

**RIVER ARTS DISTRICT COMMITTEE MEETING**  
**CITY OF WISCONSIN DELLS**  
**JULY 31, 2017**

Chairperson 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, Danielle Rodwell and Bonnie Hayskar  
  
Excused: Mike Showalter and Tom Lines  
  
Others: Mayor Brian Landers, City Clerk/Coordinator Nancy Holzem, City Planner/Zoning Administrator Chris Tollaksen, Melanie Tallmadge-Sainz, and Ed Legge from the *Dells Events*.
2. Motion by Jenifer Dobbs seconded by Danielle Rodwell to approve the June 26, 2017 meeting minutes. Motion carried unanimously.
3. Update on 2017 Summer Entertainment Schedule & Events. Jenifer reported that the summer entertainment series has been going very well and that she continues to receive positive feedback on it.
4. 100 Broadway Mosaic Art Work Proposal. The committee reviewed 4 mosaic art work proposals (Exhibit A) submitted by Corena Ricks for the retain wall on Broadway in front of the Showboat Saloon. Motion by Danielle seconded by Jenifer to select option #2 and to have Corena Ricks attend the next meeting to show the proposed colors in more detail. Motion carried unanimously. Jenifer stated that the current timeline would entail the painting being done by mid-September and the remaining art work would be done later. The wall will need to be looked at to see if any repairs are needed before the painting starts. Bonnie also asked to see an updated photo showing more of the block to see how the mural will blend in with everything that is there.
5. Raftman's Series Mural. In a slideshow presentation, Chairperson Freel presented six proposed locations for the raftman's series mural. Pros and cons of the locations were discussed. The committee agreed that the mural should be done on some type of boards, then mounted to the building, instead of painting on the building itself. The cost was also discussed and the committee felt that the cost of the mural should be shared with the property/business owner of the building that it goes on if they agree. Bonnie suggested the Olson Paint Store wall as there is more space. Danielle stated that she liked the Dells Boat Company wall as that location is right above the river and would tie into the series. From the audience, Melanie Tallmadge-Sainz agreed with that the location would be beneficial as people could engage with the mural. Others agreed that the location would be nice and visible. Ald. Freel stated that he would reach out to the building owner regarding a mural at that location. No action was needed by the committee. This was information only.

6. Other Art Work Ideas. The committee discussed different ways to bring art into the community such as having local arts seen doing the art work instead of just having it install. Also discussed were other programs that could provide art ideas as well as possible funding sources.
7. The committee briefly discussed funding options (city, BID, grants and donations) for 2018 entertainment and projects. The 2018 budget will need to be approved by the committee in September and presented to the Finance Committee in October.
8. Next meeting was scheduled for Monday, August 28<sup>th</sup> at 5:00pm.
9. Motion by Jenifer seconded by Danielle to adjourn. Motion carried unanimously and the meeting adjourned at 5:45pm.

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Nancy R. Holzem  
City Clerk/Coordinator