

RIVER ARTS DISTRICT COMMITTEE MEETING
CITY OF WISCONSIN DELLS
APRIL 5, 2017

Chairperson Mike Freel called the meeting to order at 5:00P.M. Notice of the meeting was provided to the *Dells Events*, WNNO Radio, and posted in accordance with State Statutes.

1. Present: Ald. Mike Freel, Jenifer Dobbs, Bonnie Hayskar, Mike Showalter and Danielle Rodwell

Excused: Tom Lines

Others: Mayor Brian Landers, Ald. Jesse DeFosse, Ald. Brian Holzem, City Clerk/Coordinator Nancy Holzem, City Planner/Zoning Administrator Chris Tollaksen, Kevin Ricks, Corena Ricks, Nancy Mauer, John Van Wie, Kelli Trumble, Ben Borcher, Bud Gussel, Dan Gavinski, Gail Jermier, Jean Brew, Melanie Tallmadge-Sainz, Eric Helland, Holly Waterman, Terry Slack, George Tzougros, Karen Goeschko, and Ed Legge from the *Dells Events*.
2. Motion by Jenifer seconded by Danielle to approve the March 8, 2017 meeting minutes. Motion carried unanimously.
3. Street Gallery Presentation.
Bonnie and Danielle provided an hour long slide show presentation pertaining to types of art, location, cost, maintenance and copyright. Information was presented on community engagement in the arts as well as best practice models. In addition, information and ideas were presented regarding murals, sculptures, water features, street galleries, historic rubbings, as well as places to create and view art. A hand out was provided. (Copy attached to the minutes.) The committee will discuss some of these options in greater detail at future meetings.
4. Summer Entertainment. Jenifer gave an update on the summer entertainment bookings. Entertainment information will be put out on Facebook soon as well as a calendar of events on the City and Visitor Bureau's websites.
5. Water Feature. The committee will research a kugal ball and other types of water features for downtown. Mayor Landers stated the Zebradog has some interactive art ideas that he will share at the next meeting.
6. Duchess Plaza Signage. Mayor Landers suggested having informational stands that match the designated color of the blocks.
7. Busker Program. Jenifer stated that most of the applications that came in are from the same entertainers from past years. She is looking at the possibility of adding new locations.

8. Next meeting is Monday, May 15th at 5:00P.M.
9. Motion by Jenifer seconded by Mike Showalter to adjourn. Motion carried unanimously and the meeting adjourned at 6:15pm.

Nancy R. Holzem
City Clerk/Coordinator

**HOW TO TURN WISCONSIN DELLS INTO AN
INTERNATIONALLY RENOWNED**

ART TOWN...



...OVERNIGHT.

Wisconsin Dells will never be ANY ART TOWN, USA

AND THAT'S A GOOD THING

DISTINCTION
REQUIRES A COHESIVE PLAN



**THE RIVER ARTS DISTRICT MUST COME
OFF AS ONE DISTINCT PIECE OF ART.**

IS THERE AN ART STYLE THAT HAS ENOUGH
FLEXIBILITY TO BE ABLE TO REACH ALL
OF THE **ESTABLISHED THEMES** OF
THE **RIVER ARTS DISTRICT** AND
PULL THEM TOGETHER INTO **ONE WORK?**

WE BELIEVE THERE IS...

STEAMPUNK

WHAT IS STEAMPUNK?

steam·punk

A style of design and fashion that combines historical elements with anachronistic technological features inspired by science fiction.

