



City of Appleton

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

Meeting Agenda - Final Parks and Recreation Committee

Monday, November 8, 2021

6:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[21-1561](#) Minutes of the October 25, 2021 Parks & Recreation Committee Meeting

Attachments: [Minutes of the 10-25-21 P & R Meeting.pdf](#)

4. **Public Hearings/Appearances**

5. **Action Items**

[21-1563](#) Action Item: Request Approval of Reid Golf Course 2022 Rates Policy

Attachments: [2022 Golf Rates Memo.doc](#)

[Reid Redline Policy.pdf](#)

[Reid Rate Policy 2022.docx](#)

[21-1564](#) Action Item: Request to Install Oversized Wooden Letters Spelling "RISE" Within Houdini Plaza

Attachments: [RISE-Houdini Plaza.pdf](#)

[21-1565](#) Action Item: Acre of Art Season III - Request for Extension of 2-Year Exhibition - "Gyan/Gesture of Conscience" Sculpture - Jones Park

Attachments: [Gyan-Gesture of Conscience Sculpture-Jones Park.pdf](#)

[21-1566](#) Action Item: Acre of Art Season III - Request for Extension of 2-Year Exhibition - "To the Moon Alice" Sculpture - Vulcan Heritage Park

Attachments: [To The Moon Sculpture-Vulcan Heritage.pdf](#)

6. **Information Items**

[21-1562](#) Reid Golf Course-October, 2021 Revenue and Expense Report

Attachments: [Reid-October, 2021 Revenue and Expense Report.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.

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

If you have any questions regarding this agenda, please contact the Parks, Recreation and Facilities Management Department at 920.832.5514



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Meeting Minutes - Final Parks and Recreation Committee

Monday, October 25, 2021

6:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

The meeting was called to order at 6:35 p.m.

2. Roll call of membership

Others: Deputy Director Tom Flick, Parks, Recreation & Facilities Management;
Attorney Chris Behrens, Legal Services; Alderperson Sheri Hartzheim, District
13; Danyelle Pierquet, ISG

Present: 4 - Schultz, Van Zeeland, Wolff and Prohaska

Excused: 1 - Martin

3. Approval of minutes from previous meeting

[21-1453](#)

Minutes of the September 20, 2021 Parks & Recreation Committee Meeting

Attachments: [Minutes of the 9-20-21 P & R Committee Meeting.pdf](#)

Alderperson Schultz moved, seconded by Alderperson Prohaska, that the Minutes of the September 20, 2021 Parks & Recreation Committee be approved. Roll Call. Motion carried by the following vote:

Aye: 4 - Schultz, Van Zeeland, Wolff and Prohaska

Excused: 1 - Martin

4. **Public Hearings/Appearances**

Due to technical difficulties, Alderperson Martin was unable to connect to the meeting virtually until 7:00 p.m.

[21-1455](#)

Lundgaard Park Master Plan Presentation by ISG

Attachments: [Lundgaard Park Rendering.pdf](#)

This item was presented by Danyelle Pierquet from ISG

Present: 5 - Martin, Schultz, Van Zeeland, Wolff and Prohaska

5. Action Items

[21-1457](#)

Action Item: Award Mead Pool Condition Analysis Project to GRAEF for a contract amount of \$44,975.00

Attachments: [Mead Pool Condition Analysis Memo.doc](#)

Aldersperson Prohaska moved, seconded by Aldersperson Schultz, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Martin, Schultz, Van Zeeland, Wolff and Prohaska

6. Information Items

[21-1454](#)

Reid Golf Course-September, 2021 Revenue & Expense Report

Attachments: [Reid-Participation, Revenue Report 9-21.pdf](#)

This item was presented

[21-1469](#)

2022 Proposed Parks, Recreation and Reid Golf Course Budgets

Attachments: [2022 Park Recreation \(P & R Meeting\).pdf](#)
[2022 Reid Golf Budget \(P & R Meeting\).pdf](#)

This item was presented

[21-1456](#)

Director's Report - Park Project Updates

This item was presented

7. Adjournment

The meeting was adjourned at 7:30 p.m.

Aldersperson Van Zeeland moved, seconded by Aldersperson Prohaska, that the meeting be adjourned. Roll Call. Motion carried by the following vote:

Aye: 5 - Martin, Schultz, Van Zeeland, Wolff and Prohaska



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

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

1819 E. Witzke Boulevard
Appleton, Wisconsin 54911-8401
(920) 832-5572 FAX (920) 993-3103
Dean.gazza@appleton.org

Memorandum

To: Parks and Recreation Committee
From: Dean Gazza, Parks, Recreation and Facilities Management Department
Date: November 8, 2021
Re: Action Item: Request Approval of Reid Golf Course 2022 Rates Policy

Attached is the proposed 2022 Reid Golf Course Rates Policy that outlines the daily fees and pass rates for 2022. The 2022 Reid Golf Course Rates Policy is consistent with the policy adopted by the Park and Recreation Committee and Common Council for 2021.

The proposed 2022 golf rates include a \$1.00 increase to weekday 9-hole play and a \$375.00 increase to the business pass. Increasing the 9-hole rate will bring our fee in line with other courses in the area. The cost per round for the business pass has dropped below an acceptable sustainable level due to increased costs for fuel, labor, and turf management supplies.

The Parks, Recreation, and Facilities Management Department is requesting approval of the 2022 Reid Golf Course Rates Policy at this time to begin planning for the 2022 season.

Please feel free to contact me at (920) 832-5572 or dean.gazza@appleton.org if you need additional information or have questions.

CITY OF APPLETON POLICY		TITLE: 202 2 ¹ REID GOLF COURSE RATES POLICY	
ISSUE DATE: Day of Council Adoption	LAST UPDATE: December 2008, December 2010, December 2011, September 2012, September 2013, August 2014 October 2015, November 2016, November 2017, November 2018, October 2019, November 2020, <u>November 2021</u>	LOCATION: J:\Department\Administration\Policies\ Golf Course	
POLICY SOURCE: Parks and Recreation Department		TOTAL PAGES: 5	
Reviewed by <u>Attorney's Office</u> <u>Legal Services</u> Date: <u>October, 29, 2021</u>	Parks and Recreation Committee Approval Date:	Council Approval Date:	

I. PURPOSE:

The Appleton Parks, Recreation and Facilities Management Department operates Reid Golf Course to maintain open space and provide for the recreational needs of the Community. The adoption of the rates outlined in this policy provides additional recreational opportunities to the members of the public. In addition, these rates shall provide revenues to meet operational, administrative and debt service expenses. The policy also contains procedures regarding refunds and coupon/pass upgrades that will provide additional golf opportunities, secure additional revenues for the City of Appleton and increase customer satisfaction.

II. POLICY:

It is the policy of the City of Appleton to establish daily green fees, discount cards and annual pass rates to meet changing community and participant interests and secure revenues to meet operational, administrative and debt service needs of the golf course. All daily green fees, discount cards and annual pass rates shall be established by the Parks, Recreation and Facilities Management Department and presented to the Parks and Recreation Committee and Council for annual review and adoption. Special and/or seasonal rates shall be established by the Parks, Recreation and Facilities Management Department to address current market conditions, changing competition, local and national trends, seasonal opportunities, golf course conditions, etc.

