Upcycled Chairs – upcycled wooden and/or plastic chairs. An empty chair is a sign of welcoming or an invitation.

July 16 – Chalk Art* - invitation to artists to create chalk art for fun, or as part of a competition for prizes.

August 20 – Plein Air Painting – invitation for painters of all abilities to paint throughout the day and join the online auction to sell their painted piece, if they choose. Offering them an opportunity to sell their artwork to the community.

*Public Art application not required due to grandfathered clause.



REPORT TO PUBLIC ARTS COMMITTEE

Appleton Public Arts Committee Meeting Date: April 6, 2021

Municipal Services Committee Date: April 12, 2021

Common Council Meeting Date: April 21, 2021

Item: Art Out - Plein Air Art (Downtown Creates Event Series)

Case Manager: Jessica Titel

GENERAL INFORMATION

Applicant: Creative Downton Appleton Inc., c/o Djuanna Hugdahl

Property Owner: City of Appleton – Public Right-of-Way

Address/Parcel: College Avenue Amenity Strip - 900 West to 300 East blocks of College Avenue (Badger Avenue to Drew Street)

Applicant's Request: Applicant is requesting approval to use the College Avenue amenity strip for the Art Out – Plein Air Art event as part of the Downtown Creates monthly event series.

PROJECT DETAILS

Brief Description of Project and Location: The applicant is proposing to hold an event titled “Art Out – Plein Air Art” as part of the Downtown Creates event series. The event will feature plein air painting that will showcase artists painting on canvas or storefront windows throughout the day on Friday, August 20. Individuals will register to participate in the event and will be stationed on the sidewalk within the College Avenue amenity strip. Some participants may also paint storefront windows. The public will be invited to view the finished paintings. The event will be coordinated by Creative Downton Appleton, Inc.

Reason for Choosing the Proposed Location: The walkability of downtown makes it accessible to all and allows the artwork to be spaced apart to promote distancing the full mile stretch of College Avenue.

Description of How the Work is Installed/Anchored/Attached: Artists will use free standing easels and canvas, with placement on the sidewalk amenity strip. Items will be displayed during the entire weekend utilizing storefront windows to showcase the art. Appleton Downton, Inc.'s certificate of insurance is on file with the City.

Timeline and Duration of Installation: Artists will use the sidewalk in the amenity strip from 9:00 AM until 7:30 PM on Friday, August 20.

Maintenance and Cost: Any business that wishes to have an artist paint their windows will be responsible for clean-up. No other clean-up is expected.

Art Out – Plein Air Art

April 6, 2021

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Associated Signage: Temporary signs (2’W x 1.5’ H) will be placed out during the event. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size.

Appleton Comprehensive Plan 2010-2030: The City of Appleton *Comprehensive Plan 2010-2030* illustrates the importance of the arts community to Appleton and encourages the expansion and promotion of placemaking and arts in the City. The proposed public art project is consistent with the following goals and objectives of the *Comprehensive Plan 2010-2030*.

Chapter 3 – Community Vision #12: Creative place making and public art enhance the public realm and contribute to a vibrant economy.

Chapter 14 – Downtown Plan

- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*

RECOMMENDATION

Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed Art Out – Plein Air Art event, located within the College Avenue amenity strip (Badger Avenue to Drew Street), as described in the attached documents, **BE APPROVED** subject to the following conditions:

1. Per the Art in Public Places Policy, any artwork signage shall meet the parameters set forth in Zoning Code Section 23-531(e), which allows each artwork one plaque/sign not to exceed nine square feet in size.
2. A street occupancy permit is required.
3. The applicant shall provide the Department of Public Works with a final placement map prior to the event. DPW shall have the ability to modify any locations that are not acceptable.
4. Artists will use the sidewalk in the amenity strip from 9:00 AM until 7:30 PM on Friday, August 20, 2021. Applicant is responsible to collect any remaining items left behind by the end of the day on Monday, August 23, 2021.

Month of August: Art Out - Plein Air Art:

2020 brought many challenges to our ability to host events and bring people downtown safely. To do so, we embraced the open air and walkability of our downtown, by offering our Downtown Creates series as a walk event only, connecting people and offering a place of artistic expression. With your support, we would like to showcase an exploration of art displays for the community to engage and connect. We often hear how the last twelve months have impacted the mental health of our community. Providing experiences of connection, even with strangers; is valuable and important to our overall well-being.

• Brief description of the proposed artwork

Downtown Creates August event will feature plein air painting, showcasing local talent from the community. The Paint-Out competition will be a special feature offering artists the opportunity to paint beautiful masterpieces on canvas or storefront windows throughout the day-long event on College Avenue.

Paint-Out artists can choose to be “In It to Win It” or “Just for Fun”. A 16 x 20 canvas will be provided free, along with an easel, if needed. Each level has their own series of prize opportunities, as well as an online auction component the following week; allowing the participating artists another revenue opportunity. Together, community members will be able to support local artists directly and enhance the creative economy.

• Photos/sketches of proposed work:

Applicants will be given a theme. They will need to pre-register, in order to receive their designated sidewalk location and to be entered for prize consideration. See attached photos of Plein Air artists samples.

