

November 17, 2025 Update on Historical Markers

Bids Received

- . Request for Quotes were sent out to 11 companies.
Four bids received in September
 - . American Sign Letters
 - . BSG
 - . Fossil
 - . SEWAH

Pricing and Lead Time				
Sign Name	American Sign Letters	BSG	Fossil	SEWAH
Ada Deer 1-Sided	\$4,037.50	\$2,200	N/A	\$2,460
Ada Deer 2-Sided	\$7,466.40	\$2,865	N/A	\$2,460
Harry Whitehorse 1-Sided	\$4,037.50	\$2,200	N/A	\$2,460
Harry Whitehorse 2-Sided	\$7,466.40	\$2,865	N/A	\$2,460
Ho Chunk Sign	N/A	\$768	N/A	\$850
Dugout Canoe 1-Sided	\$4,037.50	\$2,200	N/A	\$2,460
Dugout Canoe 2-Sided	\$7,466.40	\$2,865	N/A	\$2,460
Dugout Canoe 2 Post	\$9,059.30 (5 ft x 3 ft 2 in)	\$7,435 (5 ft x 4 ft)	N/A	\$7,970 (6 ft x 4.5 ft)
Dugout Canoe Wall Plaque	\$1,377.00	\$768	N/A	\$850
Dugout Canoe Laminate Sign	\$103.68	\$1,605	\$1,519 (Cantilever), \$1,569 (Traditional)	N/A
Robert Valentine 2-Sided	\$7,466.40	\$2,435	N/A	\$2,690
Vandenburg Heights 2-Sided	\$7,466.40	\$2,435	N/A	\$2,690
QR Code	Varies on Size: Up to \$8.99 (3x3 \$7.99, 4x4 \$8.99)	\$180	N/A	\$100
DC Seal	Included	\$0	N/A	\$30
Shipping	Included	\$600	N/A	Included
Metal Plate Photo	Starting at \$604 for 3.1 by 3.9 (does not include the plaque itself)	\$750	N/A	Varies on Size: Up to \$250 (4x6 \$85, 5x7 \$120, 8x10 \$140, 11x14 \$170, 20x24 \$250)
Timeline	3-4 Weeks	8 Weeks	Not Included	12-16 Weeks