III. DEFINITIONS:

1. Discount Card – Provides 15% discount on regular green fees

2. Weekday – Monday through Friday
3. Weekend – Saturday, Sunday and holidays
4. Dependent - Child age 18 and under (applicable on for family passes only)
5. Junior – Age 18 and under
6. Junior Associate – Ages 19 to 24
7. Associate – Ages 25 to 40
8. Adult – Ages 41 to 61
9. Senior – Age 62 and up
10. Family – All persons currently residing at the same address who are directly related (mother, father, son, daughter), or are foster children. Families are limited to two adults and the dependents and/or foster children.
11. Guest Round – A free round of golf provided to a guest of an Aannual pass holder.
12. New Pass Holder – individual and/or family who have not purchased an annual pass the previous year.
13. Business Pass – Pass purchased by businesses and companies for use by employees, business guests, etc. The Business Pass includes a foursome for one tee time and two carts per day.

IV. DISCUSSION:

1. Weekday daily fees will be charged Monday through Friday, except holidays.
2. Weekend daily fees will be charged Saturdays, Sundays and all holidays.
3. A Weekday Pass:
 - a. Is available for 9-hole or 18-hole play.
 - b. Can be used anytime Monday through Friday.
 - c. Can be used for league play Monday through Friday.
 - d. Cannot be used for tournaments, outings and/or special events.
4. An Associate, Junior Associate, Adult, and Family Annual Pass:
 - a. Is available for 9-hole or 18-hole play.
 - b. Can be used anytime Monday through Sunday and holidays based on availability.
 - c. Can be used for league play Monday through Friday.
 - d. Can be used for tournaments, outings and/or special events.
5. A Junior Annual Pass:
 - a. Is available for 9-hole or 18-hole play.
 - b. Can be used anytime Monday through Friday.
 - c. Can be used Saturdays, Sundays and holidays after 2:00 PM
 - d. Can be used for tournaments, outings and special events.
6. A Junior Summer Pass:
 - a. Is available for 9 or 18 hole play.
 - b. Can be used from Memorial Day to Labor Day only.
 - c. Can be used Monday through Friday from 6:00 am to 3:00 pm.
 - d. Can be used Saturdays, Sundays and holidays after 2:00 PM.
 - e. Cannot be used for tournaments, outings, and/or special events.
7. A New Pass Holder (Weekday or Annual) can purchase a pass for the following year at the end of the current golf season and the pass can be used for the remainder of the

current golf season and the entire following golf season. The use of the Weekday and/or Annual Pass for the remainder of the current golf season will be consistent with #4, #5 and #6 above.

8. The Discount Card is available:
 - a. Provides a 15% discount on all regular green fees.
 - b. Cannot be used for tournaments, outings and/or special events.
9. Discount Cards, Special, Weekday and Annual Passes cannot be transferred to another individual.
10. The Family Annual Pass provides the benefits listed in ~~#4#5~~ above to the pass holder and family members. An adult family member must accompany a minor child/children when a Family Annual Pass is used.
11. The Business Pass allows the company and/or business to schedule one (1) foursome for one tee time per day during the golf season and also includes two (2) carts. The company and/or business must schedule the tee time for the foursome with the Pro Shop office at least 24 hours before the tee time by the designated business representative(s). The Business Pass cannot be used for outings or tournaments.
12. The Guest Rounds provided to annual pass holders can only be used when the guest is accompanied by the pass holder. Junior guest passes are only redeemable for juniors.
13. The Guest Rounds are good for either 9-hole or 18-hole rounds. All guest passes are redeemable based on which golf pass was purchased, annual vs. weekday.
14. All Discount Cards, Coupon Books, Weekday and Annual Passes expire at the end of the season for which they were purchased.
15. Twilight rates allow for unlimited play from the established start time until the course closes.
16. Cart rental is based on double occupancy when applicable, including annual individual cart pass.
17. There will be no refunds issued for passes, coupon books or discount cards. Exceptions may be granted in hardship cases by the Parks and Recreation Committee and City Council.

REID GOLF COURSE – Proposed Fees

WEEKDAY DAILY FEES	2018	2019	2020	2021	2022	Net
Adult 9	\$17.00	\$17.00	\$17.00	\$17.00	\$18.00	\$1
Adult 18	\$28.00	\$28.00	\$28.00	\$28.00	\$28.00	-
Senior 9	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	-
Senior 18	\$24.00	\$24.00	\$24.00	\$24.00	\$24.00	-
Junior w/ restrictions	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	-
WEEKEND DAILY FEES						
Adult/Junior/Senior 9	\$19.00	\$19.00	\$20.00	\$20.00	\$20.00	-
Adult/Junior/Senior 18	\$31.00	\$31.00	\$31.00	\$31.00	\$31.00	-
REPLAY RATES						
Walking	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	-
Riding	\$25.00	\$25.00	\$25.00	\$25.00	\$25.00	-
TWILIGHT (unlimited golf)						
Walking	\$11.00	\$11.00	\$12.00	\$12.00	\$12.00	-
Riding	\$22.00	\$22.00	\$23.00	\$24.00	\$24.00	-
AFTERNOON TWILIGHT Fri, Sat & Sun						
9 Holes – walking	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	-
18 Holes – walking	\$24.00	\$24.00	\$24.00	\$24.00	\$24.00	-
DISCOUNT CARDS						
Adults/Seniors	\$31.50	\$31.50	\$31.65	\$31.65	\$31.65	-
SPECIALS						
Junior Summer Pass	\$150	\$150	\$150	\$150	\$150	-
WEEKDAY PASSES (Monday-Friday Only)						
Junior	\$175	\$175	\$175	\$175	\$175	-
Adult	\$815	\$815	\$815	\$815	\$815	-
Senior	\$660	\$660	\$660	\$660	\$660	-
ANNUAL PASSES						
Junior	\$200	\$200	\$200	\$200	\$200	-
Junior Associate	\$350	\$350	\$350	\$350	\$350	-
Associate	\$735	\$735	\$735	\$735	\$735	-
Adult	\$1050	\$1050	\$1050	\$1050	\$1050	-
Senior	\$800	\$800	\$800	\$800	\$800	-
Family	\$1155	\$1155	\$1200	\$1200	\$1200	-
Business	\$2625	\$2625	\$2625	\$2625	\$3000	\$375

Tax included on daily fees and annual passes

Returning Pass Holder Loyalties

2018 Pass Sales

- Returning Pass Holders receive 3 free guest passes and 3 free drink tickets.
- Pass Holders receive packet including merchandise coupons and yardage book.
- 5% off 2 passes, 10% off 3 passes in March

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2021 Pass Sales

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2022 Pass Sales

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MEMORANDUM

“...meeting community needs...enhancing quality of life.”

TO: Dean Gazza, Director of Parks, Recreation, Facilities and Grounds

FROM: Jessica Titel, Principal Planner

DATE: November 3, 2021

RE: Request to Install Oversized Wooden Letters Spelling “RISE” within Houdini Plaza

The Appleton Public Arts Committee met on November 3, 2021 and recommended approval of the request from Creative Downtown Appleton Inc. to install oversized wooden letters spelling “RISE” on City-owned property located within Houdini Plaza at 121 W. College Avenue (Tax Id #31-2-0065-00) to be anchored into a base in the grass along the front angled walkway **as shown on the attached maps and subject to the following conditions.**

1. Agreement between the applicant and the City will be prepared by the City’s Legal Services Department and shall be executed prior to installation. This agreement will memorialize the expectations of the parties including the location of the art, installation and insurance requirements, maintenance, liability, indemnification, and the like.
2. Upon completion of the installation, a structural/professional engineer shall provide certification that the artwork was installed according to specifications and meets required structural standards.
3. The applicant shall coordinate with Parks, Recreation and Facilities Management to determine the exact location of the structure. PRFM shall be onsite for the installation of the structure.
4. Applicant shall contact Digger’s Hotline for underground utility locates and Parks, Recreation and Facilities Management for underground sprinkler line locates prior to any site work commencing.
5. Applicant is required to fully restore the grass and/or repair any damage that occurs as a result of this installation.

