

The Ledgeview Beautification Sub-Committee held a meeting on **Monday, January 25, 2021 at 5:30pm** in the Executive Conference Room located at Ledgeview Community Center, 3700 Dickinson Road, De Pere, WI 54115. All members of the committee accessed the meeting virtually due to COVID-19 pandemic concerns.

A. CALL TO ORDER.

Meeting called to order by Van Helden at 5:30pm.

B. ROLL CALL.

N. Van Helden _X_ A. Burtschi _x_ J. Gerwing _X_

Staff: Stephanie Schlag, Parks and Recreation Director

Also in attendance: Sally Ebeling, Downtown Green Bay, Inc.

C. AGENDA APPROVAL.

Motion by Gerwing, seconded by Burtschi, to approve agenda. No further discussion. Motion approved unanimously in a voice vote.

D. APPROVAL OF MINUTES:

1. October 19, 2020 Minutes
2. November 16, 2020 Minutes
3. December 14, 2020 Minutes

Motion by Gerwing, seconded by Burtschi, to approve minutes as presented. No further discussion. Motion approved unanimously in a voice vote.

E. PUBLIC COMMENT.

None

F. COMMUNICATIONS:

1. Park and Rec Committee Update
Update provided by Van Helden of the January 19, 2021 meeting.
2. Thank you letter from Wayne and Margaret Dombrowicki
Letter was included in the packet prior to the meeting.

G. OLD BUSINESS:

1. Public Art in the Community: 2020 Work Plan Item:
Welcome Sally Ebeling, Downtown Green Bay, Inc.
Sally gave an overview of how they utilized Beautify Earth for their mural projects and how the website works. Downtown Green Bay Inc, has a donate button on their arts page (this may be a good idea for the BSC for the future as we progress). Downtown GBI pays \$50 a month for beautify earth. Can cancel at any time.
Things to think about from Sally:
Need a good maintenance agreement for the mural, how often will an artist come back and do touchups—need this as part of the contract.
Suggestions to get started: start a FB page, get to know local art committees and groups, R and D (Rip off and duplicate) if we see things in other communities that would be good ideas to try in Ledgeview.
Fair price for mural on Main Street is \$4,000 for comparable size.
Murals are selected by the committee. They use a scoring matrix. Steph asked if Sally would forward to us to use. If it is temporary art, that is selected internally.
(Departure of Sally from meeting)
Committee would like to make a proposal to the Park Committee at the Feb meeting for 4 murals on the East River Trail portion in Ledgeview. Requesting \$2,000 for 4 murals.
Staff will put together a proposal for the committee to review for the upcoming Feb meeting.
Committee is requesting a map of the trail areas that get flooded that we should stay away from. Staff is going to look into any restrictions on the trail by Olde School Square.

Approved at the February 15, 2021 Beautification Sub-Committee Meeting.

Approved at the March 23, 2021 Park, Recreation & Forestry Committee Meeting.

Approved at the April 5, 2021 Town Board Meeting.

2. Holiday Decorating Contest Follow Up

Good event, but how do we get more buy-in and participation from the community?

Jill asked who/how staff nominated. Steph mentioned that public works typically has more input when they are plowing, but it didn't snow before Christmas at all.

Anna suggested put information in school folder on Wednesdays at Altmayer and Heritage.

One resident that was nominated was so happy to be nominated (great feedback).

Review/look at in early fall.

H. NEW BUSINESS:

1. Review of 2020 Work Plan and Establish 2021 Work Plan

Committee suggested keeping all "In Progress" and recommend for 2021 work plan items as is. Add the sidewalk/trail murals as a 2021 work plan item. Put the 4 seasonal events as 1 task. Staff will update 2021 work plan for Feb meeting. Will provide 2020 work plan to Park Committee for their February meeting.

2. Comments on Updated Banner Design

Committee not completely in favor of the same banner design with the different color scheme. Nicole mentioned that our logo needs to maintain the brown ledge, blue sky, with white in the middle. Anna likes the nature idea, trees, birds, etc. Jill asked if we had to have the same colors or could we try something different. Staff suggested keeping the blue banners down the GV corridor and working toward a complementary/new design for the roundabouts for this year. Then change the GV corridor banners for next year (2 phases to add and change out). Committee to email ideas to Steph to forward to Temple Display for ideas. Further discussion at February meeting.

I. STAFF UPDATES:

Ledgeview Park East River Clean Up set for Saturday, May 1.

J. FUTURE AGENDA ITEMS:

2021 work plan

Public art proposal

Banner themes or ideas

K. ADJOURNMENT.

Motion by Gerwing, seconded by Van Helden, to adjourn the meeting. Motion approved unanimously in a voice vote.

Meeting adjourned by Van Helden at 6:51pm.

Next meeting date: February 15, 2021

Respectfully Submitted,
Stephanie Schlag, Parks and Recreation Director