



City of West Allis

Resolution: R-2019-0420

File Number: R-2019-0420

Sponsor(s): Safety & Development Committee

**Final Action:
JUN 18 2019**

Resolution establishing the review, approval and authorization procedures for implementation of the West Allis ArtScape program.

WHEREAS, the City of West Allis Strategic Plan has an identified Goal of increased Image/Brand/Destination for the city and a specific Quality of Life Strategic Action aimed at improved open space and art;

WHEREAS, the City of West Allis has contracted with Savage Solutions, LLC to create a branding and marketing strategy, which recommended various activities for consideration and funding;

WHEREAS, that to date approximately \$140,000 of private contributions has already been donated to the City's Community Improvement Foundation for the West Allis ArtScape program, broadly defined by the attached document identified as Exhibit A - West Allis ArtScape: A Placemaking/Image Building Initiative, which aims to broaden public art and placemaking in West Allis;

WHEREAS, the West Allis ArtScape program has identified the following goals: to increase the visual character of the city in a positive way; to catalyze additional creativity, vitality and interest in West Allis; to create attractions that promotes extended visitation to the city, its neighborhood and businesses; to enhance the visitor experience and create a welcoming environment; to honor the local character and/or history of West Allis; and to encourage neighborhood and social media engagement, and;

WHEREAS, the City acknowledges the size of scope and importance of this undertaking and believes that the formation of a West Allis ArtScape Leadership Group to guide this effort will aid in the process of reviewing, approving and authorizing the use of on-hand funds.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of West Allis that the City of West Allis West Allis ArtScape Leadership Group be and is hereby established for the purpose of guiding the West Allis ArtScape program, as outlined:

1. The West Allis ArtScape Leadership Group shall be made up of the following members:
 - a. The Mayor, or his/her designee.
 - b. The City Administrator, or her/his designee.
 - c. The Director of Development, or his/her designee.
2. The West Allis ArtScape Leadership Group may seek additional expertise and opinion on various types of projects from qualified individuals from the arts community as well as local business and community members who may or may not reside in West Allis to ensure that funds are artistically maximized and spent in concert with the City's overall vision; and,
3. The directive of the West Allis ArtScape Leadership Group shall be to:
 - a. Define projects and solicit artists to fulfill the program's identified goals.
 - b. Seek qualified expertise and opinion to help review projects for implementation.
 - c. Review and approve projects for implementation.
 - d. Develop and execute contracts to ensure project implementation.

BE IT FURTHER RESOLVED by the Common Council of the City of West Allis that the West Allis ArtScape Leadership Group may appoint a Project Manager(s) to work directly with artists, contractors, applicants, property owners and any other individuals or organizations involved with the program.

BE IT FURTHER RESOLVED by the Common Council of the City of West Allis that the ArtScape Leadership Group shall be authorized the ability to review and approve all associated work connected with the initiative, including, but not limited to Request for Proposals, project selections, awarding contracts to the disbursement of funds.

BE IT FURTHER RESOLVED by the Common Council of the City of West Allis that funding for this initiative will be provided by the Community Improvement Foundation's West Allis ArtScape Fund, in order to meet the goals and priorities as established by the ArtScape Leadership Group.

BE IT FURTHER RESOLVED by the Common Council of the City of West Allis that the West Allis ArtScape Leadership Group is hereby authorized and directed to take any and all other actions on behalf of the City which he deems necessary or desirable in connection with the aforementioned West Allis ArtScape program, including, without limitation, define projects and solicit artists to fulfill the program's identified goals, seek qualified expertise and opinion to help review projects for implementation, review and approve projects for implementation, develop and execute contracts to ensure project implementation, negotiating, executing, delivering and performing obligations under any and all documents in connection therewith including, without limitation, the commitments, agreements, guaranties, security agreements, escrow agreements, certificates, affidavits, pledges, disbursing agreements, grant agreements and financing statements.

BE IT FURTHER RESOLVED by the Common Council of the City of West Allis that the City Attorney be and is hereby authorized to make such non- substantive changes, modifications, additions and deletions to and from the various provisions of any and all commitments, agreements, security agreements, escrow agreements, pledges, disbursing agreements, grant agreements and financing statements, attachments, exhibits, addendums, amendments and/or any other documents as may be necessary, proper or convenient to correct inconsistencies, eliminate ambiguity, and otherwise clarify and supplement said provisions to preserve and maintain the general intent thereof, and to prepare and deliver such other and further documents as may be reasonably necessary to complete the transactions contemplated therein.

cc: Rebecca Grill, City Administrator
Kail Decker, City Attorney
John Stibal, Director of Development


DEV-R-973-6-18-19

ADOPTED JUN 18 2019

APPROVED 6/21/19



Steven A. Braatz, Jr., City Clerk



Dan Devine, Mayor