6. Installation will occur as soon as practical after all approvals are received and the Public Art Agreement is fully executed. RISE structure shall be removed, and the site restored, no later than March 31, 2022.

Per the Art in Public Places Policy, the recommendation from the Appleton Public Arts Committee is forwarded to the committee of jurisdiction, in this case, the Parks and Recreation Committee. Please place this item on the agenda for the November 8, 2021 Parks and Recreation Committee agenda. Their recommendation would then be forwarded to the Common Council for final consideration on November 17, 2021.

The Staff Report prepared for the Public Art Committee is attached as reference.



REPORT TO PUBLIC ARTS COMMITTEE

Appleton Public Arts Committee Meeting Date: November 3, 2021

Parks & Recreation Committee Date: November 8, 2021

Common Council Meeting Date: November 17, 2021

Item: Together we RISE – Houdini Plaza

Case Manager: Jessica Titel

GENERAL INFORMATION

Applicant: Creative Downtown Appleton Inc., c/o Jennifer Stephany

Property Owner: City of Appleton c/o Dean Gazza, Director of Parks, Recreation and Facilities Management

Address/Parcel: Houdini Plaza – 121 W. College Avenue (Tax Id #31-2-0065-00)

Applicant's Request: Applicant is requesting to display oversized wooden letters spelling "RISE" within Houdini Plaza.

PROJECT DETAILS

Brief Description of Project and Location: The applicant is proposing to install oversized letters spelling the word "RISE" along the walkway in Houdini Plaza. The installation will be displayed through March 2022 and is similar to the HOPE installation last year. The letters will be made of wood and painted white. Each letter will be approximately 4 feet tall and will be anchored to a wooden base. The wooden base from the HOPE installation will be reused for this project. The letters will also be lit. The artwork will be owned and maintained by Creative Downtown Appleton, Inc.

Reason for Choosing the Proposed Location: Houdini Plaza offers great visibility for our community and allows people to walk up and take a picture with the RISE installation. Proximity to an electrical source was also a consideration for the chosen location.

Description of How the Work is Installed/Anchored/Attached: The letters will be made of wood and each letter will be approximately 4 feet tall and 4 inches deep. The letters will be anchored to a 5 foot by 14 foot base that is one foot tall. The engineering specifications for the HOPE letters are also applicable to the RISE letters since the letters are similar size and are being anchored to the same base.

Timeline and Duration of Installation: Installation will occur as soon as practical after approvals are received. RISE will be displayed until March 31, 2022.

Maintenance and Cost: The RISE installation will be maintained by Creative Downtown Appleton Inc. A Public Art Agreement will be prepared by the City's Legal Services Department and will need to be executed prior to installation.

Together we RISE – Houdini Plaza

November 3, 2021

Page 2

Associated Signage: A sign will be attached to the base of the sign that recognizes supporting donors. The sign will be 10 inches tall by 8 feet long. 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.

Goal 7 – Agricultural, Natural, and Cultural Resources

Appleton will continue to protect and enhance its environmental quality and important natural resources, preserve historic sites, and support cultural opportunities for community residents.

Chapter 14 – Downtown Plan

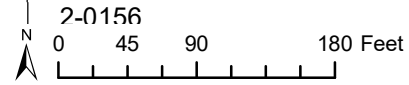
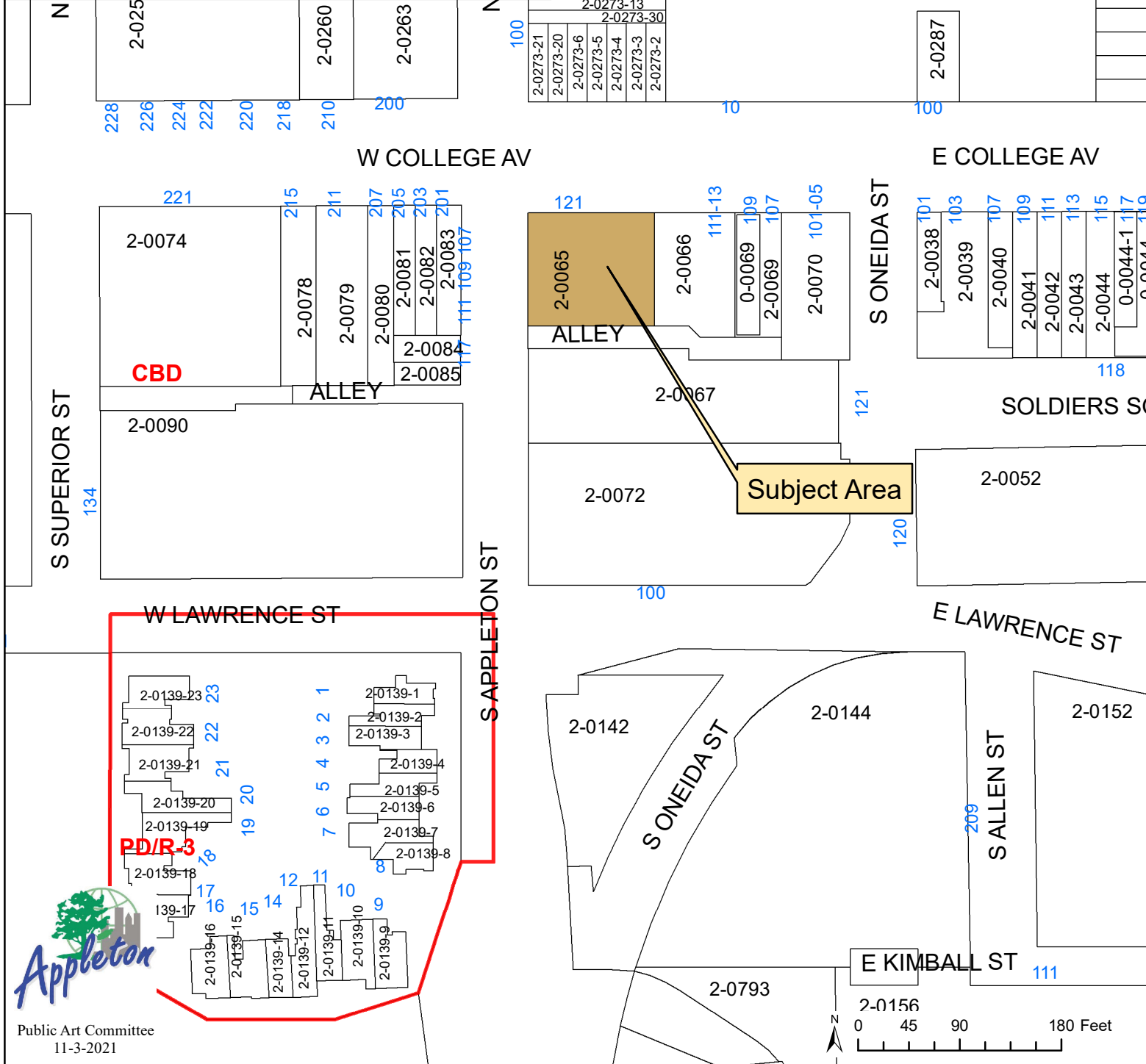
- *Strategy 1.1 Continue development of entry features on major routes into the downtown*
- *Strategy 1.4 Install sculpture, murals, and other art in public locations throughout the downtown*
- *Strategy 2.1 Maintain and strengthen the vitality of the arts and entertainment niche*

