



## Public Arts Commission

Cravath Lakefront room 2nd floor 312 West  
Whitewater Str, Whitewater, WI, 53190 \* Virtual  
Only\*

**Thursday, February 06, 2025 - 5:00 PM**

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Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone. Citizen participation is welcome during topic discussion periods.

### Public Arts Committee

Feb 6, 2025, 5:00 – 7:00 PM (America/Chicago)

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virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number: (262) 473-0108.

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## AGENDA

### CALL TO ORDER

### ROLL CALL

### APPROVAL OF AGENDA

*A committee member can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the Committee to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.*

### CONSENT AGENDA

*Items on the Consent Agenda will be approved together unless any committee member requests that an item be removed for individual consideration.*

- [1.](#) Approval of January 28, 2025 Minutes

### HEARING OF CITIZEN COMMENTS

*No formal Committee action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three minute speaking period. Specific items listed on the*

*agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Committee discusses that particular item.*

***To make a comment during this period, or during any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial \*6 to unmute your phone and dial \*9 to raise your hand.***

#### **ELECTION OF CHAIRMAN**

#### **ELECTION OF VICE CHAIRMAN**

#### **CONSIDERATIONS / DISCUSSIONS / REPORTS**

- [2.](#) Discussion and possible approval of judging sheet.

#### **FUTURE AGENDA ITEMS**

#### **NEXT MEETING MARCH 6, 2025**

#### **ADJOURNMENT**

A quorum of the Common Council may be present. This notice is given to inform the public that no formal action will be taken at this meeting.

**Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk (262-473-0102) at least 72 hours prior to the meeting.**



## Public Arts Commission

Cravath Lakefront room 2nd floor 312 West  
Whitewater Str, Whitewater, WI, 53190 \*In Person  
and Virtual

**Tuesday, January 28, 2025 - 5:30 PM**

### MINUTES

#### CALL TO ORDER

Meeting called to order at 5:36 p.m.

#### ROLL CALL

##### PRESENT

Board Member Emily Kate  
 Board Member Kim Adams  
 Board Member Katy Wimer  
 Board Member Megan Matthews  
 Council Representative Brienne Brown arrived at 5:39 p.m.

##### ABSENT

Board Member Justin Mane

##### STAFF

Taylor Zeinert, Economic Development Director

#### APPROVAL OF AGENDA

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Motion made by Board Member Adams.

Voting Yea: Board Member Kate, Board Member Adams, Board Member Wimer, Board Member Matthews

#### CONSENT AGENDA

*Items on the Consent Agenda will be approved together unless any committee member requests that an item be removed for individual consideration.*

1. Approval of November 12, 2024 Minutes.

Adams stated there is a spelling correction on page six. Adams is missing the s.

Motion made by Board Member Adams, Seconded by Board Member Matthews.

Voting Yea: Board Member Kate, Board Member Adams, Board Member Wimer, Board Member Matthews, Council Representative Brown

2. No Quorum Minutes for January 9, 2025

Motion made by Board Member Adams, Seconded by Board Member Matthews.

Voting Yea: Board Member Kate, Board Member Adams, Board Member Wimer, Board Member Matthews, Council Representative Brown

### HEARING OF CITIZEN COMMENTS

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***To make a comment during this period, or during any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial \*6 to unmute your phone and dial \*9 to raise your hand.***

None

### ELECTION OF CHAIRMAN

Item inadvertently skip.

### ELECTION OF VICE CHAIRMAN

Item inadvertently skipped.

### CONSIDERATIONS / DISCUSSIONS / REPORTS

3. Discussion and possible approval of posting for Call for Artists.

EDD Zeinert explained that we have had some feedback from individual members based on the January 9 meeting packet and we are hoping to get an approval here tonight.

Adams stated that Carol is willing to be a part of a conversation. She wasn't getting the communications. Adams feels this is fine for accepted brands of paint, but if Carol comes along and says that she has used F.

Zeinert stated that we want to get the call out as soon as possible. Acknowledging that we post this as long as needed. The original time frame was to posting for the end of

January. We would post for about two or three months. The goal is to have them start painting as soon as possible.

Adams stated June and July around.

Zeinert confirmed that was the correct timeframe.

Adam stated that she doesn't feel that it is critical right now and once we see the designs, award the boxes and go through the final logistics of painting. Than maybe we send out an update.

Adams asked if the dates would be adjusted. To give artists more wiggle room.

EDD Zeinert confirmed that the dates would need to be adjusted.

There was some audio issues per Wimmer.

Adams suggested the dates of February 15, , April 15 and middle of May.

Brown stated that she is worried there maybe a college student who would like to do this but this is during finals week.

Zeinert asked about whether May 7th would be that sweet spot.

Matthews stated that May 9th is the last day of classes. She agrees overall we need to push it back. She agrees with Brown that we may run into problems with some of the college students. She thinks that if we give them the information that this is happening soon enough and they care enough they will come back or stick around.

Adams made a suggest that the board pick all Wednesday deadlines or all Friday deadlines to make it consistent. She recommend February 12th, April 16th and May 7th.

Matthews asked about whether a plan was in place to reach out to college students.

EDD Zeinert stated that there has been a series of contacts made with the college to provide information.

Brown suggest reaching out to Jane Bilgen with Student Engagement Office.

