



Dane County

Minutes - Final Unless Amended by Committee

Arts and Cultural Affairs Commission Executive Committee

Thursday, June 5, 2025

8:30 AM

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, Miquelon, Klehr

Excused: Supervisor Rose

Quorum was established

Staff: Mark Fraire, Augusta Brulla

Call to order at 8:30 a.m.

Present 4 - Chair RODERICK RITCHERSON, MARY KLEHR, MARCIA MIQUELON, and FRAN
PULEO MOYER

Excused 1 - Supervisor RICK ROSE

B. Consideration of Minutes

1. [2025](#) [MINUTES FROM THE 05/09/2025 ARTS AND CULTURAL AFFAIRS
[MIN-088](#) EXECUTIVE COMMITTEE MEETING]

Attachments: [2025 MIN-088](#)

A motion was made by Klehr to approve the minutes from the 5/9/25 Executive
Committee meeting, seconded by Puleo Moyer.

The motion was carried unanimously by a voice vote.

2. Approve May 12, 2025, commission minutes for recommendation to full commission.

A motion was made by Puleo Moyer to recommend the minutes from the 5/12/25
Commission meeting for approval by the full commission, seconded by
Ritcherson.

The motion was carried unanimously by a voice vote.

C. 2026 Commissioner term expiration dates

1. Six commissioners (55%)

- *Six commissioners have term dates expiring in 2026.*
- *Chair Ritcherson noted that a goal for the commission is to have no more than one third of commissioner term dates expire in a given year.*
- *Director Fraire proposed discussing a potential solution with the County Clerk Office.*
- *Consensus from the Executive Committee is to support Director Fraire's inquiry into the matter.*
- *Chair Ritcherson recommended that Dane County's "Boards and Vacancies" page be updated to reflect the one Dane Arts Commission vacancy.*

D. Commissioner business cards

1. Generic vs individualized

Consensus was that business cards should be made available to Dane Arts Commissioners. The production of generic Dane Arts business cards versus individual commissioner cards was discussed.

2. Recommendations based on costs, logistics

- *Printing 250 business cards through Dane County printing services costs approximately \$22.*
- *Consensus was to produce a set of generic Dane Arts business cards available to all commissioners for outreach purposes.*

E. Framework for Commission branding discussion

1. Review of facts in Boltz student report

A report created by students at the Bolz Center for Arts Administration revealed Dane Arts brand awareness challenges. This included confusion between the identity of Dane Arts and Dane County Arts and Cultural Affairs Commission. Additionally, there was a mistaken association between Dane Arts and the city of Madison rather than all of Dane County.

2. Review observations and recommendations

As a first step, clarifying Dane Arts current brand identity was discussed.

3. Immediate action items vs long term objectives

Chair Ritcherson suggested implementing small but effective changes such as updating the Dane Arts website for brand consistency. For example: consistent usage of "Dane Arts" versus various versions of "Cultural Affairs Commission" that appear throughout the website. Changes can be made by Dane Arts staff or potentially an intern.

4. Draft power point presentation

- Vice Chair Puleo Moyer drafted an informational presentation about Dane Arts for the purpose of engaging various municipalities around Dane County.

- Additionally, Puleo Moyer drafted a Dane Arts branding guide.

- Puleo Moyer will lead a discussion on the purpose and progress of the drafted branding guide during the June Commission meeting.

F. Grant categories/discipline discussion

1. Music, Theater, Dance, Arts in Education, Visual arts, Multidisciplinary, Local History

The disciplines listed above represent the current Dane Arts grant application categories.

2. Art, culture, history, festival, (based on original charter of commission)

- Chair Ritcherson proposed a discussion around rephrasing the messaging corresponding to grant announcements to encourage more local culture and history applications.

- The discussion will be continued during the June Commission meeting.

G. 2027 anniversary event(s) planning

- Director Fraire will double check, but believes that the Dane County Cultural Affairs Commission was founded in 1976, and the Cultural Affairs Office was officially implemented in 1977.

- Consensus was that the 50th anniversary will be recognized, with specific celebratory activities to be determined.

- Vice Chair Puleo Moyer suggested assembling a small group to lead the 50th anniversary planning while keeping the scale of the event proportionate to available staff and volunteers.

- Chair Ritcherson emphasized the importance of celebrating the past and communicating the vision and focus for the future.

- Next steps include confirming celebration date(s), deciding a theme, and recruiting volunteers.

H. Areas of focus six-month updates

The Executive Committee agreed that it is reasonable to ask commissioners to provide a six-month update on their areas of focus.

I. Executive Director's report

Director Fraire discussed the following Dane Arts activities:

- Director Fraire met with Commissioner McKinney to strategize next steps for fund development.*
- Dane Arts staff are meeting with Vice Chair Puleo Moyer to discuss branding on June 6th. Dane Arts staff are attending the Americans for the Arts Conference in Cincinnati, OH June 10 – 14.*
- 2025 DABL Art Market is schedule for Saturday, September 13th at the Farley Center in Verona.*
- Commissioners are invited to attend a Dane Arts curated/installed Aubergine Gallery Art Exhibit reception on June 20th, 5 – 8 p.m.*
- Upcoming summer festivals include The Sessions at Garver Feed Mill, and the Dane Arts-supported Cabaret Stage at Fete de Marquette.*
- The 2025 Business of Art Report created by Moises Garcia is now available.*
- Thank you notes were sent to every 2025 Business of Art Donor and Sponsor.*
- Members of the Dane County of Board and Dane Arts staff are investigating and coordinating the potential donation of several sculptures created during the 2024 Harry Whitehorse International Sculpture Festival. If approved by the city-county liaison committee, the sculptures will be installed at a city-county building.*
- Dane Arts continues to focus on targeted outreach to specific cities, towns and municipalities around the county over the next several years.*
- Director Fraire will create assignments for commissioners to assist with upcoming events.*

J. Future Meeting Items and Dates

1. June 16, 2025, Commission Agenda:

- Roll call, establish quorum**
- Approve May 12, 2025, meeting minutes (action item)**
- Branding Discussion-in-depth review of Boltz Students report**
- Areas of Focus Six-Month Update Reports**
- Dane Arts Calendar of Events**
- Executive Director's Report**

2. Other

None.

K. Public Comment on Items not on the Agenda

None.

L. Such Other Business as Allowed by Law

None.

M. Adjourn

A motion was made by Klehr to adjourn.

Meeting adjourned at 9:32 a.m.

Minutes respectfully submitted by Augusta Brulla pending commission approval.