• Site plan/location map showing location of proposed work –

College Avenue amenity strip area. The area consists of the Central Business District of College Ave., 900 West to 300 East blocks, (Badger Ave. to Drew St.). A letter of request to occupy the public right of way to Paula VandeHey, Director of Public Works is attached.

• Reason for choosing the proposed location:

The walkability of the Downtown makes it accessible to all and allows for artwork to be spaced apart to promote social distancing within the full mile stretch of College Avenue. Offering distance between displays and features assists with keeping the flow of foot traffic moving throughout the downtown district. Additionally, we would like this to be a full weekend offering, thus eliminating barriers of access to the arts. Free masks and hand sanitizer will be made available to attendees.

• Description of how the work is installed/anchored/attached

Artists will use free standing easels and canvas, with placement on the sidewalk amenity strip area. We will also encourage painted windows. Items will be displayed during the entire weekend, utilizing storefront windows to showcase the art.

- **Installation specifications provided by a structural engineer**

N/A

- **Timeline and duration of installation**

Friday, August 20 – Artists pick up canvas and sidewalk location at ADI office, starting at 9 am. Pieces will remain out on the sidewalks until 7:30pm for the community to walk downtown and see the finished works in person.

Monday, August 23 – ADI staff and volunteers will walk the Central Business District to assess and remove any items that were left behind.

- **How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs)**

Any business that wishes to have an artist paint windows, will be required to do their own clean-up. No other clean-up is expected.

- **Description of any associated signage**

Planned signage consists of similar image, with minor updates (image is from 2020); placed in planters during event only. Signage would showcase event, feature Creative Downtown Logo and those of sponsors; along with listing of upcoming dates for walk events.

Dimensions 2' W x 1.5' H



DOWNTOWN CREATES... Featuring Plein Air Art 3rd weekend of August, 20-22, Friday through Sunday – College Avenue





DOWNTOWN CREATES... is an open air, walkable, event series that focuses on smaller outdoor areas and eliminates large group gathering by spreading out activities throughout the mile stretch of the Downtown. The Downtown Creates series is proposed as free community events beginning on the third Friday in April through August, and continuing through the weekend. The events are designed to engage local artists, downtown businesses, nonprofits, attractions, outdoor spaces, alleyways and Houdini Plaza to participate in curating a Creative open-air experience.

Themes:

April 16 – Fiber Rain* - yarn pieces displayed on planters, way-finding signage, poles, etc.

May 21 – Garden Art – natural elements turned into works of art; 3-D sculptures, painted windows, flower displays, upcycled sculptures and more.

June 18 – Upcycled Chairs – upcycled wooden and/or plastic chairs. An empty chair is a sign of welcoming or an invitation.

July 16 – Chalk Art* - invitation to artists to create chalk art for fun, or as part of a competition for prizes.


August 20 – Plein Air Painting – invitation for painters of all abilities to paint throughout the day and join the online auction to sell their painted piece, if they choose. Offering them an opportunity to sell their artwork to the community.

*Public Art application not required due to grandfathered clause.



"...meeting community needs...enhancing quality of life."

OFFICE OF THE MAYOR
Jacob A. Woodford
100 North Appleton Street
Appleton, Wisconsin 54911-4799
Phone: (920) 832-6400
Email: Mayor@Appleton.org

TO: Members of the Common Council
FROM: Mayor Jacob A. Woodford 
DATE: January 15, 2021
RE: Appointments to Committees, Authorities, Boards, Commissions, and Taskforces

It is with pleasure that I present the following appointments for your confirmation at the January 20, 2021 Common Council meeting.

APPLETON PUBLIC ARTS COMMITTEE

Kim Kolbe Ritzow	3 Year Term	Term to Expire October 2023
Luis Fernandez	2 Year Term	Term to Expire October 2022

Kim is involved in several community organizations and projects, including the PAC Board, the Community Foundation Scholarship Committee, etc., and is passionate about the arts and the role they play in community wellbeing.

Luis has an extensive background in music instruction. He is currently Assistant Professor of Strings and Music Education at UW-Green Bay. During the summer months, Luis instructs violin students and coaches chamber music at Blue Lane Fine Arts Camp.

APPLETON REDEVELOPMENT AUTHORITY

Amanda Stuck	5 Year Term	Term to Expire November 2024
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Amanda was most recently a member of the Wisconsin State Assembly for District 57. She is also a former housing specialist for the Appleton Housing Authority.

BICYCLE & PEDESTRIAN ADVISORY COMMITTEE

Benjamin Desotell	3 Year Term	Term to Expire December 2023
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Benjamin is an avid bicyclist interested in supporting Appleton's bikeability.



Art in Public Places Policy

Appleton Public Art Committee

July 2018

Updated October 2019

Updated February 2020

INTRODUCTION

This document serves as the policy to oversee the public display of art placed on publicly owned property and to serve as the road map to decisions made in relation to public art in the City of Appleton. This policy will also define the types of public art, how pieces will be chosen, approval and review process, the maintenance of each piece and the process for deaccession of the artwork. The review process is expected to take approximately 6 to 8 weeks, dependent upon project variables and meeting schedules. This policy does not apply to artwork on private property.

