

**Long Range Planning Committee**

**of the City of Onalaska**

Thursday, August 4, 2016

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1 The Meeting of the Long Range Planning Committee of the City of Onalaska was called to order  
2 at 5:32 p.m. on Thursday, August 4, 2016. It was noted that the meeting had been announced  
3 and a notice posted at City Hall.

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5 Roll call was taken, with the following members present: Kristen Odegaard, Dana Fredrickson,  
6 Ken Schmocker, Jennifer Brown. Debbie Clarkin arrived with the meeting in progress.

7  
8 Also Present: Interim Land Use and Development Director Katie Aspenson

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10 Excused Absences: Gary Lass, Jim Warren

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12 **Item 2 – Approval of minutes from the previous meeting**

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14 Motion by Jennifer, second by Kristen, to approve the minutes from the previous meeting as  
15 printed and on file in the City Clerk’s Office.

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17 On voice vote, motion carried.

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19 **Item 3 – Public Input (limited to 3 minutes per individual)**

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21 As there was no one from the public present, Item 4 was addressed next.

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23 **Consideration and possible action on the following items:**

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25 **Item 4 – Discussion regarding Implementation Chapter 10 of the Comprehensive Plan for**  
26 **the next steps of Long Range Planning Committee:**

- 27  
28 a. Creation of a Public Art Program

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30 Katie said the Long Range Planning Committee had discussed the possibility of creating a public  
31 art program at its May 5 meeting. A public art program likely would begin in public spaces such  
32 as city parks, and it potentially could branch out depending upon its success. Katie referred to a  
33 copy of a summary of general public art programs included in committee members’ packets and  
34 said intern Brian Hatfield had created this summary as well as a PowerPoint presentation. Katie  
35 said art programs can create neighborhoods and suggested that perhaps a downtown district  
36 could be created because additional development is fostered when such districts are clustered  
37 together. Katie said a common method in determining whether a city should explore establishing  
38 a public art program is to hold a public forum. Locations for public art could be designated at  
39 such a forum, or specific parks could be chosen. Katie said an overlay district could be created if  
40 citizens expressed a desire to see public art in a certain area such as the downtown district. Katie  
41 said there are options if there is support for a public art program, including:

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- 43       • A call for proposals, where the city makes it known it is seeking artists. The city could  
44       be a funding source for this. Katie said fundraising is another option.  
45       • Finding different, cost-efficient methods to promote art. Katie noted that infrastructure is  
46       painted in some communities.

47

48       Katie said the following are crucial components of a successful public art program:

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- 50       • Preservation and maintenance  
51       • Artist support  
52       • Community support  
53       • City promotion via photographs or [cityofonalaska.com](http://cityofonalaska.com)  
54       • Art that is unique to the City of Onalaska and is created by local artists

55

56       Katie said some examples of public art projects include:

57

- 58       • Revitalization of public facilities, including decorating or painting traffic signal boxes  
59       and utility cabinets  
60       • Interactive art such as picnic tables that come out of trees  
61       • Freestanding art such as murals or fountains  
62       • Temporary art such as performers, musicians or street vendors

63

64       Katie said the following funding options are possibilities:

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- 66       • Create a .5 percent to 1 percent “set-aside” for public art enhancement in private  
67       development based upon building permit valuation that exceeds \$5 million.  
68       • Determine if funding from public dollars, such as Tourism or Capital Improvement  
69       Projects, is available to support a public art program. Separate funds should be created  
70       for collections, preservation and maintenance of the public art collection, artist selection,  
71       community outreach, etc.  
72       • Determine what options are available for external/private funding for the creation of a  
73       public art program, such as fundraising efforts, donations or grant funding.

74

75       Katie noted there is no Common Council representation on the Long Range Planning Committee  
76       and recommended that a public art program be brought forward to the Parks and Recreation  
77       Board if the committee wishes to proceed. Katie then showed committee members photographs  
78       of various public artwork in cities around the nation as well as the City of La Crosse.

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80       Dana asked if the Great River Landing is considered to be part of the city’s park system.

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82       Katie said yes.

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84 Dana said he believes the Great River Landing is an ideal starting point due to its high visibility.

85

86 Jennifer inquired about the Great River Landing Project timeline.

87

88 Katie said Phase I of the project is scheduled to be finished by the end of the year. Katie also  
89 said the Great River Landing Committee had discussed what the focal point of the Great River  
90 Landing should be, including a public art program.

91

92 Debbie, who also sits on the Great River Landing Committee, said committee members did not  
93 believe they had the wherewithal to decide what type of art should be at the site. Debbie said the  
94 Great River Landing Committee also had expressed an interest in holding an open forum.

95

96 Katie said she believes the Great River Landing should be open and utilized by the public before  
97 any decisions are made on possible artwork. Katie said the Long Range Planning Committee can  
98 share its ideas with and obtain feedback from other committees, including the Great River  
99 Landing Committee and the Parks and Recreation Board.

100

101 Ken said public art is not limited to pictures.

102

103 Katie agreed, stating it can be benches, sculptures, a mural or musical instruments, among other  
104 things.

105

106 Jennifer asked if anyone has discussed the possibility of having an interactive art sculpture.

107

108 Katie said she believes that “interactive art goes so much further,” adding she believes it is  
109 something that can be promoted.

110

111 Committee members told Katie they want her to discuss pursuing a public art program with other  
112 committees.

113

114 b. Complete a Study regarding City Entranceway Signage/Improvements

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116 Katie said there is some funding available in this year’s budget to have a study completed [if  
117 approved by the Common Council]. Katie said city staff has pinpointed some possible locations  
118 for entrance signage. However, some of the sites are not on City of Onalaska property and  
119 would require permitting, which Katie said cannot necessarily be accomplished in 2016. Katie  
120 said the purpose of the study would be to narrow down possible locations from six or seven to  
121 possibly three. From there, a couple of standards signs would be created. Katie said the Long  
122 Range Planning Committee’s next meeting is scheduled for November 3, at which time the  
123 number of possible sites could be narrowed. Katie said it might be necessary to hold one extra  
124 meeting so that the study can be completed by the end of the year [if approved].

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126 Kristen asked if the sign would be to the scale of the one off Exit 5 on Interstate 90.

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128 Katie said it likely would not be to that scale.

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130 Debbie inquired about the number of signs.

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132 Katie said she and City Engineer Jarrod Holter had chosen six or seven potential sites. The  
133 feasibility of having a sign at each site would be studied, and determine which sites would be the  
134 easiest to pursue. Katie said the Long Range Planning Committee would examine different sign  
135 designs and choose one. From there, staff would attempt to include the signage in the next  
136 year's Capital Improvement Project budget.

137

138 Debbie asked if the thought is to include branding with the sign if three sites are chosen.

139

140 Katie said the same sign could be placed in three different locations.

141

142 Jennifer asked if sign maintenance would be included in the budget, stating she believes the areas  
143 around some of the current signage is "a little unkempt."

144

145 Katie said she believes the initial budget would address the cost of designing, building and  
146 installing the signage. However, Katie added that city staff would include maintenance in the  
147 consideration.

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149 Katie told the committee the city is proceeding with the creation of a Medical Zoning District  
150 and said staff hopes to begin the process in the fall.

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### 152 **Adjournment**

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154 Motion by Ken, second by Dana, to adjourn at 6:04 p.m.

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156 On voice vote, motion carried.

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158

159 Recorded by:

160

161 Kirk Bey