

## **Item 25-0183: Request from Creative Downtown Appleton, Inc. to install a selfie sculpture on City-owned property located within Houdini Plaza**

**Appleton Public Arts Committee**

Wed, Mar 05, 2025 8:00AM

**Elyse-Krista Mische (Public Arts Committee Chairperson) 01:54**

So, our action item for today then is the request from Creative Downtown Appleton to install a selfie sculpture on city owned property located within Houdini Plaza. So, if Jen wants to give us a little bit more on that.

**Jennifer Stephany (Appleton Downtown Incorporated) 02:12**

Sure. I'm Jennifer Stephany. I'm the executive director with Appleton Downtown Incorporated, and appreciate the opportunity to put this proposal in front of you. We started working on this concept after kind of watching some of our neighboring communities putting up what they call a selfie sign. So, it's the "I heart GB" in Green Bay. Sheboygan has one that has a surfboard that's kind of interactive. We really love the interactive quality of a piece like this.

**Jennifer Stephany (Appleton Downtown Incorporated) 02:41**

We decided to lean into our brand and look at our One Great Place locator pin as our inspiration for this sculpture. We wanted something that maybe wasn't quite as literal and maybe a little more sculptural to it. So, we reached out to Rob Nielsen, who is a Lawrence University 3d professor, and Rob also does kind of sculpture for hire. So, on the side, we were able to meet with him in his new downtown location, which is wonderful, and we decided that we would like to move forward.

**Jennifer Stephany (Appleton Downtown Incorporated) 03:16**

So, what you have in front of you is a concept drawing along with as much detail as we could put together on installation, materials, colors. Some of the detailing around how the words would go on isn't quite clear. We don't like the black kind of background behind the words, takes away from the coloring of those locator pins. So, there's some details that we still have to kind of figure out in terms of the actual aesthetic of how we're going to make those words, those interchangeable words, happen. I realize one says "beer;" they won't say "beer". It's not likely anyway. Those were Rob's, and he's a beer guy, so I get it. He loves that about downtown. So instead of it saying "I'm here for" it'll probably say "One Great Place For" on the bottom. Lean in, again, into our brand of one great place for downtown Appleton. And then we'll be able to interchange those.

**Jennifer Stephany (Appleton Downtown Incorporated) 04:17**

So, our goal here is to have this up by the NFL Draft. We realize that's a tight timeline. We've been working with Rob to see how quickly he could source things once our approval is complete. Sounds like he's going to be able to get it done. So that would be an exciting opportunity for us to add in maybe some football phrases on there and lean in a little bit. We think about when the holidays come around, and how nice it would be to lean into some of those holiday phrases. "We're here for the Avenue of Angels", you know, "One Great Place for Holiday Gatherings for Family". So, I think it sends a nice sentiment as we talk about the vision of what we are as a downtown and as a community, and this piece could bring a little bit of that into downtown.

**Jennifer Stephany (Appleton Downtown Incorporated) 05:05**

So, we reached out to the park and rec department and community development to talk through some of the details on how this could come together. And park and rec seems to be agreeable. I know they will have their

committee meeting next week on the 10th, and we will, of course, attend that as well, but we love the concept, and happy to answer any questions that you have.

**Kim Riesterer (Public Arts Committee Member) 05:27**

How long will it be there?

**Jennifer Stephany (Appleton Downtown Incorporated) 05:30**

We would love to see this last many, many years. In the agreement, though, we think it's wise that we have an annual review, make sure that it's being taken care of, that we are good stewards of how it is physically and visually, and make sure that it's in good order.

**Elyse-Krista Mische (Public Arts Committee Chairperson) 05:52**

How often would the words be changed out? And then would there be community participation in selecting those words? Or how would they be chosen?

**Jennifer Stephany (Appleton Downtown Incorporated) 06:02**

Probably not community engagement in that, just because we don't want to make promises that we can't keep. So—and it's not going to be a super often, because there's an expense with that. So, each one of those has to be handcrafted. This isn't something I can order on Amazon. It's so specialized. So, I would say maybe twice a year at the most.