EDD Zeinert stated that the Ceremony will be September 13, 2025. This is also the day of Food Truck Fest . Ceremony will be at 10. Food Truck Fest will be at noon. So we are hoping people will stick around the downtown area.

Matthews suggested adding the Food Truck Fest to the Call for Artists.

Adams suggested a peoples choice award and maybe tie a ribbon around that one and have a ribbon cutting with not just the artist but other people involved. You can have an easel with a couple foam board boards that are well weighted down for windy days like today showing pictures of each of the boxes.

Adams stated that there is a Fiber Art program at the Cultural Arts Center, also on September 13.

Matthews asked if there would be value in having a speaker from a statewide perspective talking about A. economic impact of the arts and B. impact of public arts projects in communities with building community.

Adams stated that recognize where the money came from if there were grants, acknowledge those folks. Acknowledge the folks that helped select the artists, all your jurors.

EDD Zeinert stated Ceremony starts at 10:00. Viewing at 10:30 a.m. Until 12.

Brown pointed out that the Farmers market runs 10 to 12 on Saturdays.

Adams stated that you don't necessarily want to do a celebration ceremony for two hours because that means you have to be there in that space for that long. You might want to do the ceremony from 10 until 11 with the program starting at 10:15. Maybe you can do something fun like a little scavenger hunt for people to go see the other boxes and collect little stickers from somebody that's at that site and you put them in a drawing. Or you just get people going around with a map. And drive people to the farmers market.

EDD Zeinert stated that we will change the dates on page 12 to the new ones. And also add Food Truck Fest and Fiber Art. Put the event time from 10-11 a.m. Details can be discussed at a later time.

Brown pointed out that Birge Fountain was misspelled as Bridge and will need to be updated.

Adams wanted to clarify if the Birge Fountain was the one by the Cultural Arts Center.

EDD Zeinert confirmed.

Adams stated that we definitely need to, at another time work collectively on special parking over at First English and other things.

4. Handout and discussion of Public Arts Commission member handbook

EDD Zeinert gave a handbook to Brown. Matthews and Adams already had copies. EDD Zeinert asked Adams if she could bring a copy to Wimmer and Kate.

EDD Zeinert explained this is just the basic handbook that all boards get. It goes over the good governance manual.

#### **FUTURE AGENDA ITEMS**

None

#### **NEXT MEETING DATE FEBRUARY 6, 2025**

#### **ADJOURNMENT**

Meeting adjourned at 6:00 pm.

## *Artful Transformation*

City of Whitewater  
Traffic Box Public Art Project, 2025

# Artist Submission—Judging Sheet

## Evaluation Categories and Criteria

Each application will be scored based on the following categories. A panel of judges will assign points for each criterion, with the highest possible total score being **100 points** (per judge). An average score among all judges will then be calculated.

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### 1. Artistic Merit (30 points)

- **Creativity and Originality (15 points):** Does the design demonstrate unique and innovative artistic expression?  
Score: \_\_\_\_\_ / 15

**Comments:**

- **Visual Appeal (15 points):** Is the artwork aesthetically engaging and suitable for the chosen location? Is the use of color and composition appealing?  
Score: \_\_\_\_\_ / 15

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### 2. Relevance to Community and Theme (25 points)

- **Connection to Whitewater (15 points):** Does the design reflect the City of Whitewater's culture, history, or identity?  
Score: \_\_\_\_\_ / 15

**Comments:**

- **Alignment with Theme (10 points):** Does the proposal adhere to the project's stated goals and themes?  
Score: \_\_\_\_\_ / 10

**Comments:**

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### 3. Feasibility and Practicality (20 points)

- **Durability and Maintenance (10 points):** Are the proposed techniques suitable for outdoor installation and long-term use?

Score: \_\_\_\_\_ / 10

**Comments:**

- **Execution Plan (10 points):** Is there a clear and achievable timeline and budget?  
Score: \_\_\_\_\_ / 10

**Comments:**

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### 4. Artist Qualifications and Experience (15 points)

- **Portfolio Quality (10 points):** Does the artist's previous work demonstrate skill and consistency? Not fully applicable for WUSD and UW-W students.  
Score: \_\_\_\_\_ / 10

**Comments:**

- **Relevant Experience (5 points):** Has the artist successfully completed similar projects? Not fully applicable for WUSD and UW-W students.  
Score: \_\_\_\_\_ / 5





www.whitewater-wi.gov  
Telephone: 262-473-0144

Office of Neighborhood Services  
312 W. Whitewater St.  
Whitewater, WI 53190

Comments:

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### 5. Community Engagement (10 points)

- **Local Involvement (5 points):** Does the artist have ties to the Whitewater community or collaborate with local organizations?  
Score: \_\_\_\_\_ / 5

Comments:

- **Audience Appeal (5 points):** Will the design resonate with and inspire viewers? Is it relevant to the community and city culture?  
Score: \_\_\_\_\_ / 5
  - **Comments:**
- 

### Total Score

Final Score: \_\_\_\_\_ / 100

Additional Comments/Recommendations:

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### Scoring Guidelines

- **Excellent (9-10 points):** Exceeds expectations; outstanding in quality and relevance.
- **Good (7-8 points):** Meets expectations; well-developed and thoughtful.
- **Fair (5-6 points):** Adequate; meets minimum standards.
- **Poor (1-4 points):** Lacking in quality, detail, or alignment with project goals.