



Public Art Committee Meeting  
Wednesday, February 6, 2019; 8:30 a.m.  
Shorewood Village Hall Committee Room  
3930 North Murray Avenue, Shorewood, WI 53211

**AGENDA**

1. Call meeting to order
2. Attendance
3. January 9, 2019 PAC meeting minutes.
4. Ghost Train future maintenance planning issues discussed in recent Village meetings.
5. Summary of January 22, 2019 Village Board meeting PAC discussion.
6. PAC 2019 project planning: "Signaling History": Draft PAC memo dated January 31, 2019 - Draft project task list  
\*\* See separate PAC hand-out memo that lists on-going and anticipated project tasks and related details that must be completed.  
\*\* Given the length of the tasks noted, we will not attempt to cover all items in a single meeting but will cover only those items as time permits.
7. Report on 01/11/19 Buck-Sappenfield meeting.
8. Draft concept RFPs for committee consideration of artists for "Signaling History" project.
9. Other
10. Adjournment

**DATED at Shorewood, Wisconsin; this 1<sup>st</sup> day of February 2019**  
**Sara Bruckman, WCMC/CMC, Village Clerk**

Should you have any questions or comments regarding any items on this agenda, contact the  
Manager's Office at 847-2702.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



## Memorandum

January 31, 2019

To: Rebecca Ewald, Village Manager  
Trustee Jessica Carpenter  
Shorewood Public Art Committee  
Leeann Butschlick, DPW Director  
Joel Kolste, Shorewood DPW  
Marty Peck, CLD-E

From: Dick Eschner, Vice-Chairperson  
Shorewood Public Art Committee

Meeting date: Thursday, January 24, 2019

Time: 1:30 p.m.

Place: Shorewood Village Hall Committee Room

Present: Rebecca Ewald, Trustee Jessica Carpenter (via conference call), Joel Kolste (DPW), Ellie Rabinowitz, Marty Peck (CLD-E), Dick Eschner.

The following is provided to summarize the discussions held in late 2018 and on January 24, 2019 as related to developing a strategy for near- and long- term maintenance that may be required on the Ghost Train lighting project completed in 2016. While no long-term solutions were developed, the content shall be subject to further discussion by the PAC and Village Administration.

### 1. Discussion:

- a. Since project dedication on 10/31/16, the LED light fixtures have exhibited failure, and many have been replaced under warranty.
- b. Marty Peck has diligently monitored and helped solve system problems since 2016. He has not charged the Village for these services.
- c. Project Warranty for the LED and other fixtures is valid until 10/31/23. The warranty for the Audio system and other components may be shorter: Ice, 3 years +/- . Verify

(1. – continued)

- d. To-date, the fixture manufacture has provided replacement fixtures at no cost, extended the warranty to 2023 and has also paid for the cost of all of Staff Electric's time to complete repairs and installation work. . Marty Peck does not know if Staff's costs will continue to be covered by the light manufacturing company through 2023.
- e. Marty has also designed and installed the program lighting for special events such as the Holiday and Circus trains lighting. (We had originally discussed having him include such extra services- ( but I am unsure if that was documented in writing).
- f. Major issue to be reviewed: The technology of the entire project, and lighting in particular, will undoubtedly evolve and the current lights may be obsolete in 3-5 years. While the life-span of LEDs is approximately 20 years, the existing fixtures may no longer be available within that time frame. Subject to confirmation: 64 strings are currently in place. Marty noted that the 2016 discounted cost of each light fixture was \$350 +/-; a 2023 +/- non-discounted price may be \$ 590 +/- per fixture.
- g. Potential Maintenance budget: we currently have \$9,000 set aside in the original \$380,000 total project budget for future maintenance. Funds are in Shorewood Foundation.  
Future maintenance costs: (after warranty expires)
  - Allocate \$2,000-\$3,000 / year for replacement parts/ product ?
  - Allocate \$4,000- \$6,000 / year for labor ?
  - Total / year: \$ 6,000- \$9,000 / year ? Assume \$5,000 / year, with unused funds in any given year being forwarded to future years.
- h. See Owner's Maintenance Manual for listing of current contractor and product manufacturers' contacts.  
**\*\* Concern:** the people and companies noted as project contacts will likely change over time, due to retirements, changes in businesses, moving elsewhere, changes within each company, etc. Same also applies to Village of Shorewood, PAC, etc, How can we maintain continuity amidst that changing environment ?