RECOMMENDATION

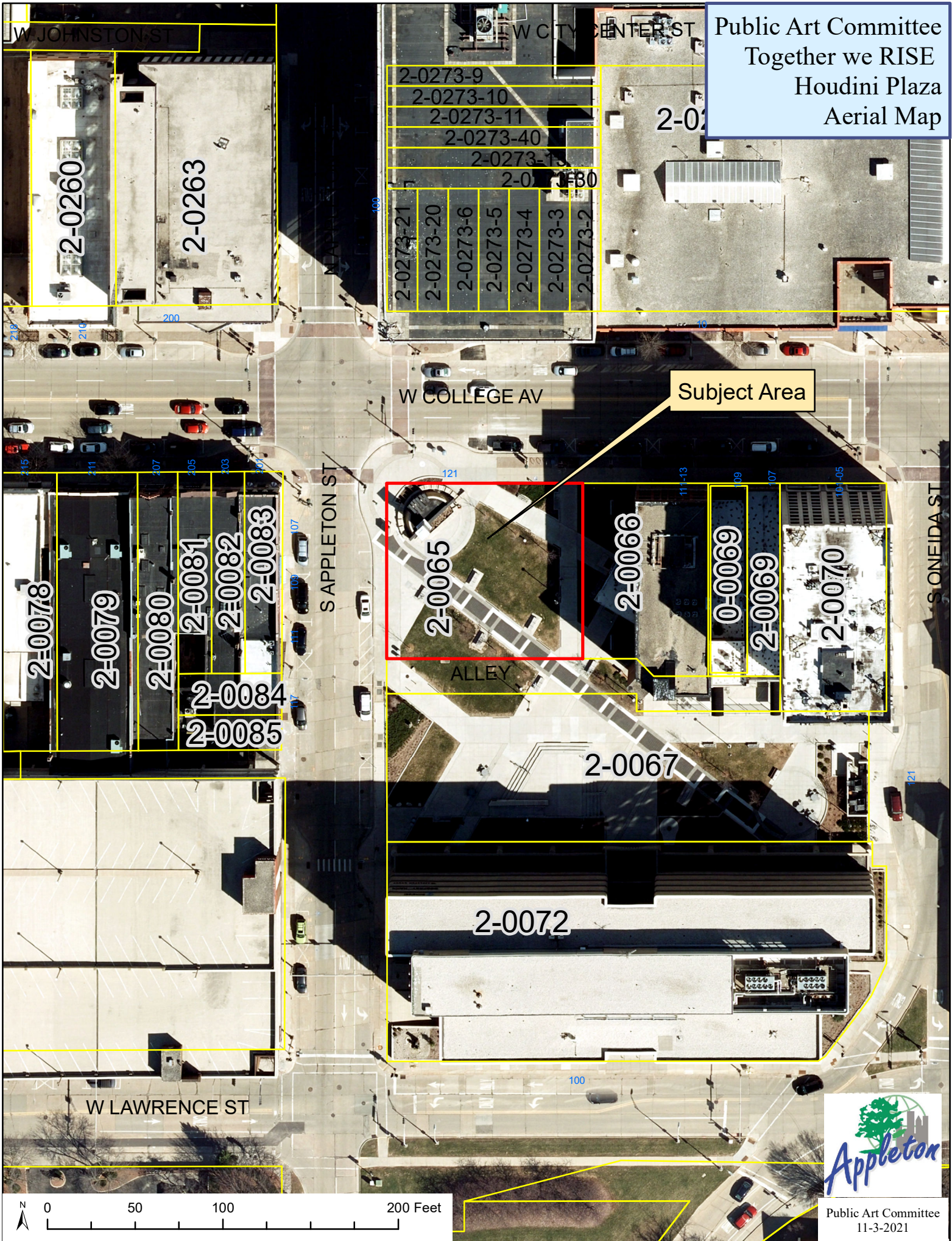
Based upon the guidelines outlined in the Art in Public Places Policy, staff recommends that the proposed Together we RISE installation within Houdini Plaza – 121 W. College Avenue (Tax Id #31-2-0065-00), as shown on the attached maps, **BE APPROVED** subject to the following conditions:

1. Agreement between the applicant and the City will be prepared by the City’s Legal Services Department and shall be executed prior to installation. This agreement will memorialize the expectations of the parties including the location of the art, installation and insurance requirements, maintenance, liability, indemnification, and the like.
2. Upon completion of the installation, a structural/professional engineer shall provide certification that the artwork was installed according to specifications and meets required structural standards.
3. The applicant shall coordinate with Parks, Recreation and Facilities Management to determine the exact location of the structure. PRFM shall be onsite for the installation of the structure.
4. Applicant shall contact Digger’s Hotline for underground utility locates and Parks, Recreation and Facilities Management for underground sprinkler line locates prior to any site work commencing.
5. Applicant is required to fully restore the grass and/or repair any damage that occurs as a result of this installation.
6. Installation will occur as soon as practical after all approvals are received and the Public Art Agreement is fully executed. RISE structure shall be removed, and the site restored, no later than March 31, 2022.

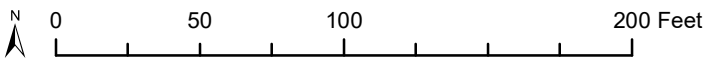
Public Art Committee
 Together we RISE
 Houdini Plaza
 Zoning Map



Public Art Committee
Together we RISE
Houdini Plaza
Aerial Map



Subject Area



A complete submittal includes a completed application signed by the applicant with the following supplementary information:

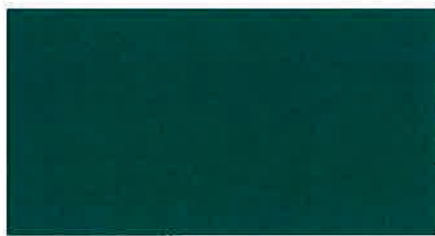
- Brief description of the proposed artwork

We would like to again display oversized letters in Houdini Plaza, this year will spell out RISE. Letters will be no greater than 4 feet high and 4 inches deep. We are working with Boldt Construction on the final design of the letters. We will be reusing the base from HOPE to install RISE.

- Photos/sketches of proposed work:

The letters will be a BLOCK type. 4 feet high, 4 inches deep attached to the existing base that has HOPE on it. 14 foot long and 5 feet wide and 1 foot tall. Letters will be painted white with small LED lights attached as we did with HOPE.

Base Color Sample:



RISE

- Site plan/location map showing location of proposed work – map attached
- Reason for choosing the proposed location:

Houdini Plaza offers visibility and allows people to walk up to take a picture with RISE. Close access to the power pedestal is also important to the location.

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

Boldt is building the letters and will work with the Park and Recreation Department on installation. We will use the same installation requirements as last year. Boldt will install the letter sculpture.

- Installation specifications provided by a structural engineer

THIS IS COMING from Boldt

- Timeline and duration of installation

Desired installation is November 18th. We would like the letters to remain through March of 2022, if allowed. Boldt has agreed to move them when needed.

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

Creative Downtown Appleton Inc. will maintain the letters and provide graffiti removal and paint touch ups as needed. Lighting will also be maintained by CDA.