Fossil Options

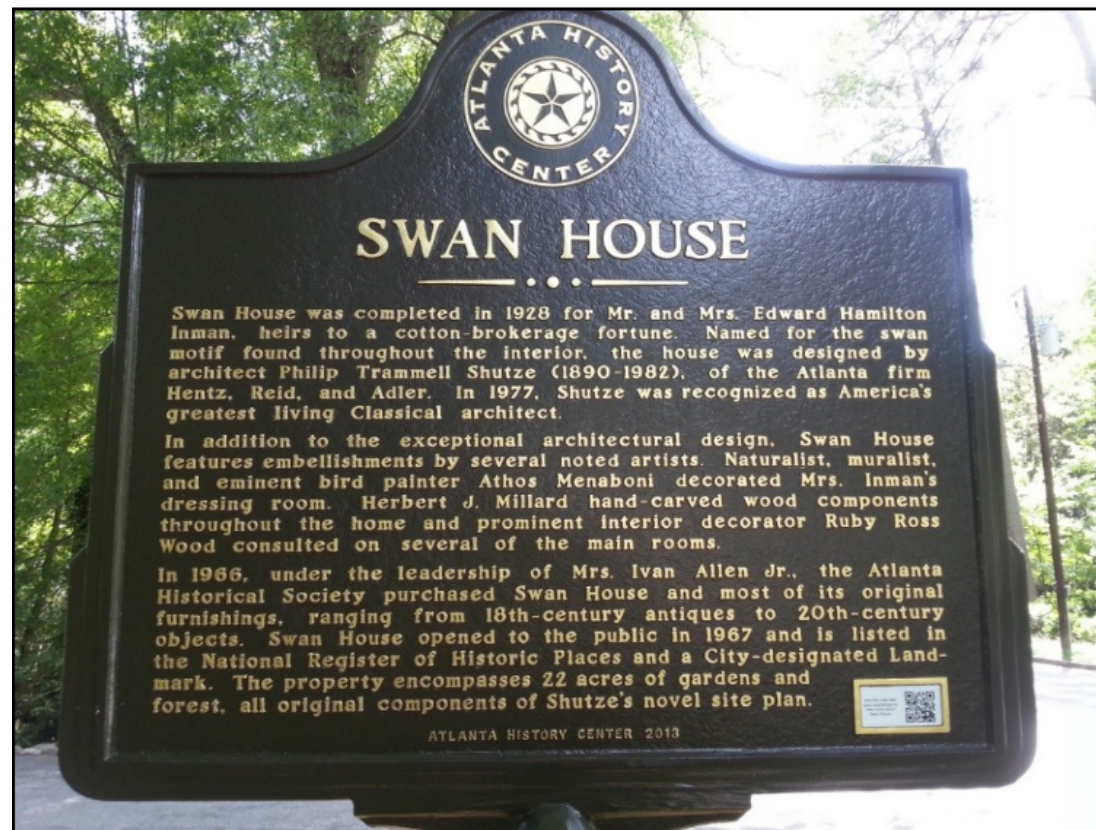
Cantilever



Traditional



QR & Dane County Seal Example from SEWAH



SEWAH Options

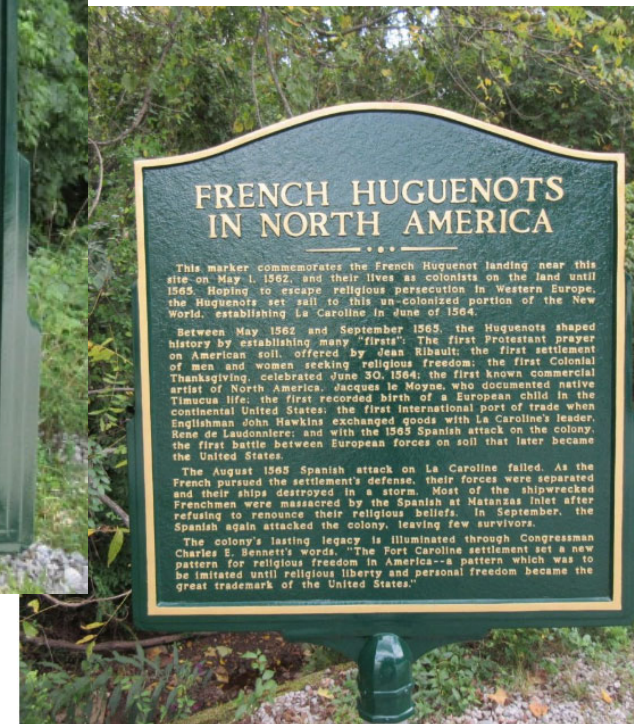
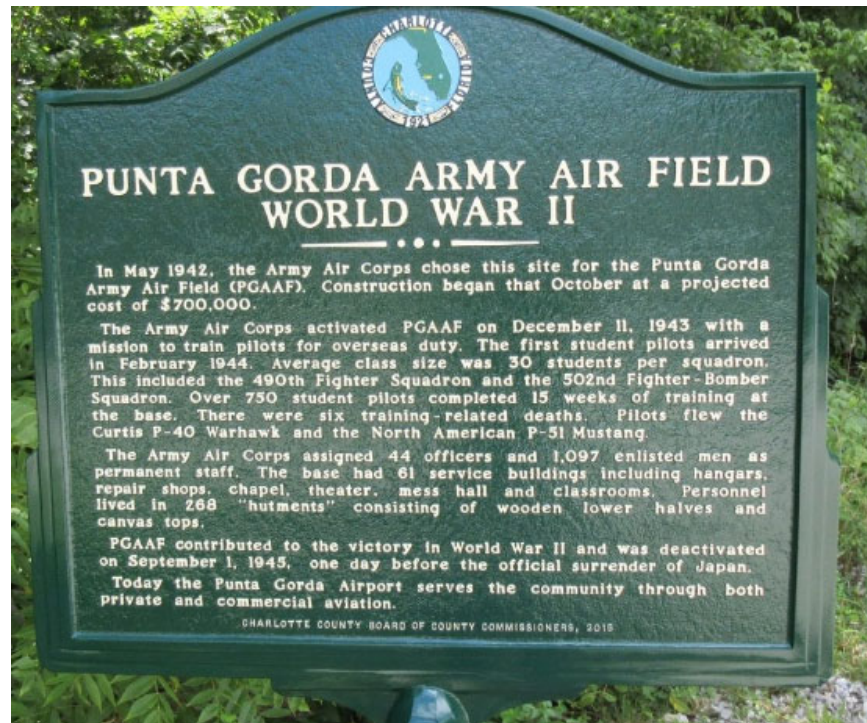
- Georgia Style matches the size we were bidding out for on this project.



The Georgia

SEWAH Options

- Staff thought Medium Green plate color with Ivory or Gold text would work to differentiate our group's plaques from others.