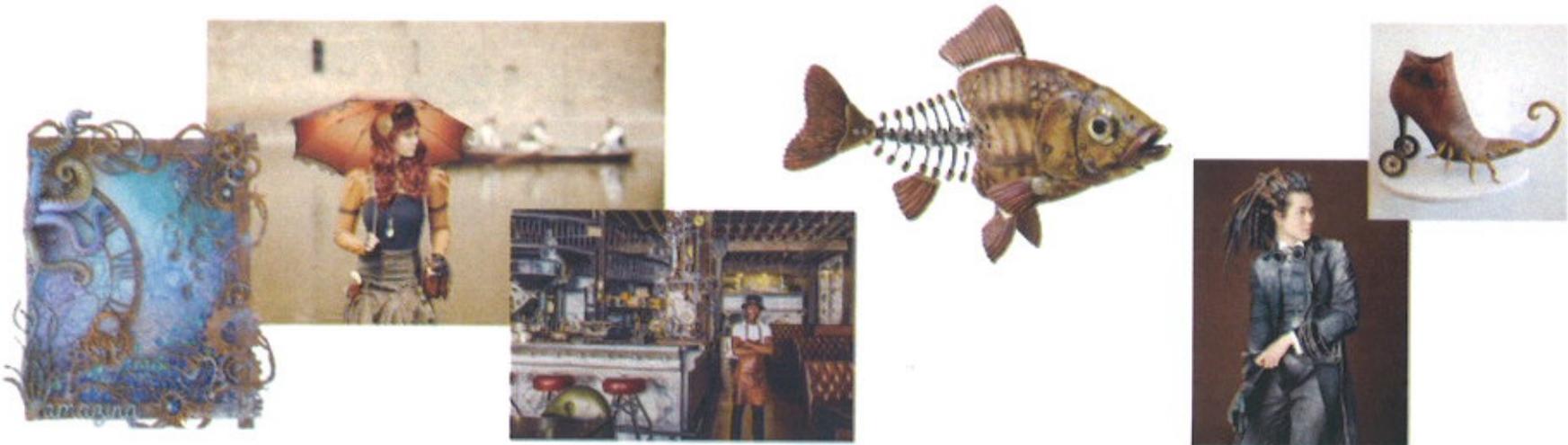
Anachronism

Something or someone that is not in its correct historical or chronological time, especially a thing or person that belongs to an earlier time:

The sword is an anachronism in modern warfare.



The essence of steampunk is:
Homage to vintage style with a modern, sassy twist.



WHAT ART STYLE WOULD BEST CONNECT THESE THESE SEEMINGLY CONFLICTING THEMES?



HISTORY



THEMED HISTORICAL BUILDINGS



EUROPEAN INSPIRED ARCHITECTURE



THE RIVER



THEMED ATTRACTIONS

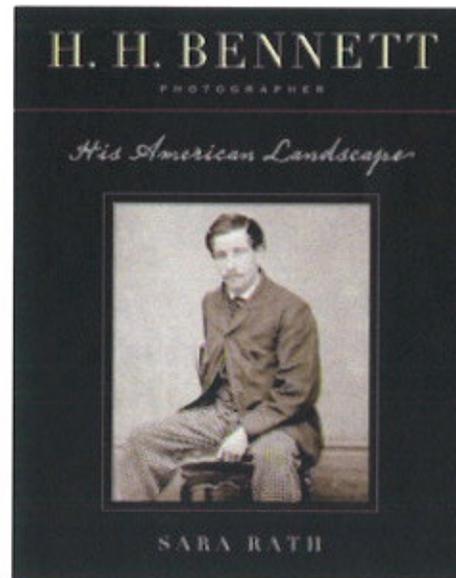


PUBLIC SPACES



STEAMPUNK TAKES ITS CUES FROM THE VICTORIAN ERA

...when H.H. Bennett was exploring Wisconsin Dells



STEAMPUNK IS INVENTIVE

...like H.H. Bennett

ANACHRONISM MEETS AUTHENTICITY.

Cultural accuracy can be maintained even when artistic license is applied.



One can begin to imagine what modern elements might replace specific details of this Ho-Chunk man, Branching Horn's dress.



The Victorian Era didn't only happen in Great Brittain. It was a very trying time for the Native American. Sensitivity and research should always accompany the artistic expression of our first inhabitants. With direction from the right people we believe it can be a good learning experience.

MANY OTHER ELEMENTS OF WISCONSIN DELLS ALREADY HAVE A TOUCH OF STEAMPUNK.