- Description of any associated signage

Attached to the base will be a 10 inches by 8 feet sign recognizing Boldt and other supporting donors: Azco Inc. Tundraland, City of Appleton, Kimberly Clark and others – example below

Example image



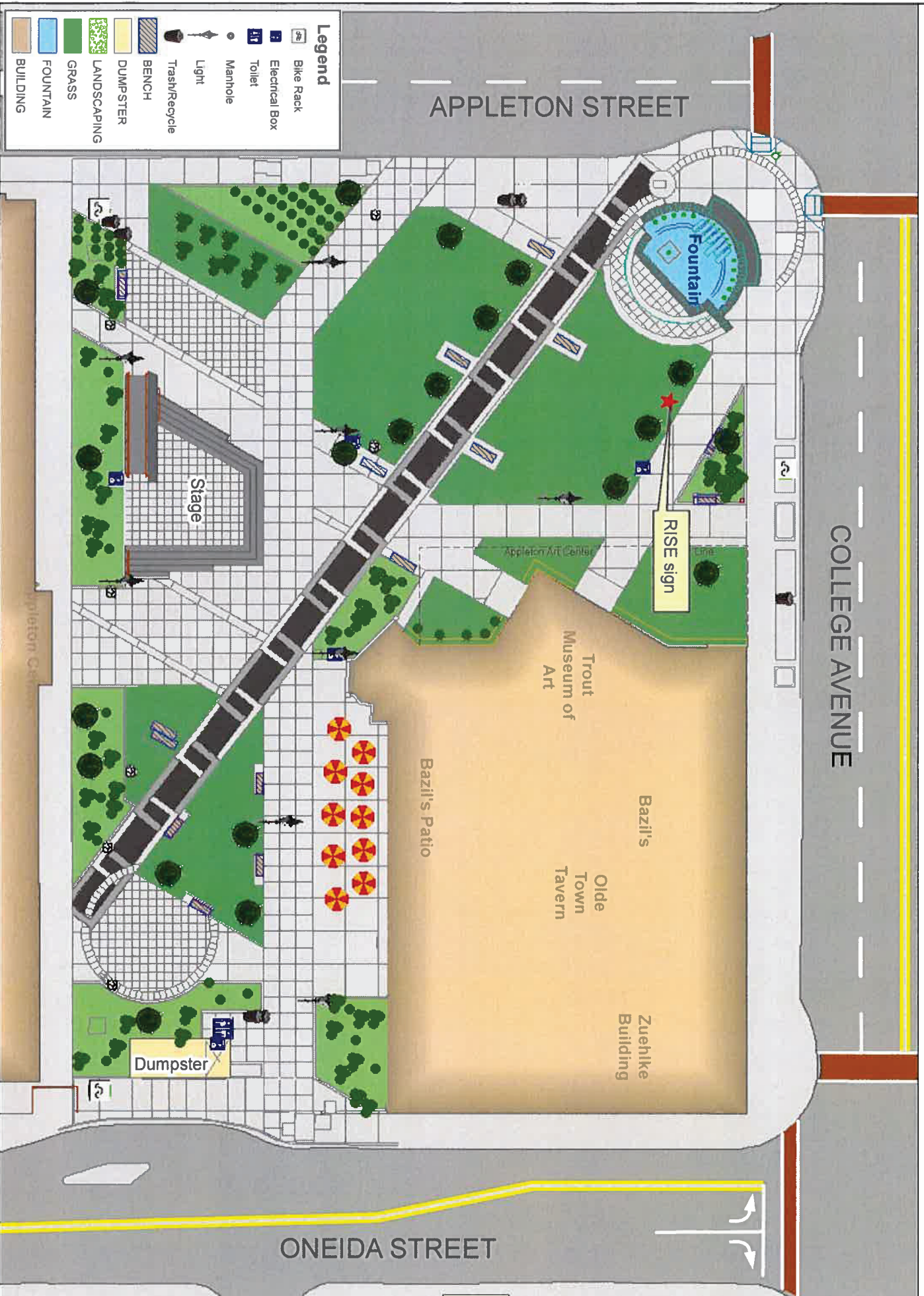
Sharing **HOPE**
with the Community:

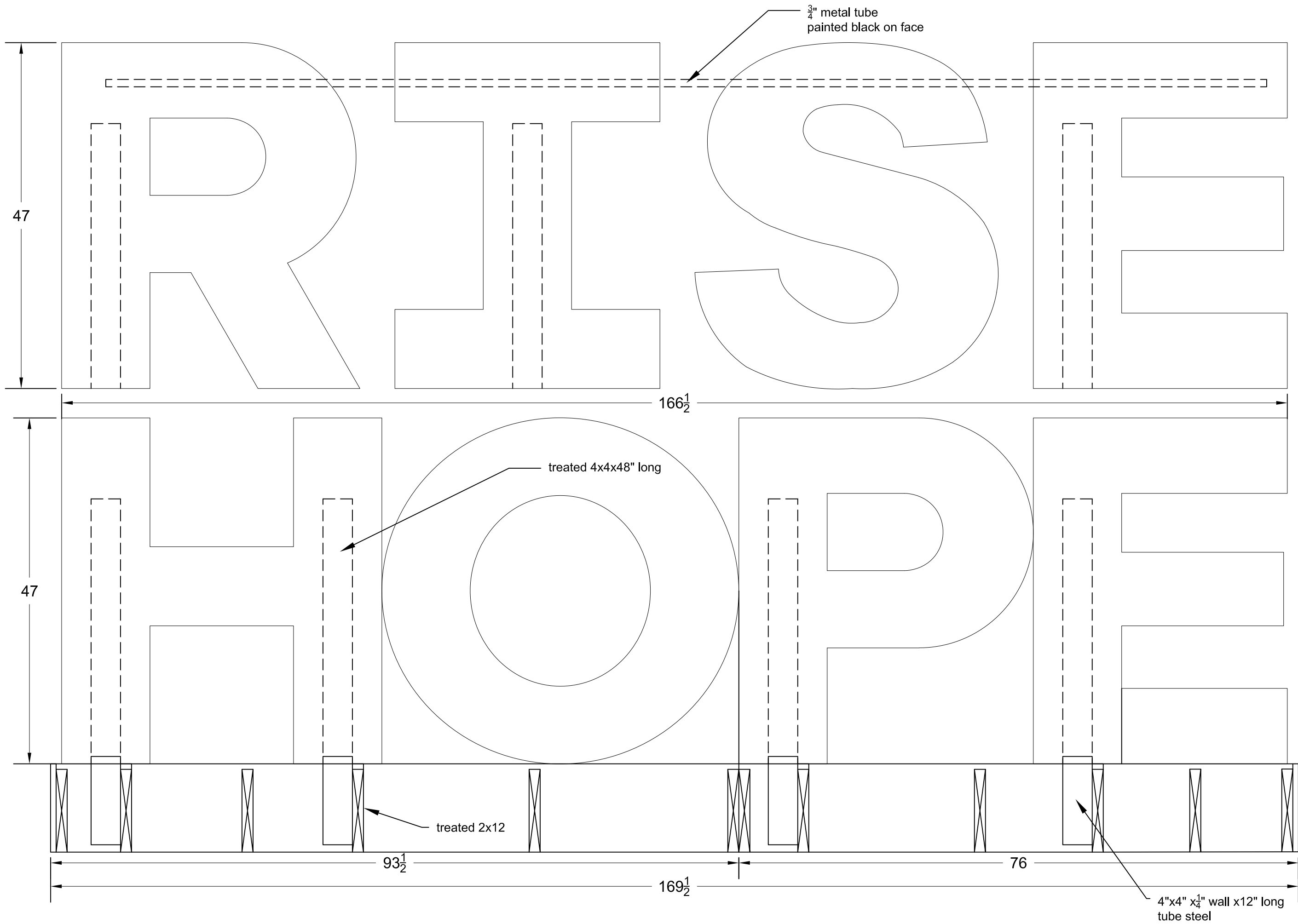
BOLDT

In partnership with
Light Up Appleton



HOUDINI PLAZA







MEMORANDUM

“...meeting community needs...enhancing quality of life.”

