



Dane County

Minutes - Final Unless Amended by Committee

Arts and Cultural Affairs Commission

Consider:

Who benefits? Who is burdened?

Who does not have a voice at the table?

How can policymakers mitigate unintended consequences?

Monday, June 16, 2025

4:30 PM

Hybrid Meeting: Attend in person at the City County
Building in Room 209; attend virtually via Zoom.

A. Call To Order

Present: Chair Ritcherson, Vice Chair Puleo Moyer, Klehr, Curet, Miquelon,
McKinney, Garrett

Excused: Supervisor Rose, Yudice, Parks Snider

Quorum was established.

Staff: Mark Fraire, Augusta Brulla

Call to order at 4:30 p.m.

Present 7 - Chair RODERICK RITCHERSON, AMNERIS CURET, MARY KLEHR, MARCIA MIQUELON, Vice Chair FRAN PULEO MOYER, JENNIFER GARRETT, and DESHAWN MCKINNEY

Excused 3 - KELLY PARKS-SNIDER, KELSEY YUDICE, and RICK ROSE

B. Consideration of Minutes

[2025](#)
[MIN-118](#)

[MINUTES FROM THE 5/12/2025 ARTS AND CULTURAL AFFAIRS
COMMISSION MEETING]

Attachments: [2025 MIN-118](#)

A motion was made by Puleo Moyer to approve the minutes from the May 12th
Commission meeting, seconded by McKinney.

The motion was carried unanimously by a voice vote.

C. Branding Discussion-in-depth review of Boltz Students report

- Vice Chair Puleo Moyer and Dane Arts staff met this month to discuss Dane Arts branding improvements including aspects such as tone of voice, core values, and re-examining the mission and vision of Dane Arts.
- The next branding meeting will take place 9 - 11 a.m. on June 27th to discuss additional branding guidelines and next steps. Any interested commissioners are welcome to attend.
- Vice Chair Puleo Moyer is working with Dane Arts staff to create a presentation for outreach to various municipalities around Dane County.

D. Areas of Focus Six-Month Update Reports

- Curet Area of Focus - Grants:
 - Curet, Chair Richardson, and Brulla met to review panelist feedback and recommendations for implementation in 2025 Cycle 2 and 2026. Items discussed include: standardizing the grant panelist recruitment process, application updates (items include but are not limited to: video and attachment limits, clarifying language, content updates, and updates to the budget section of the application).
 - Curet and Ritcherson recommend updating grant categories to align with the Dane Arts mission by replacing the category of “multidisciplinary” with “history/heritage” and allowing for the ability to self-select multiple grant categories. Any major proposed changes will be presented to the Executive Committee for discussion and approval by the Commission.
- McKinney Area of Focus: Grant Process Community Feedback Sessions
 - McKinney proposed conducting a series of nine focus group sessions with 60-minute deep-dive discussions. The timeline for implementation is flexible, and the goal is to administer any changes by 2027, in alignment with Dane Arts’ 50th Anniversary.
 - Community feedback could consist of a survey with potential for participation in a focus group. Garrett recommended engaging participants in either a survey or focus group, but not both to eliminate redundancy.
 - McKinney shared a proposed outline of the focus groups and email templates with the request that commissioners review and provide feedback within the next week. Notes should be submitted via comment directly in the document located in the commission Google Drive.
 - While an initial announcement of the survey and focus groups should come from Dane Arts staff, it will be helpful if commissioners can assist in follow-up outreach to various artists and arts organizations around Dane County
- Chair Ritcherson Area of Focus: Friends of Dane Arts
 - The Friends of Dane Arts 501c3 has been formed, the first board meeting was held, bylaws were drafted, board officers were elected, and 2024 taxes were filed
 - A primary goal is to have all elements of the organization in place to create trust and confidence when recruiting new board members.
- Chair Ritcherson Area of Focus: Dane Arts Commission Roster

- Chair Ritcherson and Director Fraire are discussing a potential new board member with a focus on resource development to take the seat formerly held by Jay Handy.
- Supervisor Rose Area of Focus: Supervisor Rose will facilitate connections between Dane Arts staff and various county supervisors.

E. Dane Arts Calendar of Events

- Klehr provided an overview of upcoming events supported by the Dane Arts grant program, events co-produced by Dane Arts, and events supported by Dane Arts via private funding sources.
- Vice Chair Puelo Moyer is performing on June 21st during Make Music Waunakee at Drumlin Ridge Winery.

F. Executive Director's Report

- Commissioners are invited to the Dane Arts table at the July 16th Concerts on the Square
- Planning has begun for Business of Art V in 2026
- Director Fraire is connecting with more County Supervisors
- Dane Arts is working with County Board staff, county supervisors, and the City-County Liaison committee on the acquisition of several sculptures created during the 2024 Harry Whitehorse International Sculpture Festival, and an original piece by Tom Jones for display at the City-County Building.
- The 2026 Calendar and Poster jury met and selections are being finalized.
- Director Fraire is discussing incorporating art in Dane County Parks with the County Executive
- Last week Dane Arts staff attended AFTACON 2025 presented by Americans for the Arts. Director fraire has identified potential presenters to recruit for Business of Art 2026.
- Dane Arts staff will order generic business cards for commissioners to distribute.

G. Future Meeting Items and Dates

- The commission will not meet in July.
- The next commission meeting is scheduled for Monday, August 11th at 4:30 p.m.

H. Public Comment on Items not on the Agenda

None.

I. Such Other Business as Allowed by Law

None.

J. Adjourn

A motion was made by Garrett to adjourn.

The meeting was adjourned at 5:26 p.m.

Minutes respectfully submitted by Augusta Brulla, pending commission approval.