



400 La Crosse Street • La Crosse • Wisconsin • 54601  
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## **ART DONATION AGREEMENT & GENERAL GUIDELINES**

**PURPOSE:** The City of La Crosse Parks, Recreation and Forestry Department receives numerous inquiries from individuals and organizations with regards to donations of art to the City park system. This agreement provides a flexible and responsive means for donors to contribute. The City park system features a variety of art that bring character to each individual space. This agreement will assist the city to ensure that every art piece is properly evaluated and the accepted donation can be appropriately maintained through their useful life. The intent of this document is to provide general guidelines for the Board of Park Commissioners; the Parks, Recreation, and Forestry Department Staff, and the Arts Board. These entities reserve the right to make modifications to the terms and conditions as needed. The established policies, procedures and guidelines for accepting donations of art for the benefit of the City park system are defined herein.

### **DEFINITIONS:**

- A. City: La Crosse, Wisconsin
- B. Department: The City of La Crosse Parks, Recreation, and Forestry Department
- C. Director: The City of La Crosse Parks, Recreation, and Forestry Department Director or Department Designee
- D. Donation: A gift of art, sculpture, statue, mural, mosaic, monument, physical object(s), or structure(s)
- E. Park(s): Any city-owned park, facility/building, natural area, trail and open space managed for recreational use and/or resource protection.

### **POLICY:**

- A. The Department, in coordination with the City Arts Board, shall be responsible for administering the Art Donation Program; including the review process for approving donations. The Department may coordinate with other City departments or governing boards as needed.
- B. The City and Department encourages donations that support the Parks, Recreation, and Forestry service to the City and advances the City as a cultural destination. Donations can be accepted from public and private sources for the purpose of enhancing City parks and programs.
- C. Donations will be considered for all Parks with the exception of those where human activity is discouraged to protect habitat and sensitive lands. Not all Parks have needs for a particular amenity, and the Department may decline or

recommend alternatives with the donor.

D. Maintenance and installation funds, endowments, and insurance may be necessary on a case by case basis dependent on the nature of the request.

#### General Criteria:

- 1) Donations must be consistent with the mission, policies and goals of the Department and the City Arts Board, and not be limited to any special restrictions, impose budgetary obligations, or increased maintenance responsibilities.
- 2) Donations must be compatible with and meet a specific Park facility need identified in the approved Park master plan.
- 3) In areas not covered by master plans, compatibility with existing facilities and local conditions shall be considered as long as the Donations meet a specific Park need.
- 4) Age, life expectancy, art material, durability and anticipated general condition of the donation are an integral part of the evaluation process.
- 5) Anticipated maintenance requirements of the Donation over the course of its useful life and who is responsible.

#### Specific Criteria:

- 1) Monetary Donations or endowment funds may be required for installation and maintenance related costs. Given the responsibility of preserving and maintaining accepted pieces of artwork, the Department cannot in good faith accept works of art which present an unreasonable maintenance burden.
- 2) Insurance requirements may be necessary on a case by case basis. The cost to insure art in public parks is an unforeseen cost associated with Donations.

#### Maintenance, Damage & Term of Donation:

- 1) The Department can offer no guarantee or obligation, legal or otherwise, to maintain or replace Donations that are vandalized, lost, stolen, or otherwise damaged or destroyed.
- 2) Maintenance of donated items may occur as follows: The City, in conjunction with the Donor, will attempt to repair damaged Donations as outlined in the maintenance plan that accompanies the Donation and was adopted as terms for approving the donation. However, the City is not responsible for replacing items, due to excessive damage or loss. The City will attempt to contact the Donor using the information on file to inform them of such damage or loss. The Donor may replace the item(s) at their own expense.

- 3) Donors shall be aware that staff are unable to carry out higher levels of care such as, but not limited to, cleaning, sanding, polishing, oiling, or other treatments that address normal age and use.

- 4) The Department reserves the right to remove or relocate a Donation when reasonably required as a result of necessary park operations.
- 5) The term of the Donation may be adjusted by Department staff if there are insufficient funds available to maintain or repair the art. For example, if a donated piece of art is destroyed or deteriorates then it may be removed.
- 6) If the Donation is deemed a hazard to public health it will be removed promptly.
- 7) The Donation may be removed upon written request from the Donor at the Donor's expense.
- 8) Once the life expectancy of the art has expired the art will be removed unless an amended agreement is created and accepted to reflect the current condition and maintenance needs of the Donation.