TO: Dean Gazza, Director of Parks, Recreation, Facilities and Grounds

FROM: Jessica Titel, Principal Planner

DATE: November 3, 2021

RE: Acre of Art Season III – Request for Extension of 2-Year Exhibition –
“Gyan/Gesture of Conscience” Sculpture – Jones Park

The Appleton Public Arts Committee met on November 3, 2021 and recommended approval of the request from Sculpture Valley, Inc. to extend the current 2-year 2019 placement of the “Gyan/Gesture of Conscience” sculpture on City-owned property located within Jones Park at 301 W. Lawrence Street (Tax Id #31-2-0116-01) **to be removed by November 7, 2022 with no subsequent extensions granted.**

Per the Art in Public Places Policy, the recommendation from the Appleton Public Arts Committee is forwarded to the committee of jurisdiction, in this case, the Parks and Recreation Committee. Please place this item on the agenda for the November 8, 2021 Parks and Recreation Committee agenda. Their recommendation would then be forwarded to the Common Council for final consideration on November 17, 2021.

The Staff Report prepared for the Public Art Committee is attached as reference.



MEMORANDUM

“...meeting community needs...enhancing quality of life.”

TO: Appleton Public Arts Committee (APAC)
FROM: Jessica Titel, Principal Planner
DATE: October 26, 2021
RE: Extension Request – 2019 Acre of Art Sculptures

Please see the attached letter from Alex Schultz with Sculpture Valley requesting an extension for the 2019 Acre of Art installations listed below:

- The Collective (East College Avenue right-of-way, near the west end of the College Avenue bridge)
- Gyan/Gesture of Conscience (Jones Park)
- To the Moon Alice (Vulcan Heritage Park)

Approval of the two-year display period for the Acre of Art sculptures listed above was granted by Committee/Common Council on the following dates:

- Public Art Committee – September 3, 2019
- Parks & Recreation Committee (Gyan/Gesture of Conscience & To the Moon Alice) – September 9, 2019
- Municipal Services Committee (The Collective) – September 9, 2019
- Common Council – September 18, 2019

The Public Art Agreements for all three sculptures was fully executed on November 7, 2019. Per Section 4 of the agreement, the sculptures were to be displayed for a period of two years from the date of the agreement, which was November 7, 2019.

It is important to note that the placement of The Collective was controversial. The approval of this sculpture was re-visited several times at the Municipal Services Committee and the Common Council. A request to rescind approval of The Collective was presented at the December 9, 2019 Municipal Services Committee. Ultimately, the motion to rescind approval failed at the April 1, 2020 Common Council meeting and the sculpture was allowed to remain in this location.

If an extension is granted, Staff would recommend no subsequent extensions are granted for these three sculptures. The placement of these sculptures was meant to be temporary in nature. The bases for the sculptures were also designed by the structural engineer with the understanding that this would be a temporary installation.

Municipal Services Committee met on October 25, 2021 and granted an extension to allow The Collective sculpture to remain within the public right-of-way until April 30, 2022. Staff would recommend that, if an extension is granted, that the time frame align with the recent Municipal Services action.

Extension Timeframes (if the Art Committee approves the extension requests):

The Collective – must be removed by April 30, 2022

Gyan/Gesture of Conscience – must be removed by November 7, 2022

To the Moon Alice – must be removed by November 7, 2022

APPLETON PUBLIC ARTS COMMITTEE ACTION:

Review the attached request and determine if the requested extension should be granted.



October 21, 2021

Request to Extend exhibition of **ACREofART** Public Art lease placements of Season III artworks;
Gesture of Consciences, To the Moon Alice and *The Collective* .

Dear Appleton Arts Commission,

Three public artworks; *Gesture of Consciences, To the Moon Alice* and *The Collective*, were selected and placed by Sculpture Valley as part of our 20129-2021 **ACREofART** III public artwork exhibition. The approved 2-year temporary lease placements of these works are due to expire on November 7th, 2021. See attached.

Sculpture Valley has been in recent communication with these artists and has discovered it is challenging to compel two of them to return to Appleton to recover their works given their discomfort with travel during the pandemic. Additionally, *Gesture of Consciences* has been sold, but transport and installation of the work has been delayed until early spring.

Sculpture Valley could comply with the approved exhibition agreements and remove these three works by the specified time-frame, but the burden to store these large pieces until the artists are comfortable to return to recover them, would be a significant challenge.

Our contract with the artists includes a clause for automatic extension of **ACREofART** leases on private property for one year to accommodate scenarios like this.

Sculpture Valley is requesting an extension of our original agreements with the City to allow these three artworks to remain in their current locations for an additional year but currently anticipates removal during the second quarter of 2022.

Sincerely,

Alex Schultz
Executive Director
Sculpture Valley

Sculpture Valley, Inc 501(3)c non-profit EIN: 45-2690499



Vulcan Heritage Park - Boardwalk Landing area.

Vulcan Heritage Park is a previously considered ACRE site. It will become a transition point for the future board-walk and SV likes it seclusion and scenic characteristics. Relatively little pedestrian conflict and a nice reflective space for sculpture that will capture traffic from 3 directions when future trails are implemented.



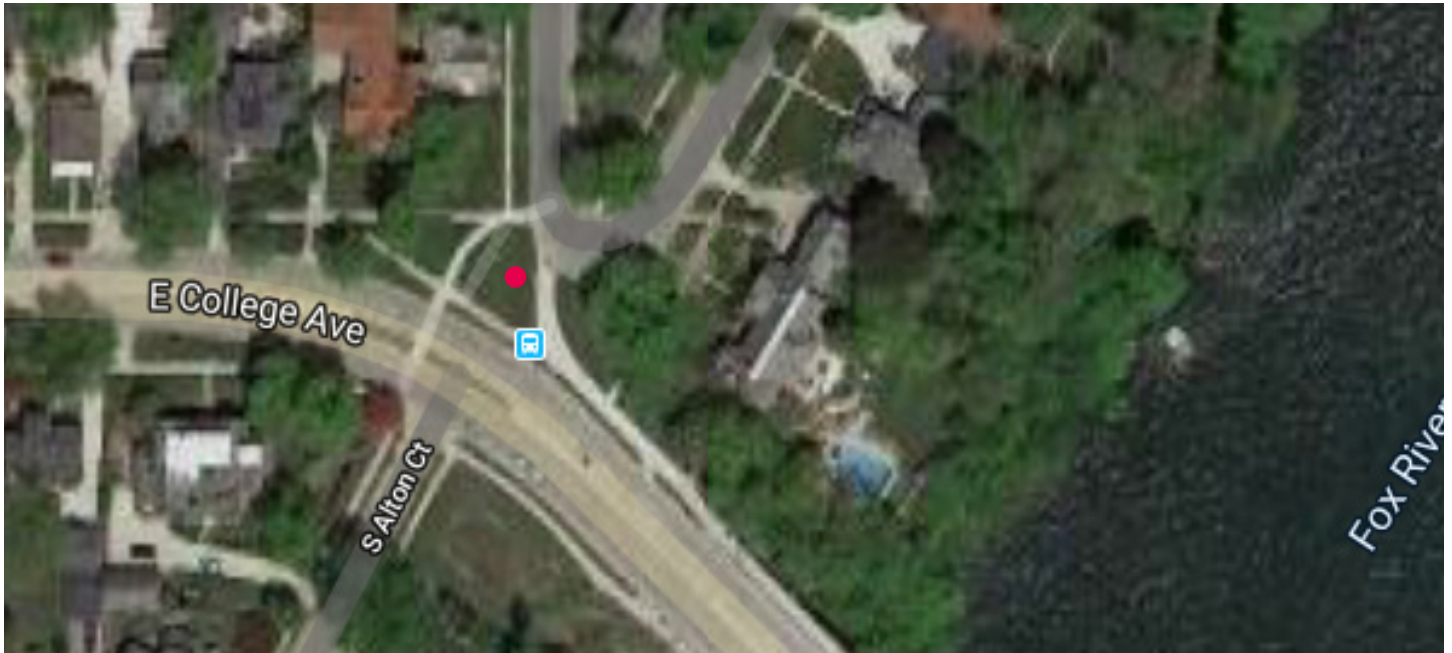
To the Moon Alice has been selected by John Bergstrom for its commentary on the next and vital “moon-shot” mission to a renewable energy future. The ties to Appleton’s historical harnessing of the Fox River’s raw energy for power as our pioneering first source of electricity make this location and this subject matter and ideal location for this solar-lit work.