What is Public Art?

Public art is any work of art or element of design that is sited in or on property that is publicly owned or controlled by the City of Appleton (parks, buildings, right-of-ways, etc.) for people to experience. Public art pieces can be either privately owned by the artist or other entity or publicly owned by the City, but will be sited on public property. Ownership will be dependent upon each individual project.

For the purposes of this policy, Public Property is defined as *a building and/or land owned and controlled and/or in which the use is operated by the City including fire stations, City Hall, public works and park facilities, library and the like.*

Why Public Art?

Creative placemaking is a way of creating a special place and creating an identity within the places we frequent. Public art has been used in placemaking for decades and there are countless examples throughout the Fox Cities, State and Country on how the arts have improved the quality of life and enhanced the communities we live in.

Why a Public Art Committee?

By developing a Public Arts Committee for the City of Appleton, the City can work toward deliberately creating these special places, events and moments. Creation of a Public Arts Committee will establish a more formal way to review and maintain public art, provide another avenue for the promotion of the arts community and show the continued desire to establish the arts as a priority for our community.

Types of Public Art

Public art can take a wide range of forms, sizes, and scales—and can be temporary or permanent. Public art can include murals, sculptures, memorials, integrated architectural or landscape architectural work, community art, digital new media, lighting installations and even live performances.

Temporary/Events/Performance Public Art

Interactive cultural activities, performance-based work, or objects presented in public space that have a limited duration. Temporary public art is exhibited for 6 months or fewer. Public art may be experienced as a surprise or unanticipated activity, or as part of larger or anticipated events such as a festival, parade, or other community event. Temporary public art is transient and may last a few minutes or not more than 6 months. They may take place in one location or move but are not permanently sited.

Examples: Temporary public art can be almost any form; objects such as sculptures, interactive art or furnishing that are movable; street artists that perform music, poetry, dance or skits; modification to existing structures through wrapping, projecting images or other means.

Functional Art

The primary purpose is functional or utilitarian. Works of art that serve a purpose in publicly owned spaces that are designed and/or embellished by artists.

Examples: seating, benches, bicycle racks, bus shelters, fences, gates, trash cans, lights, light poles, etc.

Integrated Artwork

Fully incorporated into the design of a larger project or existing element in the community. Artists may work directly with the architects or engineers to enhance the qualities and functionality of publicly owned buildings, structures, spaces and/or infrastructure.

Examples: bridges, retaining walls, walkways, buildings, streetscaping, landscaping, functional building elements – façade elements, entrances, lobbies, etc.

Two and Three - Dimensional Artwork

Two and Three-dimensional artwork has been the most common form of public art and comes in a variety of forms, including, but not limited to:

- Interpretive: Primary purpose is educating the public. The artwork might be self-explanatory or require a panel explaining the project.
- Monument: A statue, building or other structure created to commemorate a famous or notable person or event. They are typically cast in or sculpted from granite, bronze or marble.
- Mural or Mosaic: A painting or other work of art created or mounted on a wall. Media used to create the mural or mosaic can include paint, tile, glass or other found materials.
- Sculpture: Freestanding, physically independent of other site elements. Can consist of a variety of materials, including metals, wood, concrete, fiberglass, landscape, glass, etc.
- Sensory Art: Appeals to the senses – visual, auditory, touch or a combination of these. Can include water features, fountains, interactive sound or touch features, lighting, etc.

APPLETON PUBLIC ART COMMITTEE (APAC)

The Appleton Public Art Committee (APAC) is responsible for implementing the Art in Public Places Policy. The APAC will create recommendations for the appropriate committee of jurisdiction based upon the proposed project/request. The recommendations will be forwarded to the Common Council to further the City of Appleton's commitment to the promotion, creation and maintenance of public art as defined in this policy. The Public Art Committee is a volunteer committee that works to support the goals and strategies for increasing the prevalence of public art and placemaking. It is important to understand that members will serve in an advisory capacity to the committees of jurisdiction.

The Committee will be made up of no more than 7 members that are appointed by the mayor and will have staggered terms of service. The Mayor will also appoint the chair of this committee.

The Community and Economic Development Committee (CEDC) will be the committee of jurisdiction to the APAC concerning the Art in Public Places Policy, committee budget, other policies and procedures applicable to the APAC. The APAC will also provide a report/summary of current project and initiatives to the CEDC at least annually, or as requested by the CEDC.

Goals/Focus Areas

1. Support the arts and cultural opportunities as identified in Comprehensive Plan 2010-2030 (see Exhibit A).
2. Serve as a forum to receive proposals, review for compliance with City policies and make recommendations regarding the maintenance and deaccession expectations.
3. Advocate for the arts by advising on policies and plans of the City, and by seeking non-City public and private resources to advance the work of the Public Art Committee.
4. Analyze gaps and opportunities in programming, support, funding, and promotion for the arts, cultural activity and economic development.
5. Increase public awareness, appreciation and contribution of public art.
6. Foster artistic creativity in the community and broaden public participation in the planning and creation of public artworks.
7. Consider development of an arts and cultural plan as recommended throughout the Comprehensive Plan.
8. Review and update the arts inventory.