#### **IV. PROCEDURE**

- A. The Donor shall submit a completed Art Donation Request Form with photos and/or rendering including the proposed location to the Department, see attached form.
- B. After receipt of the Park Donation Request Form, Department staff will contact the Donor, review the Park Donation Request Form and determine the appropriateness of the request as measured in the criteria listed above.
  - a. If a Request does not meet the approval criteria the Donor will be notified.
  - b. If a Request does meet the criteria the Donor shall meet with Department staff. The purpose of the meeting is for open discussion regarding the request including the terms for delivery, installation, maintenance, funding, etc.
- C. Staff will direct the Donor to the Board of Park Commissioners for final review in consultation with the City Arts Board. Appropriate approval of the Donation must be obtained before installation may begin.

# ART DONATION REQUEST FORM

(Attach additional pages as necessary)

Donor Name or Organization: Veterans Memorial Pool Campaign (VMPC) Date: 4/30/21

Address: PO Box 1661 City, State, Zip: La Crosse, WI 54602

Telephone: 608-492-4392 E-mail: veteransmemorialpoolax@gmail.com

*Donation item: (please check appropriate boxes)*

☐ Statue ☐ Fountain ☐ Memorial ☐ Sculpture ☐ Mosaic ☐ Monument ☒ Mural

☐ Other, please explain: \_\_\_\_\_

*Artist information:* Name: Jennifer Terpstra Williams & UWL Students and Eva Marie Restel

Address: UWL Art Dept 855 East Ave N. City, State, Zip: La Crosse, WI 54601

Telephone: 608-785-8233 E-mail: jwilliams@uwlax.edu

Proposed Location (include site map): Veterans Memorial Pool Bath House - interior entrance area

Does the donation meet the needs of the Department Strategic Plan? ☒ Yes ☐ No

Photos or Renderings Attached: ☒ Yes ☐ No Location map attached: ☒ Yes ☐ No

Additional permits necessary: ☐ Not to our knowledge Have all permits been attained? ☐ Yes ☐ No

Is the proposed location in the floodplain or floodway: ☐ Yes ☒ No X (not to our knowledge)

If Yes, has the floodplain manager reviewed the plan: ☐ Yes ☐ N/A

Donation Value: \$2500 (estimated to date) Donation Age: New Life Expectancy: 30+ years

Are utilities needed: ☐ Yes ☒ No X if Yes, who is financially responsible for utilities ☐ Donor ☐

City Maintenance Responsibility: ☒ Donor ☐ City Insurance Responsibility: ☒ Donor ☐ City

## Description of Request:

Donation and installation of artwork for the first phase of Veterans Memorial Pool Campaign (VMPC) donor features.

Overall Goals of the Veterans Memorial Features of the Veterans Memorial Pool:

1. Not just a Veterans Memorial AT the pool, but a Veterans Memorial Pool
2. Serve as a living, welcoming place for all ages and abilities of La Crosse area community members that recognizes veterans of all eras (any time period and any capacity), including the reserves and national guards, and their families.
3. Complement and connect to the Veterans Hall of Honor and Veterans Memorial Field.
4. Messaging and visuals that are engaging, educational, and accessible for young to old.



The purpose of the first phase commissioned artwork (displayed in photos here) is to create 1 mural for the bath house wall and 1 mural surround for a display board.

From this artwork iconic images representing two key veteran memorial symbols – water & poppies – will also be specified.

From the artwork, specified graphic images – 1 poppy art/symbol and 1 water art/symbol - will be extracted and repeated throughout the memorial and pool in the following ways:

- I. Memorial Plaza Pillars (6 pillars) - reading from left to right
  1. 1st Pillar - Welcome & history of this land, historic landmark, pool, & community
  2. 2nd Pillar - Remembering our veterans
    - \*1 Poppy art/symbol accompanying veterans poetry about the significance of the poppy.
  3. 3rd & 4th Pillars - 12 Service Departments with emblems laid out in order of founding (with respective reserve & national guard emblem)
  4. 5th Pillar - Supporting our living veterans
    - \*1 Water art/symbol accompanying veterans poetry about the significance of water
  5. 6th Pillar - Veterans, neighbors, & city collaboration to preserve this landmark
- II. Color scheme in the facility (blues of water & orange/red of poppy) – already a part of the pool design phase and taken into consideration for equipment/amenities that is purchased for the pool in cooperation with the VMPC.
- III. Future considerations
  1. Etching in concrete of the water art/symbol and/or the poppy art/symbol (i.e. path to bath house from the plaza, around pool deck, etc.)
  2. Water/art symbol to serve as a logo for the facility and for fundraising merchandise

#### Description of Donation:

Hand painted water murals with hand crafted ceramic painted poppies.

