

**ART BOARD AGENDA**  
February 21, 2017  
3:00 PM

City-County Government Center

160 South Macy Street  
Fond du Lac, Wisconsin

**I. ROLL CALL**

- A. Attendance
- B. Declaration Quorum Present

**II. CONSENT AGENDA**

- A. Approval of Meeting Minutes - January 17, 2017

**III. INPUT**

- A. Audience Comments  
The presiding office shall limit comments to items noticed only on the agenda.
- B. Discussion on Development of an Arts Master Plan
- C. Future Project Updates

**IV. ADJOURN**

**ART BOARD AGENDA**  
**CITY OF FOND DU LAC, WISCONSIN**  
Approval of Meeting Minutes - January 17, 2017

Subject:

Effect:

Initiator:

Location:

Recommendation:

**ATTACHMENTS:**

**File Name**

01-17-17\_Art\_Board\_Minutes.pdf

# ART BOARD MINUTES

January 17, 2017  
3:00 P.M.

Meeting Room D  
City-County Government Center

160 South Macy Street  
Fond du Lac, Wisconsin

## CALL TO ORDER

ROLL CALL: Present: Julie Balson  
John Buechel  
Kathryn Dreifuerst  
Amy Hansen  
Kevin Miller (arrived at 3:15 pm)

Absent: Kay Miller  
Craig Molitor

Administrative Staff: Dyann Benson, Director of Community Development

Chairperson Balson declared a quorum present.

## APPROVAL OF MINUTES

November 15, 2016

Motion made by Hansen to approve the minutes of the November 15, 2016 meeting of the Art Board.

Seconded by Dreifuerst.

ROLL CALL VOTE: Aye – Balson, Buechel, Dreifuerst, Hansen  
Nay – None

Carried.

## Input

## Audience Comments

No comments were made from the audience at this time.

Recommendation to Plan Commission – Mural at 290 North Main Street (*Dreher Collision Concepts*) – Leadership Fond du Lac Project

Appeared in Support: Mary Fortney, Leadership Fond du Lac  
Travis Kloetzke, Leadership Fond du Lac  
Lindsey Pansier, Leadership Fond du Lac

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# ***CITY OF FOND DU LAC - Memorandum***

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## **Department of Community Development**

**Date:** February 17, 2017

**To:** Art Board

**From:** Dyann Benson, Community Development Director

**Re:** Development of an Arts Master Plan

At the January meeting, the Art Board the potential vision statement, mission, goals and potential Creative Districts for the Plan.

The attached draft master plan includes language options for the vision statement, mission statement and goals. Other language has also been added to begin the framework for drafting the plan. The attached draft is provided as an opportunity for the Art Board to react to the proposed language and make changes that reflect those ideas and concepts that fit the community.

Potential Creative Districts have also been added for discussion.

In preparation of that discussion, some questions to consider in advance of the meeting, and as each member reviews the attached draft, include:

- How can the Art Board move the needle, take a big step into incorporating art into the community?
- How can this master plan encourage the individual (business, person, entity) to be part of bringing art to the community in their own way, within their own means?
- How can the Art Board and master plan connect, support, & encourage others in the community interested in furthering the arts (meaning private efforts/initiatives, such as Envision FDL)?



# Fond du Lac Arts Master Plan

***DRAFT***

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## A.Executive Summary: Key Components and Purpose of the Plan

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The key components of the Plan are to:

- J Adopt a high-level vision that considers how public art can connect to the City's creative spirit and civic life, and how public art can project a broader image that Fond du Lac is an arts destination.
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## B. Introduction

Fond du Lac's efforts to be a community that values creative and diverse expressions is enhanced through the incorporation of art into public spaces. Art builds a sense of civic pride, contributes to a sense of place, and enriches the quality of life within the community. Public art achieves by introducing unique and unexpected elements into what may be seen as ordinary space; by interpreting the community's history and aspirations and by enhancing the overall interaction between people and spaces through harmonious design.

The goals of the Plan, as set out at the beginning of the project, were to:

- ) Provide a planning document to guide the development and integration of public art into the community.
- ) Guide the efforts of the Art Board to encourage and support public art in the community.
- ) Further the development of the Arts District in the downtown.
- ) Support the efforts of other community initiatives to enhance the quality of life throughout Fond du Lac, including but not limited to Envision Fond du Lac; Lakeside Park Exploratory Committee and Master Plan; and Downtown Exploratory Committee Final Report.

### What This Plan Includes

Outline a long-term and sustainable program to promote public art in Fond du Lac. Llskjad;lksja kdl;ks jdlksa jd;lksja dlkjas ;lkjsad lkdjf lakjfd klad;jsflk j;lksdjf lkjaf ;ldksfjlksdajf ;lkjsd f;kajld;laksj f;lksdfjksad lkfjdsflk jalksdjf lkdjs lfkjad salkfjsldkjf lkjdsllkjf l;kjd lskfd ldskf lkds f'akds ;ksdlf sflkj lkjsadf a;lksjdlkfj lkdsj flkjdfslkjdlksjdsllkfjaskfjd akldjflkdjs klajlkdjs flksadjflkjdl slkjdsf ;kajlf;kljd a;lfkjds;l a;lkfjsadl;fkdj dslkjfioerw ofjkdl jglkaj lakfjd lkjsdflkj dsalfk jlsdkajieowj aklddsllfk ;dlsk fa';ljf lkdsja lfkj;sdalfjk ;lkjrewiotjaldksfj k ;saljf;lksdj lkjsdflkj.