This sculpture requires no concrete pads or other at-grade support. It will be soft-anchored into the earth. This manner of installation is common for soft-scaped surfaces and was employed for *Lessons Learned* in Season I of the ACREofART.



College Ave - Old Green Bay Road

Green Bay Road and College Ave transitional space is a previously considered ACRE site. SV considers this the most visible opportunity for vehicular viewing of ACREofART. Safe distance from traffic rights-of-way, excellent vantage points from every approach and large enough to accommodate a monumental scale sculpture.



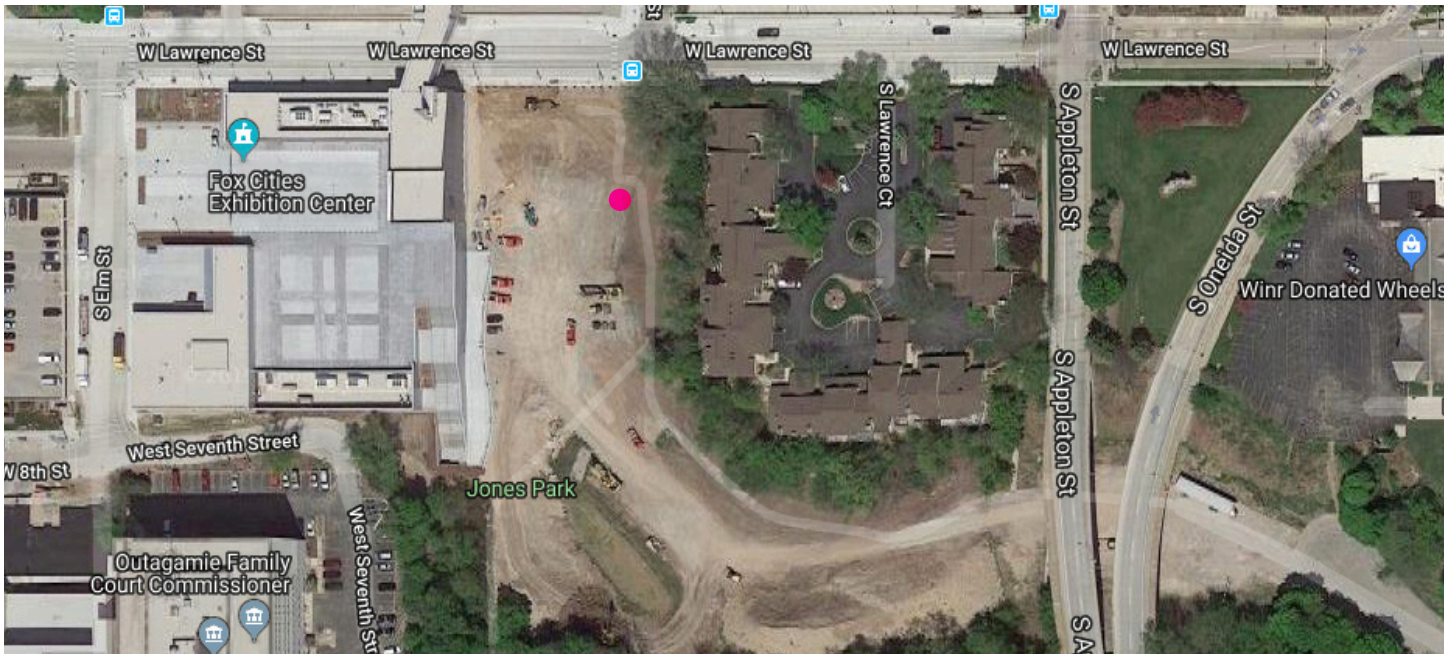
The Collective was chosen by the family of Linda Moore, a Fox Valley artist and lifelong advocate for outsider art. This site is the optimal location for this work, among the few locations reviewed, based on scale and communication of a City which embraces diversity of race, creed, sexual orientation and more.

Mounted on 6' round 6" high concrete pedestal. Sits just below grade. Minimal excavation of 3-4" necessary to stabilize base. Utilities confirmed enough clearance for placement.



Jones Park - Staircase Termination

Jones Park will host works of art and perhaps permanent sculpture in the future. SV feels that timing and location presents a perfect opportunity to showcase the ACRE with one of 2019-2021 works.



Gesture of Consciousness: Mudras, or representation of the ancient Gyan hand gestures, have specific intent in public exhibition.

Mounted on 6' round 4" high concrete pedestal. Sits just below grade. Minimal excavation required.





MEMORANDUM

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TO: Dean Gazza, Director of Parks, Recreation, Facilities and Grounds

FROM: Jessica Titel, Principal Planner

DATE: November 3, 2021

RE: Acre of Art Season III – Request for Extension of 2-Year Exhibition – “To the Moon Alice” Sculpture – Vulcan Heritage Park

The Appleton Public Arts Committee met on November 3, 2021 and recommended approval of the request from Sculpture Valley, Inc. to extend the current 2-year 2019 placement of the “To the Moon Alice” sculpture on City-owned property located within Vulcan Heritage Park (Tax Id #31-3-1478-00) **to be removed by November 7, 2022 with no subsequent extensions granted.**

Per the Art in Public Places Policy, the recommendation from the Appleton Public Arts Committee is forwarded to the committee of jurisdiction, in this case, the Parks and Recreation Committee. Please place this item on the agenda for the November 8, 2021 Parks and Recreation Committee agenda. Their recommendation would then be forwarded to the Common Council for final consideration on November 17, 2021.