Funding Sources

An ongoing funding source is yet to be determined for Appleton Public Art Committee projects, but will need to be a decision made by the City's elected officials. Some funding options could include a potential annual budget allowance, fundraising, private donations, grants and/or allocations from public projects.

PUBLIC ART GUIDELINES

Note: These guidelines are a dynamic, working document that will be reviewed periodically by the APAC and amended as needed.

Specific criteria are needed to evaluate the location and appropriate type of public art projects sponsored by the City. Proposed public artwork shall be reviewed by the APAC. The typical approval process will include a recommendation by APAC to the applicable committee of jurisdiction based upon the specific project. The committee of jurisdiction will then make a recommendation to the Common Council.

For a City-commissioned project or set of projects, the APAC will establish a formal selection process, seeking a range of choices appropriate for each project. City Staff and the APAC should first articulate the desired goals, nature, budget and any other special requirements for each project. A Request of Proposals or Request for Qualifications may then be issued.

Proposed public art will be evaluated on the following:

- Goals and Objectives. Each project should satisfy some of the goals and objectives as established by this policy, the 2010-2030 Comprehensive Plan and other applicable plans and policies.
- Context. The architectural, historical, geographical, geological and socio-cultural context of the site where the artwork will be installed or displayed.
- Structural Soundness. The resistance to theft, vandalism, weathering and/or excessive maintenance or repair costs.
- Public Safety. Artwork shall not present a hazard to public safety.

- Diversity. Rather than one kind of artwork, a range of styles, scale and approaches to public art should be considered.
- Feasibility. Evidence of the artist's ability to successfully complete the work as proposed including: project budget, timeline, artist's experience, soundness of materials and construction and design guidelines.
- Donor conditions (if applicable).
- Budget (if applicable). Proposal should provide a budget adequate to cover all costs for the design, fabrication, insurance, transportation, storage, installation and maintenance.
- Installation. Applicable engineering and structural requirements for the installation must be provided.

Guidelines for Accepted Artwork

The APAC shall make recommendations regarding any contingencies upon the acceptance of artwork. These contingencies and applicable agreements may vary widely dependent upon the type of artwork and will need to be flexible and customized for each project.

- After the decision is made to accept a piece of artwork, the applicant is informed and a contractual agreement is drafted setting forth the length of time the artwork will be displayed and other terms such as location, maintenance requirements and responsibility, insurance, value of the artwork, installation and removal responsibility, payment schedule (if applicable) and other conditions pertinent to the agreement.
- Final acceptance of the artwork is contingent upon the discretion of the Common Council, consistent with the criteria in this policy.
- Sponsorship plaques will be reviewed on a case-by-case basis in accordance with the City's Sign Code. Specifically, Section 23-531 as it pertains to sponsorship signs for murals will be applied. Section 23-531 allows for one plaque/sign that does not exceed 9 square feet per art work.

Installation

A plan for installation, including structural and engineering information, shall be provided with application and prior to any work commencing. A plan to show any necessary safety barriers around the perimeter of the work area during installation shall also be provided. In most instances, no City assets or resources should be used to install proposed artwork that is not owned by the City. Within 10 days of the public art installation, the artist shall provide certification that the artwork was installed correctly and meets applicable/required structural standards.

Maintenance

Whether integrated into building construction or standing alone in a public park or right of way, each work requires routine maintenance such as cleaning or trimming weeds, as well as long-term repair such as sealing cracks, fabricating and re-attaching a broken piece or outright replacement. Each public art project should have a maintenance plan and agreement that is prepared as part of the commissioning or acquisition process.

Maintenance for sculptures that are owned by or donated to the City will be the responsibility of the City. The artist should provide the City with information regarding anticipated maintenance needs for the artwork.

Insurance

When artwork is installed by a party other than the City and/or the artwork will not be owned by the City, the applicant is required to provide a Certificate of Insurance meeting the minimum liability requirements as set forth in Exhibit IR 6.1 – Applicant/s – Art in Public Places.

Deaccession & Relocation of Artwork

The City of Appleton will retain the right to relocate or deaccession any public artwork, regardless of the source of funding or method of acquisition. While the intent of acquisition is for long-term public display, circumstances and/or conditions may arise that make it prudent for the City, on behalf of the public interest, to remove an artwork from public display.

Deaccessioning and relocating of artwork may be considered for reasons including, but not limited to:

- The condition or security of the artwork cannot be reasonably guaranteed in its present location.
- The site is being eliminated.
- The site is being altered such that the artwork is no longer compatible with the site.
- The artwork presents a public safety risk.
- The cost of maintaining or updating the artwork's operating technology is cost prohibitive.
- The artwork requires excessive maintenance or has failures of design and workmanship.
- A more suitable location for the artwork has been proposed.
- The artwork no longer meets the goals of the Public Art Policy.