### Vision

The Plan sets forth a new vision for public art in Fond du Lac:

*Public art will enrich civic life, give voice to Fond du Lac's creative spirit, and galvanize Fond du Lac's reputation as an arts destination.*

### Mission

Outline a long-term and sustainable program to promote public art in Fond du Lac. Llskjad;lksja kdl;ks jdlksa jd;lksja dlkjas ;lkjsad lkdjf lakjfd klad;jsflk j;lksdjf lkjaf ;ldksfjlksdajf ;lkjsd f;kajld;laksj f;lksdfjksad lkfjdsflk jalksdjf lkdjs lfkjad salkfjsldkjf lkjdsllkjf l;kjd lskfd ldskf lkds

### Creative and Policy Goals

Outline a long-term and sustainable program to promote public art in Fond du Lac. Llskjad;lksja kdl;ks jdlksa jd;lksja dlkjas ;lkjsad lkdjf lakjfd klad;jsflk j;lksdjf lkjaf ;ldksfjlksdajf ;lkjsd f;kajld;laksj f;lksdfjksad lkfjdsflk jalksdjf lkdjs lfkjad salkfjsldkjf lkjdsllkjf l;kjd lskfd ldskf lkds

### Tactical Imperatives

Outline a long-term and sustainable program to promote public art in  
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## Projects

Outline a long-term and sustainable program to promote public art in  
Fond du Lac. Llskjad;lksja kdl;ks jdlksa jd;lkjsa dlkjas ;lkjsad lkdjf lakjfd  
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## Policies and Procedures

Outline a long-term and sustainable program to promote public art in  
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## C. The Big Picture: Public Art in Fond du Lac

### Vision

What impact will public art have in Fond du Lac?

Public art will enhance the emerging reputation of Fond du Lac as an arts destination that will enrich civic life and create a sense of place through the creative economy.

### Mission

What will the Art Master Plan's priorities be?

- ) To further expand and support creative arts opportunities in the community.
- ) To provide a platform to expand and highlight the creative spirit to foster revitalization and celebrate the arts throughout the community.

### Creative Goals

What artistic outcomes is the Arts Master Plan seeking?

- ) To promote the integration of art within the community, architecture and landscape of the City;
- ) To enliven and enhance public spaces and public places throughout the city to enjoy public art.
- ) To celebrate our community's heritage, commonality and civic pride by stimulating collaboration and understanding between artists and Fond du Lac's diverse community;

- ) To advance imaginative urban design as a component of the city's community development goals;
- ) To enhance Fond du Lac's image locally, regionally and nationally by insuring the creation of the highest quality public art;
- ) To pursue active collaboration with municipal, civic, nonprofit and private sector developments to create opportunities for public art;
- ) To foster the public's understanding and enjoyment of public art OR To involve the community directly through participation in the public art process through community outreach activities.

### Trajectories

What will the Arts Master Plan do?

For the next few years, the Art Master Plan should focus on implementing projects that explore the "Creative" Zones articulated elsewhere in this Plan. To accomplish this, the Art Board should:

- ) Develop annual (?) work plans that focus on implementing public art within the Creative Zones.
- ) Encourage projects beyond those projects undertaken by the City through the Capital Improvement Program (CIP).

## D. Public Art Creative Districts

The Arts Master Plan identifies areas within the community for installation and display of public art. These areas are identified as Creative Districts. These Creative Districts were identified as part of previous plans and reports that work to develop a vision and direction for improvements throughout the community as well as the areas of focus as part of the creation of the Art Board. The Creative Districts provide the opportunity to direct diverse ideas and passions/energy into logical groups of projects that establish a creative critical mass within the district. Creative Districts provide both focus and flexibility. On their own, each Creative District is flexible to support a variety of projects that will emerge and build over time.

## 1. Arts & Entertainment District

The district is currently comprised of downtown arts & entertainment uses including the Thelma adoff Center for the Arts, Fond du Lac Library, and the Historic Hotel Retlaw. The district also includes vacant and underutilized properties. The vision for the district is to have a thriving environment filled with arts, entertainment, dining and shopping optiond both during daytime and nighttime hours.

*\*DFP Market Analysis: Outdoor art, interactive art (including as photo op), sculptures, murals & creative surface treatments*

### 1.1 Thelma Block

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### 1.2 Sheboygan Street & Nielsen/Marian Plaza

### 1.3 Library Block

### 1.4 Main Street & Retlaw Block

## 2. Riverwalk District

This district, is adjacent to Hamilton Park and the Fond du Lac River, which runs through the downtown.

*\* DFP Market Analysis: streetscape connections to Hamilton Park & Loop*

### 2.1 Hamilton Park

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### 2.2 River & the Loop Trail

## 3. North Gateway District

This district, which includes the area of Main Street between Johnson Street abd Merrill Avenue, is the north entrance to the downtown. This district includes a mix of underutilized properties and inconsistent design. The vision for this district is an appealing streetscape to establish a welcoming atmosphere as consumers, residents and visitors enter the downtown.

### 3.1 Merrill Avenue & Main Street Intersection

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## 4. Lakeside Park

*\*LPEC Report: Public art, sculpture garden*

### 4.1 Loop Segment