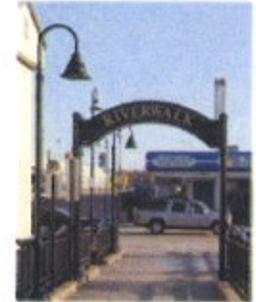


What if we were
to add an
exclamation mark?



punctuate.

OWN IT



Sample 1

SHOWBOAT & BARRIER WALL

ZEBRA DOGGED & STEAMPUNKIFIED



BEFORE



AFTER

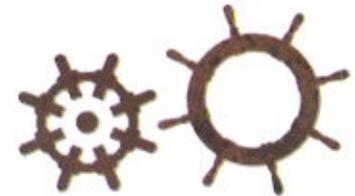


**THE RIVER MOSAIC WOULD FLOW THROUGH TOWN
CELEBRATING OUR APPRECIATION FOR THE RIVER.**

WARMER WATER COLORS ARE USED TO REPRESENT THE TANNIC ACID STAINED WISCONSIN RIVER.



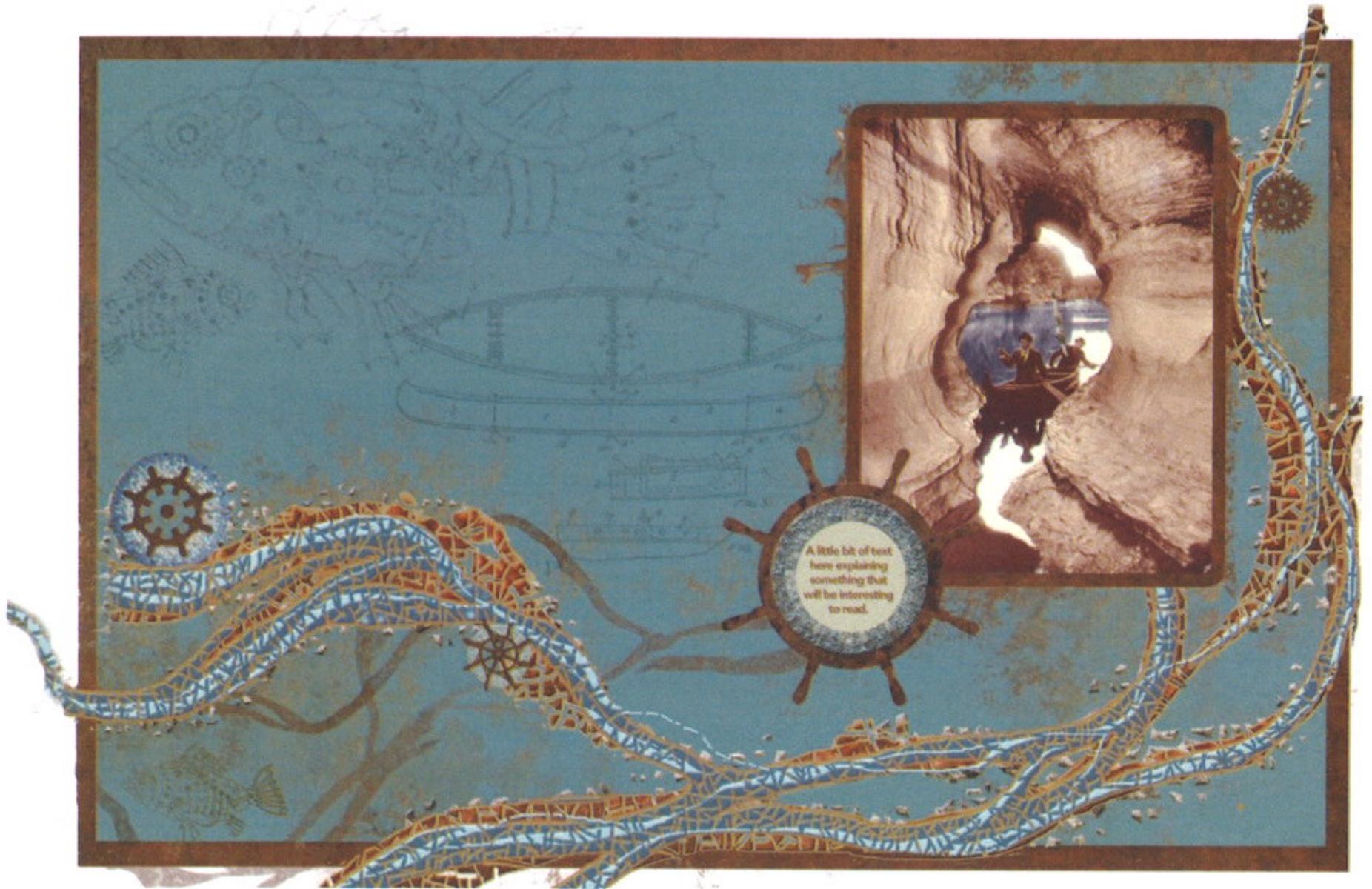
**TOUCHES OF STEAMPUNK ELEMENTS ADD A SENSE OF EXCITEMENT.
THEY REPRESENT ACCEPTANCE THAT TOURISM AND FUN IS A PART OF OUR CULTURE.**