REVIEW PROCEDURES

The Appleton Public Art Committee will make recommendations regarding the placement or acceptance of public art. Community and Economic Development Staff will route the proposal to appropriate departments for review, comments and conditions. Projects will generally be reviewed by the Department of Public Works, Attorney's Office, Parks, Recreation & Facilities Management and Human Resources. The project can also be routed to any other applicable department based upon the project scope. The APAC will be responsible for reviewing the public artwork and making their recommendation to the committee of jurisdiction. The Common Council will make the final determination on whether or not the piece will be placed on publicly owned or controlled property. The review process is expected to take approximately 6 to 8 weeks, dependent upon the project variables and meeting schedules.

Public Art Project Review Team:

- Department of Public Works – review pieces that will be placed within the public right-of-way or on certain structures under the jurisdiction of this department (i.e. parking ramps, utility stations, light poles, etc.).
- Parks, Recreation & Facilities Management – review projects that are proposed to be placed within public parks, City property and grounds, trails or City structures/facilities under the jurisdiction of this department.
- Human Resources – insurance and liability review and requirements.
- Attorney's Office – liability, legal considerations and preparation of applicable documents and agreements.
- Others as determined appropriate by Staff.

Application for Review of Public Art

Any request for the placement of public art requires submittal of a completed application and required supporting materials. The application is available on the City's website or by contacting the Community and

Economic Development Department. The application shall be submitted a minimum of 3 weeks prior to the next regularly scheduled Public Art Committee meeting. All applications must include the following items:

- Brief description of the proposed artwork
- Photos/sketches of proposed work
- Site plan/location map showing location of proposed work
- Reason for choosing the proposed location
- Description of how the work is installed/anchored/attached
- Installation specifications provided by a structural engineer to confirm safety of structure/installation
- Timeline and duration of installation
- How the artwork will be maintained (including any costs associated with the maintenance and who will be responsible for those costs)
- Description of any associated signage

Review Steps

The procedure outlined below includes the general steps that will be involved when reviewing the placement of public art. Because public artwork can take on many forms, the review process is meant to be flexible and can be adjusted based upon each individual project.

1. An application is submitted to the Community and Economic Development Department (CEDD). Staff will review the application and confirm receipt of required information.
2. CEDD Staff route the proposal to appropriate departments for review, comments and conditions. Projects will generally be reviewed by Staff representatives with the Department of Public Works, Attorney's Office, Parks, Recreation & Facilities Management and Human Resources. The project can also be routed to any other applicable department based upon the project scope. These representatives shall furnish the CED Staff, in writing, their comments and/or conditions as to whether an application for a public art installation should be approved, conditionally approved or denied.
3. When applicable and per the stipulations listed below, notices will be sent to adjacent property owners at least one week prior to the APAC meeting date.
4. CEDD Staff will compile all findings and recommendations and present a Staff Report for the project to APAC for approval/denial of the proposal. Conditions of APAC approval may be required.
5. APAC recommendation will be sent to the committee of jurisdiction for action.
6. Committee of jurisdiction recommendation forwarded to Common Council for final action.
7. Appropriate legal documents and agreements are signed prior to artwork being accepted, constructed or installed. Applicant provides insurance certificate meeting minimum liability requirements.
8. Upon completion of the installation, the artist shall provide certification that the artwork was installed correctly and meets applicable/required structural standards.

Notification

All property owners within 100 feet of the proposed public art project will be sent notices. The notices will include the project summary and the APAC meeting date in which the public art project will be discussed. If the proposed public art project is located within an existing City owned park and the nearest private property is more than 100-feet away, notices will not be sent. Notices will not be sent for public art projects located within a City owned or occupied building/structure.

Failure to Comply

No public artwork shall be installed prior to satisfaction of all conditions of approval and the execution of the Public Art Agreement. If public art is installed in violation of the Art in Public Places Policy, the piece shall be immediately removed by the applicant/artist, at their expense. If the applicant does not remove the artwork

within the allotted amount of time, the City may remove the artwork and charge the applicant/artist. Any applicant/artist that violates the Art in Public Places Policy may no longer be allowed to install public art on City-owned property.

Public Art Exemptions

The following public art initiatives and/or displays are exempt from review by the Appleton Public Arts Committee and have been previously reviewed and approved by Municipal Services Committee and/or Common Council.

- Annual or previously approved Art events (these require Street Occupancy Permits through DPW):
 - Fiber Rain (Yarn Bombing)
 - Chalk on the Town
 - Paint on the Town
 - Park(ing) Day
 - Ice Sculptures
- DPW funded and administered art programs:
 - Snowplow Painting Program
 - Sidewalk Poetry Program
- Other exempted artwork:
 - Mandalas on the Red Ramp
 - Traffic Control Boxes
 - Compassion Manhole Project
 - Marigold Mile and street name signage
 - Installation of free libraries made through CARE Program
 - Painting of Water Street retaining wall
 - Acre of Art – existing pieces only (as of May 2018), future artwork associated with Acre of Art, that are placed on public property, will need proper approvals
 - Wayfinding signs for trails and public parks
 - Existing artwork on/in public property

EXHIBIT A:

Comprehensive Plan 2010-2030 References Relating to Public Art Committee

Creating a Public Arts Committee and increasing the prevalence of public art is widely and strongly supported throughout the City's Comprehensive Plan 2010-2030. One of the "Key Issues" heard during the public participation process related to the creative culture and public art. The following questions were posed during this process: *How can the City and its partners encourage the growth and diversification of the local arts and creative culture scene? How can a broader arts strategy be pursued in a fair and equitable manner? How can public art and other forms of creative expression be leveraged to foster a stronger community identity?* Establishing a Public Arts Committee will work towards answering these questions and achieving a vision within the Comprehensive Plan.

