

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Long Range Planning Committee

DATE OF MEETING: August 4, 2016 (Thursday)

PLACE OF MEETING: City Hall – 415 Main Street (Rm 112)

TIME OF MEETING: 5:30 P.M.

PURPOSE OF MEETING

1. Call to Order and roll call.
2. Approval of minutes from the previous meeting.
3. Public Input (limited to 3 minutes per individual).

Consideration and possible action on the following items:

4. Discussion regarding Implementation Chapter 10 of the Comprehensive Plan for next steps of Long Range Planning Committee:
 - Creation of a Public Art Program;
 - Complete a Study regarding City Entranceway Signage/Improvements.
5. Adjournment.

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska who do not serve on the Committee may attend this meeting to gather information about a subject over which they have decision making responsibility.

Therefore, further notice is hereby given that the above meeting may constitute a meeting of the Common Council and is hereby noticed as such, even though it is not contemplated that the Common Council will take any formal action at this meeting.

NOTICES MAILED TO:

Mayor Joe Chilsen
Ald. Jim Binash
Ald. Jim Olson
Ald. Jim Bialecki
Ald. Bob Muth
Ald. Harvey Bertrand
Ald. Barry Blomquist
City Attorney Dept Heads
La Crosse Tribune
Onalaska Holmen Courier Life
WKTY WLXR
WLAX WKBT WXOW

*Committee Members

* Gary Lass
* Kristen Odegaard
* Dana Frederickson
* Debbie Clarkin
* Ken Schmocker
* Jim Warren
* Jennifer Brown
Katie Aspenson
Omni Center
Onalaska Public Library

Date Notices Mailed and Posted: 7-28-16

In compliance with the Americans with Disabilities Act of 1990, the City of Onalaska will provide reasonable accommodations to qualified individuals with a disability to ensure equal access to public meetings provided notification is given to the City Clerk within seventy-two (72) hours prior to the public meeting and that the requested accommodation does not create an undue hardship for the City.



CITY OF ONALASKA

PLANNING/ZONING DEPARTMENT

PH: (608) 781-9590

FAX (608) 781-9506

415 MAIN STREET

ONALASKA, WI 54650-2953

<http://www.cityofonalaska.com>

Purposes of a Public Art Program:

Public art can help to shape the image of Onalaska for generations to come. The City can offer citizens and tourists pieces that will delight them with cultural background and majestic pre-glacial landscapes. Recent reports based on local and global research, practices, and studies prove that a worthwhile investment in a community-wide art program strongly benefits regional economies. Supporting local artists, organizations, and businesses in the implementation, participation, and maintenance of art contributes to an increase in government revenue, job growth, and tourism. In addition, public and government support of the public arts stimulates the economy and helps to nourish a vibrant, healthy, community.

An arts program can create neighborhoods where visual and performing artists inspire, create, sell and or share their achievements. Clusters of studios, galleries, homes, classrooms, and performance spaces will nurture the community's participation and enjoyment in the arts. It is a pedestrian friendly area with attractive signage, outdoor exhibition and performance spaces, sculpture gardens, streetscapes, and recognized entrances or gateways. Related businesses like restaurants, coffee houses, markets, shops, theatres, and museums will also exist within this synergy of arts, commerce and community.

Implementing a Public Arts Program:

In order to ensure the longevity of the arts in Onalaska, the following are potential strategies and action steps in the following areas:

1. Hold a public forum for a Public Art Program to discuss the following:
 - a. Identify locations for public art.
 - b. Consideration of adopting a Central Arts Overlay District.
2. If support for a Public Art Program is found, an appropriate sub-committee could request project proposals or support a call for artists (for projects on public land). For projects on private land, the sub-committee may begin working with private property owners to see if interest exists for public art.
3. Research and explore opportunities for programming, support, promotion, and funding for the arts, culture, and economic development in the City.



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Key Requirements of a Successful Public Art Program:

1. Preservation and maintenance of projects;
2. Economic vitality and adequate funding;
3. Artist support;
4. Community participation:
 - a. Identity of individual communities;
5. Public awareness:
 - a. Photos;
 - b. Information (Artist Biography, Summary/Description of Work);
 - c. Location:
 - i. Online tour options; and
6. Unique and distinctive art:
 - a. Showcases local history & diversity;
 - b. Unique urban design;
 - c. Local history;
 - d. Community identity and pride.

Sample Public Art Program Projects:

1. Revitalization of public facilities and infrastructure: Decoration/painting of Traffic Signal Boxes, utility cabinets (i.e. Uptown Neighborhood and Rochester, Minnesota)
2. Interactive Art: dual-use art (picnic tables, benches, bicycle racks, water fountains, etc.)
3. Freestanding Art: sculptures, murals, fountains, etc.
4. Temporary Art: Street art, entertainer/performers, rotating pieces, etc.

Funding Options:

Option 1:

Create a 0.5% - 1% set-aside for public art enhancement in private development based upon building permit valuation that exceeds 5 million dollars. Examples of use for the set-aside funding may include assisting in financing the Public Art Program or provide or on-site artwork.

Option 2:

Determine if public dollars (Tourism, Capital Improvement Program, etc.) funding is available to support the Public Art Program. Separate funds should be created for collections, preservation and maintenance of the public art collection, artist selection, community outreach, etc.

Option 3:

Determine what options are available for external/private funding for the creation of a Public Art Program, such as fundraising efforts, donations, or grant funding.