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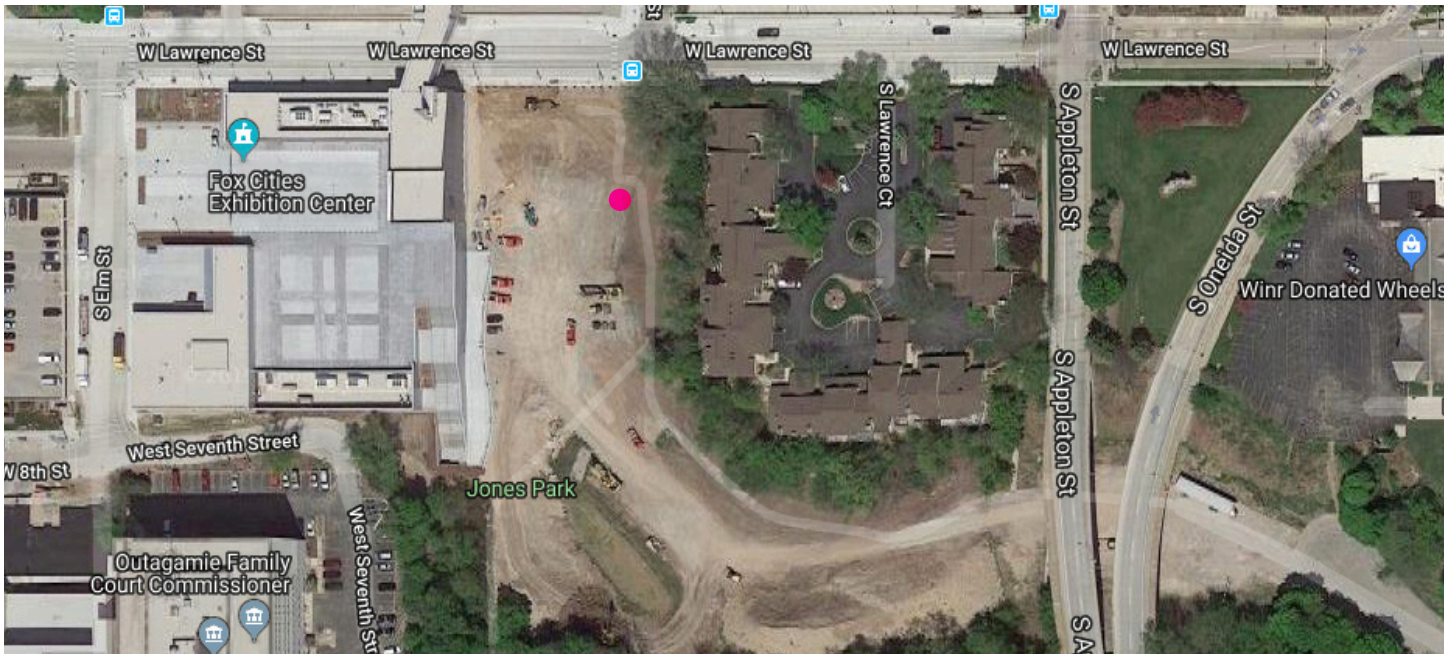
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**City of Appleton - Reid Golf Course
Revenues - October 31, 2021**

	2020		2021	
	2020 Y-T-D Rounds	Total Revenue	2021 Y-T-D Rounds	Total Revenue
Green Fees				
Weekday-18 Holes	3,060	\$57,978.49	3,684	\$66,315.11
Weekday-9 Holes	10,256	\$150,039.97	11,586	\$169,458.22
Weekend - 18-Holes	2,073	\$56,173.74	2,321	\$62,845.29
Weekend - 9 Holes	3,210	\$53,714.52	3,636	\$60,555.90
Twilight Golf	3,276	\$36,631.75	2,995	\$33,830.30
Passholder Rounds	8,469		9,813	
Promo Rounds				
Coupon Rounds	280		232	
Misc. Promotional Rounds*	3,359	\$55,622.70	3,353	\$61,916.71
Team Rounds	101		785	
Sub-Totals	34,084	\$410,161.17	38,405	\$454,921.53
Pass/Coupon/Discount Card Sales				
	2020 Y-T-D Sales	Total Revenues	2021 Y-T-D Sales	Total Revenues
Pass Sales	105	\$55,799.91	156	\$76,014.03
Corporate Pass Sales	9	\$22,393.35	10	\$24,881.50
Coupon Sales	52	\$4,418.31	40	\$3,826.00
Discount Cards	106	\$3,179.86	115	\$3,450.00
Cart Revenue				
	2020 Y-T-D Cart Sales	Total Revenues	2021 Y-T-D Cart Sales	Total Revenues
Cart Fee	12,511	\$135,901.61	15,038	\$160,748.17
Annual Cart Passes	23	\$12,422.75	22	\$11,063.04
Practice Range				
	2020 Y-T-D Sales	Total Revenues	2021 Y-T-D Sales	Total Revenues
Driving Range	3,508	\$25,231.63	4,364	\$27,789.15
Annual Range Pass	8	\$2,246.44	10	\$2,800.94
Golf Shop Merchandise				
	2020 Y-T-D Sales	Total Revenues	2021 Y-T-D Sales	Total Revenues
Balls/Assessoris/Apparel/Misc.		\$20,634.29		\$27,053.25
Gift Cards	281	\$11,981.75	290	\$12,339.92
Lessons**	0	\$0.00	169	\$7,596.50
Other Rentals***	517	\$2,381.97	681	\$4,463.52
Food and Beverage				
	2020 Y-T-D Sales	Total Revenues	2021 Y-T-D Sales	Total Revenues
Food		\$9,282.58		\$16,363.88
Beverage		\$20,315.51		\$24,448.55
Alcohol Sales		\$70,003.14		\$85,361.91
Catering/Banquet	107	\$304.88	376	\$1,441.46
Raincheck Redeemed				
		-\$2,143.58		-\$3,010.55
Total Revenue (All Categories)		\$804,515.57		\$941,552.80

*Misc. Promotional Rounds include Outings, Holidays, Family Day, Valpak & CCM Specials

**Lessons include private, group and juniors

***Other rentals include additional revenue club rentals, pull carts & locker rentals.

Reid Golf Course Budget October 31st Expense Report

Description	Budget	End of October Expenses	Available
Regular Salaries	\$184,900	(\$153,926)	\$30,974
Overtime	\$553	\$0	\$553
Part-Time	\$123,293	(\$116,478)	\$6,815
Fringes	\$84,674	(\$60,699)	\$23,975
Training and Conferences	\$2,250	(\$54)	\$2,196
Office Supplies	\$500	(\$196)	\$304
Memberships & Licenses	\$1,760	(\$1,756)	\$4
Food & Provisions	\$50	(\$50)	\$0
Printing & Reproduction	\$2,000	(\$2,521)	(\$521)
Clothing/Uniforms	\$500	(\$433)	\$67
Accounting/Audit	\$2,160	(\$2,170)	(\$10)
Bank Services	\$13,000	(\$16,479)	(\$3,479)
Consulting Services	\$1,000	\$0	\$1,000
Advertising	\$10,000	(\$4,607)	\$5,393
Insurance	\$6,170	(\$5,140)	\$1,030
Rent	\$35,975	(\$29,748)	\$6,227
Depreciation Expense	\$61,000	(\$47,940)	\$13,060
Facilities Charges	\$34,344	(\$25,246)	\$9,098
CEA Equipment Rental	\$110,690	(\$91,665)	\$19,025
Software Support	\$1,860	(\$1,944)	(\$84)
Interest Payments	\$8,625	(\$7,190)	\$1,435
General Fund	\$17,900	(\$14,917)	\$2,983
Transfer Out-Capital	\$0	\$0	\$0
Land Improvement	\$193,000	\$0	\$193,000
Bldg Maintenance/Janitorial	\$1,500	(\$963)	\$537
Landscape Supplies	\$36,900	(\$34,939)	\$1,961
Concession Supplies	\$60,400	(\$67,466)	(\$7,066)
Miscellaneous Supplies	\$2,000	(\$2,394)	(\$394)
Gas Purchases	\$13,500	(\$16,345)	(\$2,845)
Miscellaneous Equipment	\$6,016	(\$5,452)	\$564
Collection Services	\$1,100	(\$1,872)	(\$772)
Contractor Fees	\$1,000	(\$776)	\$224
Equipment Repair & Maintenance	\$5,500	(\$4,980)	\$520
Other Interfund Charges	\$2,000	(\$1,462)	\$538
Electric	\$22,063	(\$21,784)	\$279
Gas	\$4,300	(\$4,141)	\$159
Water	\$2,100	(\$1,181)	\$919
Waste Disposal/Collection	\$2,100	(\$255)	\$1,845
Stormwater	\$13,160	(\$9,915)	\$3,245
Telephone	\$3,900	(\$451)	\$3,449
Cellular Telephone	\$1,000	(\$346)	\$654
Other Utilities (DirecTV)	\$2,150	(\$1,763)	\$387
	\$1,076,893	(\$759,644)	\$317,249