**Elyse-Krista Mische (Public Arts Committee Chairperson) 06:31**

Okay.

**Jennifer Stephany (Appleton Downtown Incorporated) 06:36**

As that goes on, we'll accumulate more and more words, so it might be more often that we might be able to interchange those.

**Elyse-Krista Mische (Public Arts Committee Chairperson) 06:44**

Okay. Yeah, I was just thinking it might be interesting to send out just—or, like, have a call for just word ideas and just have a collection of those generated by the community. But.

**Jennifer Stephany (Appleton Downtown Incorporated) 06:53**

We've done that with our board. It's kind of how we're growing that list right now. So, it's, it's certainly possible. You know, around the holidays, we could put that out, you know, "What do you love about downtown during the holidays?" And gather those words and select. So actually, I'm going to change my answer to, "That's a great idea."

**Elyse-Krista Mische (Public Arts Committee Chairperson) 07:18**

Anyone else have any thoughts or questions on the project?

**Jayne Laste (Public Arts Committee Member) 07:23**

Just on the colors, are the colors that are on this diagram the colors—are these the definite colors, or...?

**Jennifer Stephany (Appleton Downtown Incorporated) 07:29**

We will pull the colors from the inside of our logo. So, if you look at the One Great Place logo, so we'll use those PMI colors. They're pretty close to kind of what you what you're seeing there.

[There was crosstalk and people mentioned that the printouts they had were in black and white.]

**Elyse-Krista Mische (Public Arts Committee Chairperson) 07:58**

When do you think you'll have finalized, like, the word, like, how you're going to be applying the words. You said that's something you're still trying to figure out.

**Jennifer Stephany (Appleton Downtown Incorporated) 08:09**

We're trying to figure out the coloring behind them. Like, if they can be clear, if they have to be a solid color.

**Lily Paul (Economic Development Specialist - Community Development) 08:15**

I was going to suggest clear.

**Elyse-Krista Mische (Public Arts Committee Chairperson) 08:19**

Like, on a clear—

**Jennifer Stephany (Appleton Downtown Incorporated) 08:20**

Yeah, if we could do them clear, that would probably make the most sense for us. So that that's what he's working on right now is can he have those cut in like plexiglas with the words on them, and then bolt those in, and will it hold up the same as the metal fabrication, you know. So, working through some of those details.

**Elyse-Krista Mische (Public Arts Committee Chairperson) 08:43**

Okay. All right, well, um, do any of you have any comments or questions? No?

**Lily Paul (Economic Development Specialist - Community Development) 08:53**

No, Jen had you explained it well. Oh, sorry—

[Someone speaks off microphone.]

**Lily Paul (Economic Development Specialist - Community Development) 09:01**

Would you like me to give an overview? Otherwise, Jen gave a very good overview.

**Elyse-Krista Mische (Public Arts Committee Chairperson) 09:04**

I think it's great. I just, yeah—and I also don't know if I've met you, but—

**Lily Paul (Economic Development Specialist - Community Development) 09:08**

Oh, that's okay. We can meet later.

**Elyse-Krista Mische (Public Arts Committee Chairperson) 09:12**

Okay, perfect. Um, well, if there's no further questions or comments, then, um, can we get a motion to approve?

**Kim Riesterer (Public Arts Committee Member) 09:24**

I'll motion to approve.

**Elyse-Krista Mische (Public Arts Committee Chairperson) 09:28**

I get a second?

**Jake Bauer (Public Arts Committee) 09:29**

I'll second it. I like it. It's a good idea.

**Elyse-Krista Mische (Public Arts Committee Chairperson) 09:33**

All right. All in favor? Aye. Anyone opposed? Okay, all right. Well, thank you, Jen. This is wonderful, and I look forward to seeing how it evolves in physicality.