A number of vision statements that characterized the quality of life in Appleton were developed to help guide the City's comprehensive planning process. One of those vision statements stated that: *"Creative place making and public art enhance the public realm and contribute to a vibrant economy."* This statement confirms that residents recognize and value the City's commitment to placemaking and public art.

Chapter 8: Agriculture, Natural, Historic, and Cultural Resources of the Comprehensive Plan provides a detailed overview of the cultural amenities or organizations currently provided for in the City. The objectives and policies within this chapter speak directly to maintaining, supporting and enhancing the arts within Appleton.

8.4 OBJECTIVE: Support the organizations, events, and venues that make Appleton the arts and cultural center of the Fox Cities.

- 8.4.1 *Provide appropriate financial, technical, and other resources to ensure the continued viability and growth of cultural organizations and attractions, in partnership with organizations such as Appleton Downtown, Inc., the Appleton Public Library, and the Fox Cities Convention and Visitor's Bureau.*
- 8.4.2 *Partner with other agencies and organizations to ensure the availability of adequate event space and logistical services to facilitate cultural and related events within the community.*
- 8.4.3 *Continue to broaden education and collaboration with diverse communities.*
- 8.4.4 *Support development of a signature downtown amphitheater to showcase Appleton's growing music and cultural performance scene.*

8.6 OBJECTIVE: Consider developing a comprehensive Cultural Arts Plan to inform and guide efforts that position Appleton as the cultural center of the Fox Cities and a unique regional destination for those interested in history, culture, and all forms of artistic expression

- 8.6.1 *Reach out to private businesses and arts and cultural organizations to determine if there is sufficient interest in and resources available to prepare a comprehensive Cultural Arts Plan.*
- 8.6.2 *Prepare a Cultural Arts Plan which goes beyond public art to proactively plan for how the City can leverage its tremendous cultural, musical, and creative talents to retain its young people, grow its tourism potential, and attract and retain creative workers to the region.*
- 8.6.3 *Consider establishment of a public arts fund to support on-going public art initiatives.*
- 8.6.4 *Partner with private businesses and organizations to help brand and market Appleton as the creative hub for northeast Wisconsin.*

Chapter 14 - Downtown Plan provides for specific recommendations for Appleton's Downtown and directly supports the creation of a Public Arts Committee. One of the recommendation is the *"formal establishment of*

a city-wide arts council or commission to administer, promote a public art program and maintain public art collections.”

This chapter also has a detailed section that illustrates the importance of the arts community to Appleton and encourages the expansion and promotion of placemaking and arts in the City. One of the key strategies identified in this chapter is the development of a citywide Arts and Culture Plan. The creation of a citywide Arts and Cultural Plan is also supported elsewhere within the Comprehensive Plan. This could be an important task that the Public Arts Committee could accomplish.

While there are countless references to the importance of the arts community within Chapter 14 – Downtown Plan, below are the specific Initiatives that establishing a Public Arts Committee would support:

1.1 Continue development of entry features on major routes into the downtown

- B. Partner with local artists to design entry features including at the intersection of College Avenue and Richmond Street.*

1.3 Implement appropriate streetscaping projects throughout the downtown

- E. Use lighting to showcase the growing inventory of public art downtown, while contributing to a more interesting environment for walking. Continue to integrate public art into streetscape enhancements downtown.*

1.4 Install sculpture, murals, and other art in public locations throughout the downtown

2.1 Maintain and strengthen the vitality of the arts and entertainment niche

- B. Consider various models of providing broad municipal support for the creation, installation, and maintenance of public art.*

2.8 Establish an Arts and Culture Plan for the City

An Arts and Culture Plan is recommended for the entire City, as described in Chapter 8: Agricultural, Natural, Historic, and Cultural Resources. The plan would create a shared vision for the future of Appleton’s investments in a wide range of public art, educational, and cultural activities and programs. It would help guide both public and private actions and enable a more coordinated strategy to maximize efficiencies and returns on investments. The plan would leverage the City’s growing creative economy, strengthen tourism, and contribute to Appleton’s high quality of life. Implementing this strategy will require additional discussion, direction, and buy-in. Recommended next steps include:

- A. The City forming a study group to explore alternative models for art and culture planning, inventory assets and opportunities, and survey best practices from other communities.*
- B. Consider engaging an outside facilitator or consultant with experience developing similar plans in order to develop a comprehensive strategy, including a governance and management structure for arts and culture development with clear policies and procedures.*
- C. Establishing criteria for oversight (review/approval) and ongoing maintenance of public art and cultural programs and activities.*
- D. Identifying and securing funding mechanisms.*

5.6 Plan, design, and implement bike and pedestrian wayfinding signage

- B. Install destination arrival signs and features that integrate public art into infrastructure*

7.6 Promote the identity of the riverfront through creative use of lighting

IR 6.1 APPLICANT/S – ART IN PUBLIC PLACES

**City of Appleton
Insurance Requirements**

Project: _____

The Applicant/s shall not commence work on this project until proof of insurance required has been provided to the applicable department before the agreement is considered for approval by the City of Appleton.