## 2. Further Analysis / Action required:

- a. Develop a plan for keeping the Ghost Train operational after warranty expires in 2023, if feasible.
- b. Reach agreement on what will be done when / if replacement parts cannot be purchased.

(2. – continued)

c. Marty Peck has provided all of his services since 2016 at no cost to the Village:: answering phone calls, problem-solving from his office or on-site, contacting the contractor(s), equipment manufacturers, additional meetings, updating the Program(s) , etc.

d. Develop a professional, prudent cost payment plan for reimbursing Marty Peck, contractors, and manufacturers to cover future consulting our maintenance costs:

Options to consider:

- Option 1: contract with each entity for required services on an annual basis.  
Note: this may not be a best option, since services may not be required in any given year. Conversely, An annual fixed fee allowance basis may not be prudent, since services may not be required in a given year – or the costs incurred during a given year may exceed the annual allowance and the business may request an inappropriately high annual allowance.
- Option 2: Contract with defined entities on an hourly rate basis which may vary depending upon the specific task at-hand. I.e. office-based or on-site consulting, on-site equipment repairs or replacement, new Programming, office- or on-site based meetings, etc.
- Other ??
- Note: contractors, vendors, etc. typically charge for their “travel time” for personnel time incurred from their office to the meeting site, and that must be included in all considerations.

### 3. Major issues to resolve:

- Assume Maintenance Funding will be placed in a Shorewood Foundation account.
- How long can we / do we expect the GT to be a viable work of public art ?
- How long do we want the GT to last ? (i.e. “obsolescence”)
- Raising funds for the original project was a major community-wide effort.
- Can we raise new funding for immediate, short-term or long-term maintenance support ? Could funding for maintenance appeal to the community ?
- Could we request an annual line item contribution from the Shorewood Foundation ?
- Other option(s) ?

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**Memorandum**

January 31, 2019

Re: **Proposed Traffic Light Controls Signal Boxes Public Art**  
 Project: **“ Signaling History”**

**Project Task List: Description, Notes and Scope:**

The following summarizes the project intent and scope *as defined to-date* for the 2019 PAC project.

(“TBD”: To Be Determined)

<b><u>Task / Description</u></b>	<b><u>Notes</u></b>	<b><u>Due Date</u></b>	<b><u>Responsibility</u></b>
1. <u>PAC Memo</u> issued to Village Admin. and VB for 01/22/19 VB meeting.	See memo dated January 15, 2019 previously issued.	01/15/19	Eschner
2. Diane Buck and Eve Sappenfield meeting with Karen De Hartog of the Shorewood Historical Society (SHS) on Friday, January 11th .	Discuss the potential use of existing SHS historical photograph resources, from which selected artists may design their artwork for the boxes.	01/11/19	Buck and Sappenfield
3. Diane Buck draft RFP for MARN artists’	See separate Draft RFP prepared by Diane Buck.		Buck
4. Don Berg and Ellie Rabinowitz to prepare draft RFP for release to interested artists	See Ellie Rabinowitz’s draft RFP dated 01/12/19. Sending the RFP to members of the Shorewood Artists’ Guild, individual artists, Milwaukee-based artists, or throughout Milwaukee County to be considered.		Berg and Ellie Sappenfield
5. Prepare final RFP Attachments	a. Village Map showing location of each box. b. Details of each box’s size, dimensions, related size, etc. c. Photos of each box and site.		TBD
6. Pat Algiers and Doris Heiser to evaluate	Options may include seeking funding from individuals, families,		Algiers and Heiser