Estimated Costs

- Ada Deer (2-sided) w/Seal & QR – SEWAH - \$2,465
- Harry Whitehorse (2-sided) w/Seal & QR – SEWAH - \$2,465
- Ho Chunk Village w/Seal & QR – SEWAH - \$980
- Dugout Canoe (Laminate/Cantilever) – Fossil - \$1,519
- Robert Valentine 2 sided w/Seal, QR, & Photo – SEWAH - \$2,945*
- Vandenburg Heights 2 sided w/Seal, QR, & Photo – SEWAH - \$2,945*
- Total = \$13,319
 - This does not include labor or the rock at Ho Chunk Village
 - Budget is for \$30,000 so we are under that mark

* 2 communities have committed to installation

Lake Mendota Dugout Canoes

- After our HPC meeting, staff contacted Shorewood Hills about our commission's preference for placing a sign closer to the water.
- The full Shorewood Hills Parks Committee met and agreed to a location closer to the water. They recommended that the sign be near the boat house rather than the overlook.
- Now that a location has been determined, we need to decide on the type of sign here (if we are OK with this spot).
 - 1-Sided Sign, 2-Sided Sign, 2 Post Sign, Wall Plaque, Laminate Interpretative Sign
- McKenna Park is undergoing a reconstruction project and will not be completed until 2027.
 - Have a ceremony prior to 2027, but don't install sign(s) until 2027?
 - County Staff will work with Shorewood Hills staff regarding our sign type preference, installation, etc.