It is hereby agreed and understood that the insurance required by the City of Appleton is primary coverage and that any insurance or self-insurance maintained by the City of Appleton, its officers, council members, agents, employees or authorized volunteers will not contribute to a loss. All insurance shall be in full force prior to commencing work and remain in force until the entire project is completed and the length of time that is specified, if any, in the contract or listed below whichever is longer.

1. INSURANCE REQUIREMENTS FOR CONTRACTOR

Commercial General Liability coverage at least as broad as Insurance Services Office Commercial General Liability Form, including coverage for Products Liability (if applicable), Personal and Advertising Injury, with the following minimum limits and coverage:

- Each Occurrence limit \$1,000,000
- Personal and Advertising Injury limit \$1,000,000
- General Aggregate limit \$2,000,000
- Fire Damage limit — any one fire \$50,000
- Watercraft Liability, (protection and indemnity coverage) **if** the project work includes the use of, or operation of any watercraft)..... \$1,000,000
- Products Completed/ Operations Aggregate \$2,000,000

Automobile Liability if owned rented, or leased vehicles will be used on City grounds in conjunction with the project:

Minimum Coverage:

- a) Single limit of liability - \$200,000 for bodily injury and property damage
- OR
- b) Split limit with limits of: \$100,000 each person bodily injury, \$300,000 each accident bodily injury, \$50,000 property damage

Workers' Compensation as required by the State of Wisconsin and Employers Liability insurance with \$100,000 Each Accident / \$500,000 Disease Policy Limits / \$100,000 Disease – Each Employee or with sufficient limits to meet underlying umbrella liability insurance requirements.

If applicable, the worker's compensation coverage must include Maritime (Jones Act) or Longshoremen's and Harbor Workers Act coverage.

If worker's compensation is not required by the State of Wisconsin, the City will waive this specific insurance requirement if the applicable Applicant/s signs the attached waiver under Exhibit A.

Aircraft Liability: If the project work includes the use of, or operation of any aircraft or helicopter, then Aircraft Liability insurance must be in force with a limit of \$3,000,000 per occurrence for bodily injury and property damage including passenger liability and including liability for any slung cargo.

Unmanned Aircraft Liability: If the project includes the use of, or operation of any unmanned aircraft then unmanned aircraft liability insurance must be carried with a limit of \$1,000,000 per occurrence for bodily injury, property damage liability and invasion of privacy liability.

Applicant's Equipment or Property (If applicable): The Applicant is responsible for loss and coverage for these exposures. The City of Appleton will not assume responsibility for loss, including loss of use, for damage to Applicant's property, materials, tools, equipment, and items of a similar nature which are being used in the work being performed by the Applicant. This includes but not limited to property owned, leased, rented, borrowed or otherwise in the care, custody or control of the Applicant.

2. **INSURANCE REQUIREMENTS FOR ALL SUB-CONTRACTORS**

All sub-contractors of the Applicant/s shall be required to obtain Commercial General Liability Automobile Liability, Worker's Compensation, Employer's Liability and if applicable, Watercraft Liability, Aircraft Liability and Unmanned Aircraft Liability insurance. This insurance shall be as broad and with the same limits and coverages (including waiver of subrogation) as those required by Applicant/s requirements.

3. **APPLICABLE PROVISIONS**

- **Primary and Non-Contributory requirement: All insurance must be primary and non-contributory to any insurance or self-insurance carried by City of Appleton.**
- **Acceptability of Insurers:** Insurance is to be placed with insurers who have an *A.M. Best* rating of no less than A- and a Financial Size Category of no less than Class VI, and who are authorized as an admitted insurance company in the State of Wisconsin.

- **Additional Insured Requirements:** The following must be named as **additional insureds** on all policies for liability arising out of this project work: **City of Appleton, and its officers, council members, agents, employees and authorized volunteers. On the Commercial General Liability Policy, the additional insured coverage must be on ISO form CG 20 10 07 04. This does not apply to Workers Compensation policies.**
- **Waivers of Subrogation** in favor of the City of Appleton must be endorsed onto the Applicant's Worker's Compensation, Commercial General Liability, Automobile Liability, Umbrella Liability coverage and Property/Equipment coverages.
- Certificates of Insurance acceptable to the City of Appleton shall be submitted prior to commencement of the project work for the applicable department. **In addition, form CG 20 10 07 04 for ongoing work exposure must also be provided or its equivalent.** These certificates shall contain a provision that coverage afforded under the policies will not be canceled or non-renewed until at least 30 days' prior written notice has been given to the City of Appleton.