<p>fund-raising opportunities and options to complete the project.</p>	<p>businesses, etc. If funded by a business, the business may wish to retain ownership of the artwork and accept maintenance responsibilities.</p>		
<p>6. Determine process by which Artists will be selected.</p>	<p>Qualifications, geographic spread, who, etc.</p> <ul style="list-style-type: none"> <li>• Shorewood Artists' Guild</li> <li>• MARN (Milwaukee Area Research Network)</li> <li>• Milwaukee County</li> <li>• Other ?</li> </ul>		<p>PAC</p>
<p>7. Evaluate each box to determine the fit of potential artwork as related to the site and characteristics of each box.</p>	<p>Due to adjacent landscaping or other site details, the final artwork may be suitable for application on only 2-3 of the box's sides. In that case, a "neutral color / design" could be placed on the "non-viewable side(s)", as part of the final design:</p>		<p>TBD</p>
<p>8. <u>Maintenance Plan</u> (Each final film may have a life-span of 4-5 years +/-)</p>	<p>Determine plan for immediate and long-term maintenance:</p> <ul style="list-style-type: none"> <li>• Responsibility / Who</li> <li>• Funding</li> <li>• Process</li> <li>• ** Include a stipulated amount in each initial cost to cover some future maintenance ?</li> </ul>		<p>TBD</p>
<p>9. As project scope and details are fully defined, PAC to review full project with <u>Village Administration, Village Board and DPW.</u></p>	<p>PAC to request Village Board "<u>Acceptance</u>" (not "Approval") of project prior to release to community for implementation:</p>		<p>PAC</p>
<p>10. <u>Project Schedule</u></p>	<p><u>Determine:</u></p> <ol style="list-style-type: none"> <li>a. Prepare RFP</li> <li>b. Determine list of invited artists.</li> <li>c. Issue an RFP to the artists' community to seek proposals from artists:</li> <li>d. Receive artists Proposals</li> <li>e. PAC selection of final Artists:</li> <li>f. Artists to design and create final graphic solutions</li> </ol>		<p>PAC</p>

	<p>g. Artists submittal of final designs.  h. Scan artists' designs to film.  i. Transfer of artists' designs to manufactured 3-M  j. Install final film of artists' designs to traffic light control boxes.  k. Plan and hold community-wide celebration of completed project.</p>		
<p>11. <u>Project Costs: Define and confirm</u></p>	<ul style="list-style-type: none"> <li>• Artists' Honorarium (\$1,000 ?)</li> <li>• Scanning of artists' final work</li> <li>• Printing of artwork on 3-M film</li> <li>• Install film on control boxes</li> <li>• Project Dedication / community celebration.</li> <li>• Donor plaque (or on each box ?)</li> <li>• Maintenance (see Item 8 above).</li> <li>• Other</li> </ul>		PAC
<p>12. <u>Other</u></p>	To be determined		PAC

- PAC to evaluate each box to determine the fit of potential artwork as related to the site and characteristics of each box. Due to adjacent landscaping or other site details, the final artwork may suitable for application on only 2-3 of the box's sides. In that case, a "neutral color / design" could be placed on the "non-viewable side(s)", as part of the final design: to be completed.
- Pat Algiers and Doris Heiser to meet to evaluate fund-raising opportunities and options to complete the project. Options may include seeking funding from individuals, families, businesses, etc. If funded by a business, the business may retain ownership of the artwork and accept maintenance responsibilities: to be completed..
- Don Berg and Ellie Rabinowitz to evaluate options for content of a final RFP for release to interested artists. Sending the RFP to members of the Shorewood Artists' Guild, individual artists, Milwaukee- based artists, or throughout Milwaukee County will be considered.: to be completed.
- As project scope and details are fully defined, PAC to review full project with Village Administration, Village Board and DPW. PAC to request Village Board "Acceptance" of project prior to release to community for implementation: to be completed.
- Attachments:  
See attached Village of Shorewood map which identifies the eleven existing locations of the existing traffic light signal control boxes located within the village.  
See attached photographs of each control switch box placed adjacent to the existing traffic signal lights: to be completed.  
See attached schedule that provides additional dimensional details for each control box. In general, while the size of each box varies, the boxes are approximately 3 feet high x 2 feet x 2 feet and are installed adjacent to the existing traffic signal lights: to be completed..

8. Artists' Fees and artwork Ownership:

- Each selected artist shall receive an honorarium fee of **\$1,000 (?)** for their completed work.
- Prior to the project dedication, the PAC will prepare and distribute a printed brochure that will identify each artist and define each solution.
- At

9. **Other?**

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