



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes

Arts Board

Friday, March 6, 2020

8:30 AM

5th Floor Conference Room

Call to Order

Weidenbach called the meeting to order at 8:46 am.

Roll Call

Present: 7 - Roger Christians, Robin Moses, Dick Record, Doug Weidenbach, Jennifer Williams, Dillon McArdle, Kaylan Smith

Excused: 2 - Gail Cleary, Barry McKnight

Approval of Minutes

Record made a motion to approve the minutes; Christians seconded. The motion carried by a voice vote.

Notices & Discussions

Art Show at Studio Gallery 1311 on 3/6. Meeting about planning for Make Music Day on 3/10 @ 5pm, DMI.

Agenda Items:

- 1 [20-0349](#) Action on sponsorship request for Mid West Music Fest - Abby Lee

Attachments: [Sponsorship Opportunities](#)

[Mental Health Initiative](#)

[2019 Annual Report](#)

[2019 Listener's Guide](#)

[Our Story](#)

[GLARF Proposal](#)

Lee requested matching Arspire sponsorship amount to pay musicians. MWMF will be 9/11-12 in La Crosse; added mental health initiative and school for teen press program. Winona is eligible for Minnesota arts grants, but can't be used in Wisconsin. Winona gets sponsorship money from Visit Winona and in-kind donations from City. Williams suggested establishing process for reviewing sponsorship requests. Weidenbach requested staff determine amount of money in operating budget.

Moses made a motion to sponsor \$1000, Record seconded.

Williams made a motion to refer this item for 30 days, Record seconded. The motion carried by a voice vote.

- 2 [20-0360](#) Direction on appointment/formation of River Point District park steering committee - Parks

Odegaard requested timeline of sculpture placement.

Moses made a motion to appoint Williams to the steering committee, McArdle seconded. The motion carried by a voice vote.

- 3 [20-0348](#) Discussion and action on proposed changes to Arts Board's webpage

Attachments: [Hyperlink](#)

Weidenbach suggested adding more recent accomplishments, archive past accomplishments; replacing 2013 strategic plan with updated strategic plan; Williams requested link the UWL VPA, Weber Center. Smith offered to automate Facebook updates.

Williams made a motion to approve the recommended changes and direct staff to set up an Arts Board Facebook page (following City IT policy), Christians seconded. The motion carried by a voice vote

- 4 [20-0347](#) Action on artist registry form - Williams

Attachments: [Artist Registry Form](#)

Board consensus around changing language to be "open to artists and performers from all media and genres who aspire to exhibit or perform in the city of La Crosse." Recommendation to modify form to allow for groups (collectives, bands, etc.) as well as individuals. McArdle suggested square image ratio, looking into site requirements. Staff needs to identify how to track impact. Suggestion to include venues.

- 5 [20-0221](#) Direction on spring listening session - Williams

Williams suggested discussion around Arts Board website & social media, artist registry. Williams further suggested a panel on public art consisting of Jack Becker from Forecast Public Art, Ann Katz from Arts Wisconsin, and Sierra Rooney from UWL. Becker will likely require a fee. Williams invited Jim Flottmeyer and Gary Thurk to attend, in regards to sculpture park planning.

Moses made a motion to approve the topics and speakers, Williams seconded. The motion carried by a voice vote.

- 6 [20-0359](#) Action on Mayor's recommendations for strategic plan projects

Weidenbach requested research on past board work on bridge lighting. Moses suggested board ranks Mayor's recommendations along with existing strategic plan actions. Suggestion to use CODAworx RFP for a project.

- 7 [20-0361](#) Direction for City Engineer to assist in identifying relocation or structural solutions for Arch of Nature siting

Gundersen has been in discussion with Turtenwald; may need survey of wetland and floodplain delineation for regulatory purposes.

Next Meeting / Agenda Items

The next meeting will be 4/3. Agenda items may include review of downtown banner designs, funding for speaker, MWMF sponsorship, artist registry form, and strategic plan review.

Adjournment

Record made a motion to adjourn the meeting at 10:20 am; Christians seconded. The motion carried by a voice vote.

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY

Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to ADAcityclerk@cityoflacrosse.org, with as much advance notice as possible.