Waiver and Indemnification Form – Exhibit A

For good and valuable consideration, including but not limited to the City waiving the requirement that Applicant/s must purchase worker’s compensation insurance, the Applicant/s agrees to indemnify, defend, and hold harmless the City of Appleton and its officers, officials, employees and agents from and against any and all liability, loss, damage, expenses, costs, including attorney’s fees, for claims arising out of the performance of this agreement including but not limited to those brought by Applicant’s employees (employed directly or indirectly), agents, volunteers, survivors, and the like.

_____, Applicant/s

Witness: _____

Printed Name: _____

Date: _____

By: _____

Printed Name: _____

Title: _____

Date: _____

City of Appleton

Witness: _____

Printed Name: _____

Date: _____

By: _____

Printed Name: _____

Title: _____

Date: _____

Appleton Public Arts Committee

Annual Report – 2020

Meetings:

The Appleton Public Arts Committee (APAC) held their meetings on the following dates this year:

- January 7, 2020
- March 3, 2020
- July 7, 2020
- September 10, 2020
- October 6, 2020
- November 5, 2020

The standing schedule for APAC meeting is the first Tuesday of every month at 7:45 AM. Meetings are held based upon items requiring action or attention.

Committee Actions:

A summary of committee actions and agenda items includes the following:

- Houdini Welcome Tower:
 - The Committee was tasked with changing out the artwork that is displayed in the Houdini Welcome Tower. The committee originally planned to choose artwork from Appleton Area School District students. This plan hit a roadblock when schools were closed due to the COVID-19 pandemic. The committee determined that idea was no longer feasible.
 - In July, the Appleton Public Arts Committee took action to partner with Appleton Downtown Inc. and Rhythms of the World to provide images representing cultural diversity in the City of Appleton. Gathering images that meet the specifications to be placed within the tower proved to be challenging.
 - Staff suggested both partnerships could be an option for a future Welcome Tower installation.
 - In October, the Committee took action to hold a community photo contest to fill the spots in the tower. The contest was open to all City residents. The contest theme was “Images of Hope.” A total of 47 eligible images were submitted for the contest. The Art Committee chose their top 12 images for display in the tower. The images were placed in the tower in March 2021.
- Discussed and approved updates to the Art in Public Places Policy. The revisions established a public notification process and detailed the procedure to initiate if an applicant/artist is not in compliance with the Art in Public Places Policy.
- A total of five (5) public art projects were presented to the APAC for review and recommended for approval. The projects were:
 - *Lion Sculpture*
 - Applicant: Appleton Noon Lion’s Club (c/o Mary Beth Nienhaus)
 - Location: Lion’s Park
 - *Hearthstone Traffic Control Box Vinyl Wrap*
 - Applicant: George Schroeder – Friends of Hearthstone, Inc.

- Location: Traffic control box in the public right-of-way adjacent to Hearthstone Museum – 625 West Prospect Avenue
- *HOPE Sculpture*
 - Applicant: Creative Downton Appleton Inc. (c/o Jennifer Stephany)
 - Location: Houdini Plaza
- *Sexual Assault Survivors Monument (Conceptual Review)*
 - Applicant: Chelsea Bongert – Sexual Assault Survivors Monument Corporation
 - Location: Ellen Kort Peace Park
- *Houdini Plaza Welcome Tower Photo Contest*
 - Applicant: N/A (Art Committee initiated project)
 - Location: Houdini Plaza

Staff Projects/Administrative:

In addition to the agenda items presented at the APAC meetings, Staff worked on a number of items to support the Art Committee:

- Staff developed the process for administering the Houdini Welcome Tower photo contest. The following items were completed:
 - Created the contest submission form
 - Created the contest procedures and rules document
 - Worked with IT to create a separate webpage for the contest
 - Worked with IT to create a fillable form on the website for contest submissions. The images were uploaded from the form directly to the City's server.
 - Coordinated promotion of the photo contest with the City's Senior Communications Specialist
 - Followed up with each contestant if there were missing items or issues with the submission
 - Collated all eligible photos for presentation to the Art Committee
 - Notified contest winners
 - Worked with the printing company for image printing
 - Coordinated installation of the images with Parks, Recreation and Facilities Staff
- Staff Reports were prepared for each of the public art projects presented.
- Routed public art applications to appropriate departments and collated comments for each project. These were used as the staff report and staff recommendations were prepared.
- Met with City department representatives to update the Art in Public Places Policy.
- Made revisions to the Art in Public Places Policy and brought it to APAC, Community & Economic Development Committee (CEDC) and Common Council for approval.
- Worked directly with the artists/applicants to collect required documentation for the art agreements. Coordinated the execution of the agreements with the applicant/artist.
- Two new APAC members were appointed by the Council to fill vacancies on the committee. A new chair was also appointed.

Future Actions for 2021:

- Staff will continue to work to refine the review process for public art projects and make adjustments as appropriate.
- Continue to invite speakers to the APAC meetings, as needed.
- Continue to review and process applications for new public art projects.
- Work with the Art Committee to develop a consistent plan for changing out the artwork in the Houdini Welcome Tower.