



CITY OF ANTIGO

ECONOMIC DEVELOPMENT COMMITTEE MEETING

MULTI-PURPOSE ROOM

Monday, June 27, 2022

CITY HALL, 700 EDISON STREET

6:00 PM

Call to Order

Discussion and Action May Occur on Any of the Following Agenda Items:

Any Other Matters Authorized by Law to be Considered

1. Approval of the Minutes from the May 2, 2022 Meeting
2. Consider the Transfer of the Remaining Fund Balance from the Facade Grant Program to the Downtown Mural Program as being Implemented by Antigo Visual Arts
3. Consider Proposed Revisions to Resolution 123-20 Addressing Project Cost Sharing for the Downtown Mural Program as being Implemented by Antigo Visual Arts

Adjournment

Upon reasonable notice, efforts will be made to accommodate disabled individuals through appropriate aids and services. For additional information, contact Cheryl Barta, 700 Edison Street, Antigo, Wisconsin 54409. (715) 623-3633 extension 100. Members of and possibly a quorum of members of other governmental bodies may be in attendance to gather information. Any governmental body other than that specifically referred to above will take no action.

DATE MAILED: June 22,2022

BILL BRANDT



To: Mayor and City Council
From: Mark Desotell, Director of Administrative Services
Date: June 27, 2022
Re: Consider the Transfer of the Remaining Fund Balance from the Façade Grant Program to the Downtown Mural Program as being Implemented by Antigo Visual Arts

The final accounting of the completed Downtown Façade Grant Program left a balance of \$4,289.74 in unobligated funds. Previously, in December of 2020, Council Resolution 123-20 authorized \$5,000 from the Façade Grant Program be dedicated for the placement of murals within the Downtown corridor in collaboration with the Antigo Visual Arts (AVA) group.

The mural program is off to a good start and I would like to see its success continue. A large factor in that success depends on continued funding to help assist AVA defray the costs of materials and installation of the project art. It is my recommendation to designate the remaining Façade Grant funds of \$4,289.74 to the Downtown Mural Program. The following represents the fund balance and expenditures activity to-date:

- Resolution 123-20 on 12/9/2020 \$ 5,000.00
- Remaining Façade Grant Funds \$ 4,289.74
- Former Gruber Hardware Building (\$ 476.24)
- Thrivent Building To-Date (\$ 934.09)

Balance Remaining = \$ 7,879.41



To: Mayor and City Council
From: Mark Desotell, Director of Administrative Services
Date: June 27, 2022
Re: Consider Proposed Revisions to Resolution 123-20 Addressing Project Cost Sharing for the Downtown Mural Program as being Implemented by Antigo Visual Arts

Council Resolution 123-20 dated December 9, 2020 established \$5,000 from the City's Downtown Façade Grant Program for the creation of murals by volunteer artists associated with Antigo Visual Arts (AVA). This "pilot" effort envisioned the placement of at least five murals via a shared cost scenario for materials and installation (50% by the City up to \$1,000 per mural plus 50% through a variety of sources including AVA, public donations and building owner contributions).

To date, efforts have resulted in three projects (two of which are completed). The completed murals include the Veteran's dedication on the side of Neve's Furniture and the wildlife mural on the former Gruber Hardware building. The Veteran's mural received enough public financial support through the efforts of Gordy & Lisa Neve; resulting in no cost to the mural program. In fact, a fund for the future maintenance of the mural was established.

The third mural, nearing completion, will provide a nostalgic theme tied to the history of horseracing in our area. The work consists of paintings on twenty 4'x8' sheets for installation on the east side of the Nate Musolff Thrivent Financial building. The building owners have already invested a significant amount to prepare the necessary framework on the building façade for the placement of the artwork. To date, the City and AVA have contributed \$934.09 each for the 4'x 8' PVC artwork panels, paint and miscellaneous supplies for a total of \$1,868.18.

We are very near the maximum limit established by the Pilot program (Resolution 123-20) for the Thrivent project. Additional funds are still necessary for the rental of a lift and installation of the finish painted panels. It is my recommendation to revise Resolution 123-20 to include the City's participation for any one mural project of 75% up to a maximum contribution of \$1,800 by the City.

I will be taking this recommendation to AVA members at their June 24th meeting and will identify concerns that they might raise (if any) for discussion at the June 27th Economic Development Committee meeting.