

BEAUTIFICATION SUB-COMMITTEE MINUTES
Monday, October 18, 2021 at 5:30pm
Ledgeview Community Center
3700 Dickinson Road
De Pere, WI 54115

The Beautification Sub-Committee, held a meeting on **Monday, October 18, 2021 at 5:30pm** at the Community Center located at 3700 Dickinson Road, De Pere, WI 54115.

A. CALL TO ORDER

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

B. ROLL CALL

N. Van Helden X A. Burtschi Excused J. Gerwing X B. Mott X
Staff: Stephanie Schlag, Parks and Recreation Director
Also present, Lynn Peters, trail painting artist

C. AGENDA APPROVAL

MOTION by Jill, seconded by Barb, to approve the agenda as written. No further discussion. Motion carried 3-0 in a voice vote.

D. APPROVAL OF MINUTES:

1. August 19, 2021

MOTION by Jill, seconded by Nicole to approve the minutes, with correct date of 8/16/21. No further discussion. Motion carried in a voice vote, 3-0

E. PUBLIC COMMENT: None.

F. COMMUNICATIONS:

1. Park, Recreation and Forestry Committee meeting update from August, 2021 provided by Steph.

G. OLD BUSINESS:

1. Trail Paintings Recap from Lynn Peters

- Painting on the asphalt took lots more paint and more time than expected.
- Roping off the painting areas with caution tape was so helpful.
- Knee pads were absolutely necessary. Could feel the grit on the knees. Grit makes paint dry more quickly. (unexpected)
- Very helpful to do multiple paintings at a time b/c you could move from image to image as each dried and keep moving.
- Tried to wait 2 hours to let each coat dry.
- Could not have anticipated how many people stopped and talked to them (probably 100+ people). Possible Aaron Rogers sighting.
- Lynn guesses she painted 40 hours, plus then 2 other volunteers. All in total, estimate 75 hours of painting.
And then another 40 hours of prep (design, getting paint)
- Doesn't think we could ever get a professional artist for the amount of money we offered.
- Lots of people asked if there would be more.
- Jill asked about the application process and if it was difficult

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

Approved at the January, 24, 2022 Park, Recreation & Forestry Committee Meeting.

Approved at the February 7, 2022 Town Board Meeting.

- Lynn said no, application was easy, feels that the budget might be why we had a small turnout. Budget doesn't give much 'wiggle room' to get things done. Her other concern was picking the correct paint. Thinks offering paint options, paint selection places would help applications
- Heard about it on the news, didn't hear of it anywhere else.
- Lack of bathroom was 'annoying' had to run to Toast or the gas station.
- Wrapped up brushes each night and brought them home to wash. Strategized each night with the volunteers.
- Steph note—provide some refreshments for the volunteers and artist
- Lynn suggests doing it in spring or fall to avoid kids during the day. Mosquitos were horrible this year.

BSC thanked Lynn for her hard work and dedication to the process. They are grateful for the works of art she provided the town.

H. NEW BUSINESS:

1. 2022 Banner Design Discussion

Staff initiated a discussion about 2022 banner designs for the GV corridor. Nicole asked committee members to think about images/themes/designs for the next meeting. Jill will reach out to A. Rankas about possibly doing more designs.

2. 2022 Work Plan

Staff asked committee to think about 2022 projects they would like to complete. Provided a status update of the 2021 plan as of October. Consideration of how to grow the public art work item as a committee.

Other suggestions for public art: neighborhood signs, similar to Green Bay heritage neighborhoods,

Staff suggestions: bench by Three Penny Court, work with businesses on placemaking from a business stand point, public plaza spaces

I. STAFF UPDATES:

1. None

J. FUTURE AGENDA ITEMS:

Continued discussion of new business items 1 and 2.

K. ADJOURNMENT:

MOTION by Jill, seconded by Barb, to adjourn. No further discussion. Motion carried 3-0 in a voice vote.
Meeting adjourned at 6:55pm.

Respectfully submitted,
Stephanie Schlag, Park and Recreation Director
Town of Ledgeview, Brown County, WI

Next meeting date: November 15, 2021, 5:30pm