Two pieces: 3'x3' Mural on East wall; Mural surround for 36"x 60" display board

#### Delivery & Installation Plan:

Delivery by artists. Installation coordinated on date/time in cooperation with Parks Department staff. Artists will attend the date/time of installation.

Additional artist, Jennifer Williams, guidelines for installation:

The 3'x3' mural has two 1x3s screwed into the plywood from the back to allow some depth from the wall. I recommend another 1x3 attached to the wall with masonry screws and attached with hardware (wood screws probably) through the wall board into the 1x3 on the back of the panel.

The bulletin board frame pieces can be attached to the wall with anchor screws directly through the painting. The screw holes can be filled and color matched. I'll come and do this myself once installation has taken place.

#### Maintenance Plan:

Murals are made of non-toxic treated wood, painted with non-toxic, environmentally resistant acrylic on all sides. Poppies are made of resilient hand crafted ceramic and non-toxic paint before glazing.

All materials are easy to clean with light dusting as needed and general washing with gentle soapy water and a cotton rag.

Specific cleaning instructions will be provided after art is installed and completed for any occasional, as needed, cleaning by City staff.

Cleaning and inspection will also be done at the beginning (prior to opening) and end of season (after closing) by the VMPC.

Approved by:

Parks, Recreation Forestry Department Director Board of Park Commissioners President

\_\_\_\_\_ (print) \_\_\_\_\_ (print)

\_\_\_\_\_ (sign) \_\_\_\_\_ (sign)

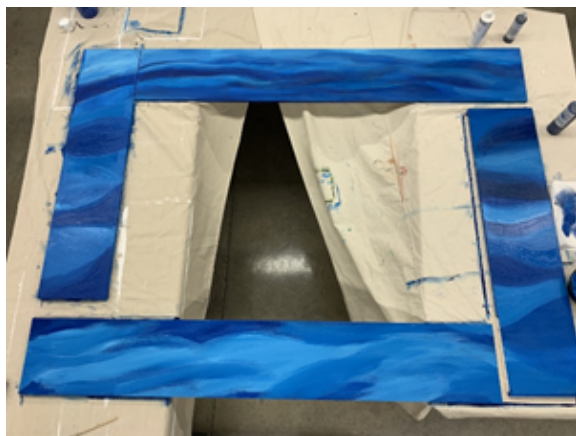
Date: \_\_\_\_\_

Date: \_\_\_\_\_

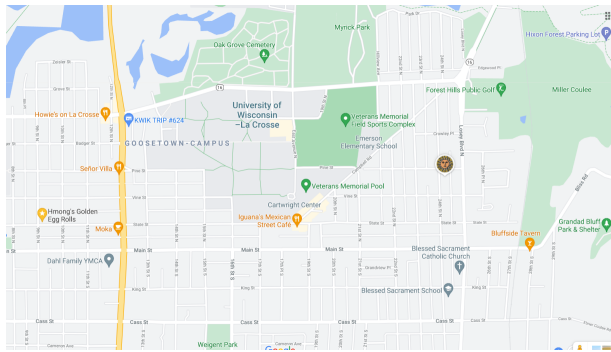
**Row 1 photos below:** In process art work for east white-painted brick/block wall (in front of women's room doorway, 7'3"w X 8'8"h) - large 3'x3' ceramic poppy/water artwork



**Row 2 photos below:** North (west section that faces east) white painted drywall (by entrance to pool deck) - Display board with gallery of water paintings surrounding; the top mural areas (to be specified later on site to ensure safe height above a bench below) with additional installed ceramic poppies.



**Additional maps & location photos here:**



**Veterans Memorial Concept (for reference only)** - note the poetry & symbols examples on the pillars (anchor & vets to be replaced with water & poppy graphics extracted from artwork; pillars not shown in order as planned):



**Left photo below:** 3'x3' water & poppy mural would be located on the white wall on the left side of the photo

**Middle & right photo below:** Display board surround mural would be located on the white wall (left side wall, looking out the door), above the benches shown in the right photo.