EXTERIOR WALLS BECOME SCRAPBOOK PAGES THAT TELL OUR STORY.



SAMPLE WALL MURAL 1



SAMPLE WALL MURAL 2



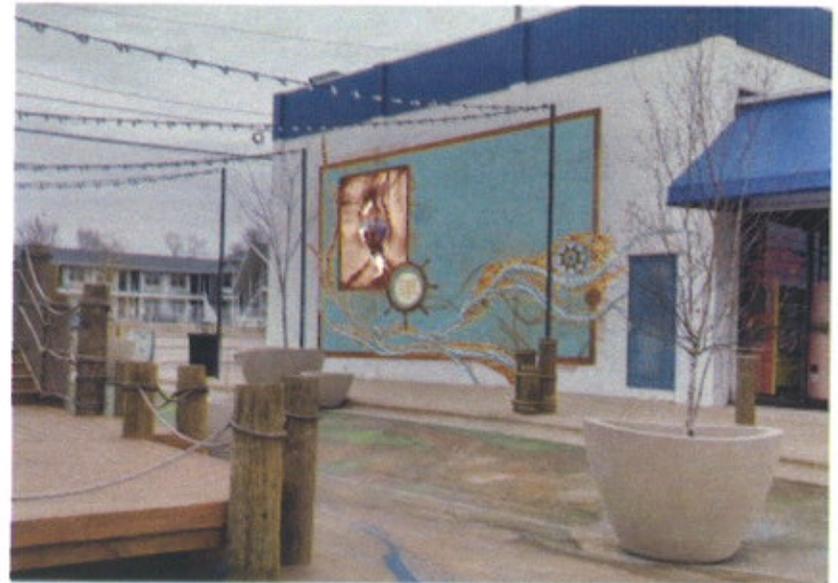
Sample 2

DUCHESS PLAZA

MURAL WALL

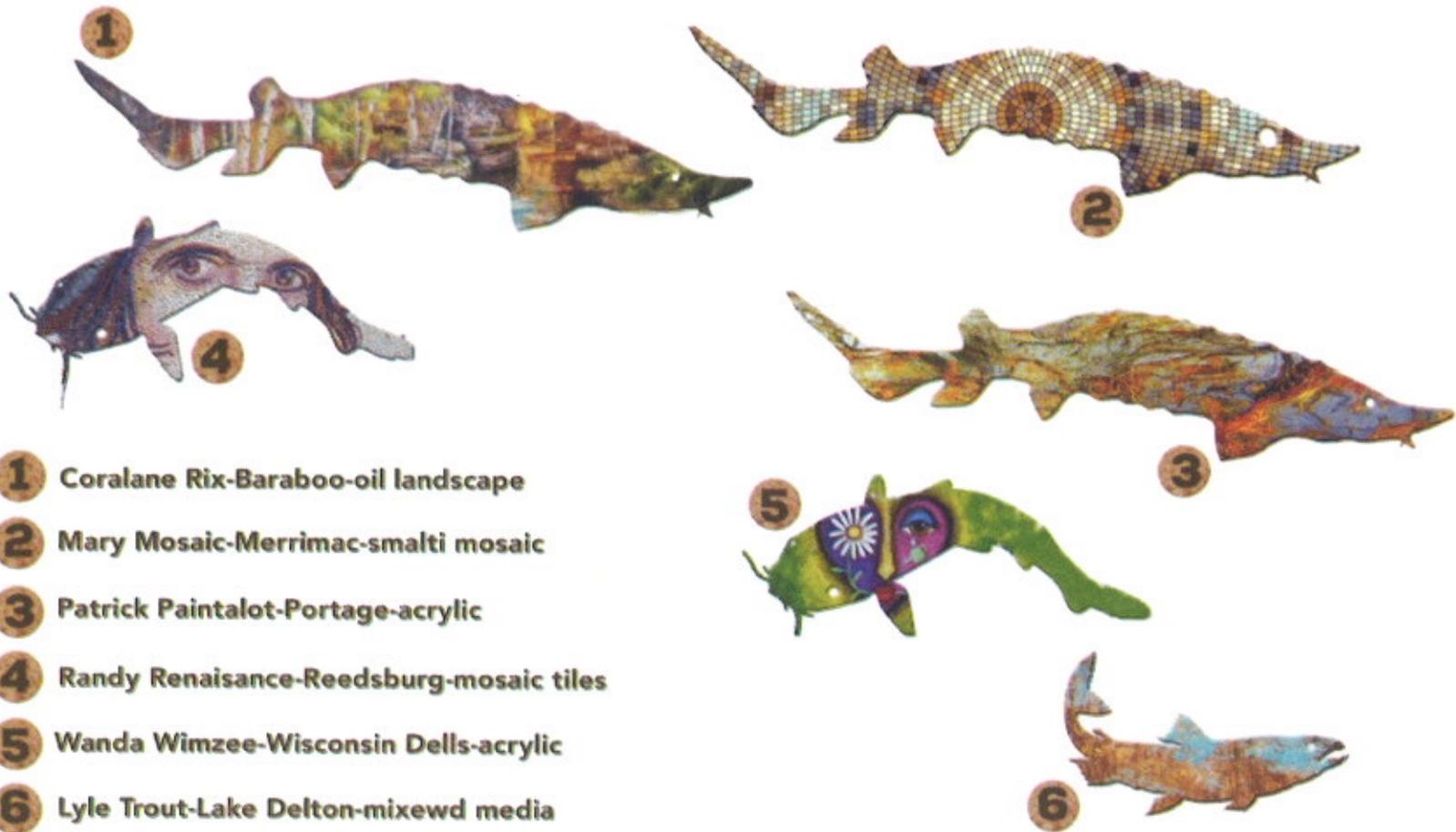


BEFORE



AFTER

IDEA TO HIGHLIGHT VARIOUS LOCAL ARTISTS



**WHAT WAS THAT WE SAID
ABOUT TRANSFORMING
OVER NIGHT?**

**GOOGLE STEAMPUNK AND SEE
HOW FAR YOU GET BEFORE YOU
COME ACROSS...**

DR. EVERMOR



HIS WORK IS CURRENTLY FOUND ON HWY 12 BETWEEN BARABOO AND SAUK CITY



A TRIP TO DOWNTOWN WISCONSIN DELLS COULD BE A JOURNEY THROUGH THE IMAGINATION



Road America Magazine
**ONE of America's
TOP TEN
Most Interesting
Cities**



**WE ARE ONLY LIMITED BY
OUR IMAGINATION.**



WHERE DO WE GO FROM HERE?