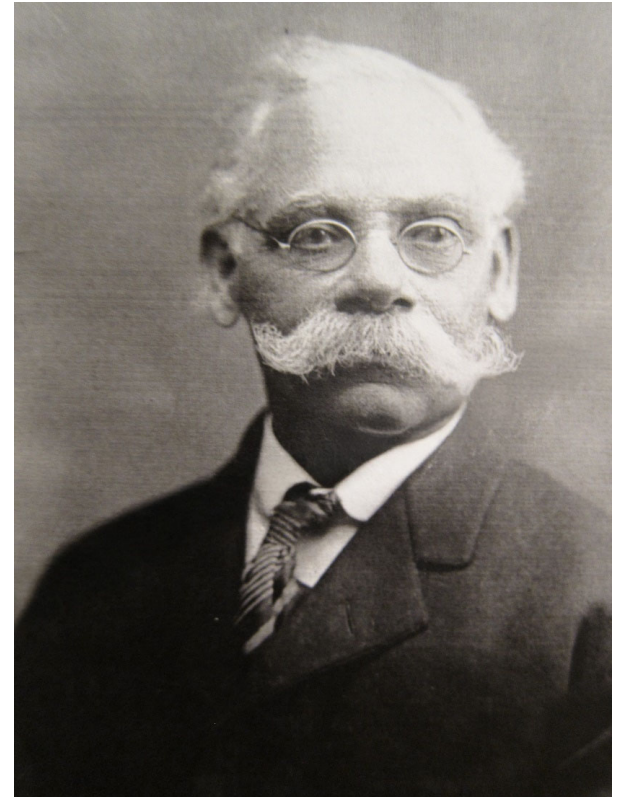


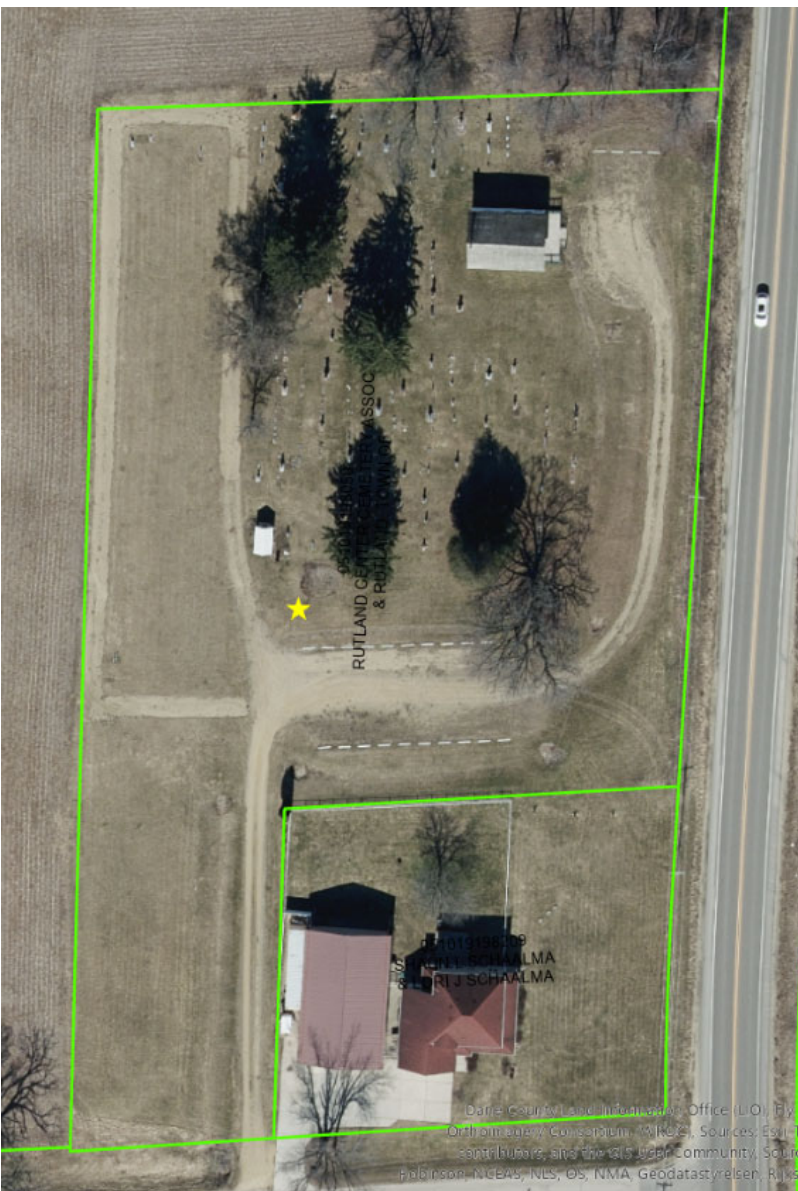
Website Update

- <https://danecountyplanning.com/Ada-Deer>
- Each marker has a blank site where we will direct the QR code.
- DCHPC is free to expand and filter the message, photos, or information around each marker.

Robert Valentine Farm

- Rick was able to work with the Wisconsin Black Historical Society and Museum to obtain a photo of Robert Taylor Valentine.
- This photo could be included on the sign itself or on a website linked by a QR code.





Ada Deer Home

This photo could be included on the sign itself or on a website linked by a QR code.



Vandenburg Heights/Capehart Housing



Vandenburg Heights/Capehart Housing Language

Truax Field/Vandenburg Heights

Known initially as Madison Army Airfield, it was activated as an Army Air Forces base in 1942 during World War II. Reactivated by the US Air Force in 1952, Truax Air Force Base was returned to active duty during the Korean War. According to a 1960s Madison NAACP study, up to 80% of Madison's housing was closed to Blacks, making it extremely tough for Black airmen to find off-base housing. The 1955 Capehart Act, a significant piece of legislation, funded integrated family housing on or around military bases. Finished in 1963, the 161 buildings of Vandenburg Heights, 16 miles from Truax, were constructed along curvilinear streets and designed to house 170 airmen and 110 officers. The airmen lived in ranch-style duplexes with open carports. The officers lived in single-family, attached-garage houses, the largest of which are on Harmon Circle.

Integration of the US Armed Forces

In 1940, pressure from the NAACP, a key civil rights advocate, led President Roosevelt to proclaim Negroes would serve in the armed forces in proportion to their population's percentage. Like the nation overall, Truax's African American enlistment was capped at 10%. Black airmen were not given the same opportunities as white airmen. Despite the success of the Tuskegee airmen during World War II, work assignments for Blacks were almost entirely limited to support and service positions. Additional NAACP pressure led President Truman to issue Executive Order 9981 in 1948, ordering the desegregation of the US Armed Forces, with each branch responding differently. In 1947, the United States Air Force was established as a separate military branch. By 1952, it had become the first to desegregate completely. The US Army followed suit in 1954.



Service Club dance
for negro troops.



Dec 5 - 1961



← From WHS

Harry Whitehorse Sign and Studio



Harry Whitehorse Language

(from Deb & Greg Whitehorse on behalf of the Whitehorse Family)

For generations, Harry Whitehorse's Ho-Chunk family camped here and lived off the wetlands by trapping, fishing, and hunting long before there was a road. As a boy, he was mentored in art by his uncle, a silversmith, and helped sell baskets, beadwork, and jewelry from the family stand.

During his Navy service in World War II, he discovered the museums of Europe and Asia and chose to pursue life as a sculptor, painter, and carver. He later ran Chief Auto Body on this property while creating art that blended skill, innovation, and strong cultural themes. His work drew deeply from nature and his Ho-Chunk heritage.

His public art can be found across Madison, Dane County, and beyond, as well as in private collections.

Language at Bottom of Sign?

*Dane County Heritage Preservation Commission in Partnership with
Dane County Historical Society*