

**State Capitol and Executive Residence Board  
Governor's Conference Room  
August 21, 2017 Minutes**

**1. Call to Order**

The meeting of the State Capitol and Executive Residence Board was called to order by the Chairperson, Senator Risser, at 2:00 PM in the Governor's Conference Room.

**2. Roll Call**

SCERB Recording Secretary, Jillian Vessely, called the roll. A quorum was present.

Members Present: Senator Risser, Senator Olsen, Representative Hesselbein, Representative Loudenbeck, Ms. Alton, Ms. Brown, Mr. Draeger, Mr. Kay, Ms. Neitzel, Ms. Reed, Mr. Siggelkow, Ms. Torstveit, Ms. Veltum.

Members Absent: Senator Roth, Representative Born, Mr. Fernholz.

Guests Present: Jason Rittel, DOA-DFDM; Darrin Smith, DOA-DFDM; Danielle Zimmerman, Office of Representative Loudenbeck; Lauren Birkel, Madison Area Sports Commission; Janine Wachter, Madison Area Sports Commission; Tiffany Kenney, Madison's Central Business Improvement District.

**3. Approval of Previous Meeting Minutes (May 1, 2017)**

Senator Risser presented the previous minutes as complete.

Motion #1: Representative Hesselbein motioned to approve the previous meeting minutes. Seconded by Ms. Neitzel.

**Motion #1 was approved by unanimous voice vote.**

**4. Subcommittee Reports**

The Executive Residence Furniture and Finishes Subcommittee Chair, Ms. Alton, provided a brief overview for the Board as to the recent items they have been working on. The subcommittee met in the morning out at the Executive Residence to discuss the Executive Residence sound system as well as the varying options surrounding the dining room wall treatment. They have made some wonderful progress and will plan to report on their final recommendations at the October 2017 meeting. They also had a chance to further discuss the submittal and review process to ensure the subcommittee is provided adequate time and opportunity to review all requests and proposals. This too will be discussed and laid out at the October meeting.

Senator Risser mentioned that he and his staff have reached out to Legislative Council regarding open meetings law as it relates to subcommittees of the board. Legislative Council referred their questions to the Department of Justice and they are currently reviewing subcommittee practices

and the statutes that apply in terms of voting, approval authority, public notice, and transparency of subcommittee meetings. The subcommittees were originally formed as a way to review specific items that pertained to those Board members' specialty and therefore be able to present final recommendations and a specific motion to the entire Board for approval. Ms. Torstveit explained that while this is still the goal, clarification needs to be obtained on whether the Board may hold an email vote on these items, or if a public meeting is necessary via call in/in person for vote for all approvals. It is the goal of the Board to ensure proper protocol is followed and to have these questions answered and be able to clarify best practices at the October meeting.

## **5. State Capitol & Executive Residence Projects for Review**

Mr. Rittel and Ms. Veltum provided overview of the following requests to the Board.

### Bucky on Parade

The Bucky on Parade is a free public art event that would bring over 100 life-size Bucky Badger statues to locations all throughout Madison and Dane County in the spring of 2018. This event is orchestrated by the Madison Area Sports Commission, in association with the Greater Madison Convention and Visitors Bureau, the University of Wisconsin-Madison, UW Athletics, and the UW Alumni Association. Event proceeds will support Garding Against Cancer, the Madison Area Sports Commission and other local charities.

Similar to the Cows on Parade in 2006, these 6' tall fiberglass Bucky Badgers would be transformed into works of art by regional artists. It is the request of the Madison Area Sports Commission that a total of 20 statues be displayed on the Capitol grounds, with 16 outside on the balustrade, and four inside the Capitol rotunda.

Mr. Rittel explained that the Bucky statues would be installed in May 2018 and remain in place until September 2018. For public safety and stability, the statues are attached to a 4' wide circular concrete base that weighs between 800-900 pounds. The fiberglass material that makes up the statue will also cover the top of the concrete base so that the artists' work can carry on throughout the entire piece. Ms. Torstveit inquired as to how the statues will be weighted inside the Capitol. Per Mr. Rittel, the four Bucky Badgers that are displayed inside the Capitol rotunda would have an equally loaded wood base with either a carpet or felt bottom to protect the marble flooring.

Both Senator Risser and Representative Loudeneck expressed concern over the quantity and felt it was more appropriate to limit the number of statues to possibly just one Bucky inside the Capitol rotunda, and only 10 or less outside on the grounds. Senator Olsen inquired as to how many cows were displayed back in 2006 and if they were considered a nuisance. According to Mr. Rittel, 16 cows were displayed outside on the Capitol grounds and only one inside the rotunda with no known complaints. Senator Olsen, Ms. Brown, and Ms. Alton expressed great praise for the event and thought the more statues present, the greater interest and turnout from the public. They also believed that the number of statues would not take away from the Capitol building itself. Mr. Draeger inquired as to whether there were other locations that would have as large of a cluster of statues like the Capitol and Mr. Rittel explained that yes, other locations such as the UW-Madison campus would have larger numbers as well.

Representative Hesselbein also inquired as to what sort of financial goal is in place for such an

event. Ms. Wachter explained that the statues are funded from sponsors and that there are three levels of monetary contribution they can provide. There's a minimum of \$6,000, a medium level of \$15,000, and a high level of \$25,000. A medium contribution allows the sponsor to choose their own design for the Bucky; and a high-level contribution allows the sponsor to designate some of the funds to the charity of their choice, as well as receive additional marketing opportunities. The Sports Commission would also be paying the artists through a stipend that comes out of the sponsorship money. While it is not known at this point what sort of response they will receive, the goal is to raise enough money to provide 100-130 Bucky statues. Knowing how many they can place at the Capitol will help determine how many other locations throughout Dane County they need to provide. Representative Hesselbein expressed interest in learning about the financial component and what is the expected return. At the mention of sponsorship, Representative Loudenbeck asked if sponsorship labels would be provided on each statue? Ms. Wachter confirmed that there would be. As this goes against policy, Ms. Torstveit explained that the placards cannot solicit the sponsors, but rather be posted as a "Thank You" to them instead per a past meeting where the rules were discussed as it related to Concerts on the Square (see minutes from January 11, 2016: "As was clarified that sponsorship signs are solely a "Thank You," and no signage space is sold, it was agreed by the Board that WCO is abiding by the DOA Facilities Use Policy and that the previous motion is still appropriate".)

One final concern the Board discussed was the review of the artists' work. Ms. Wachter explained that for this process there is a Jury committee that reviews all artistic proposals. SCERB felt it was necessary to be included in this process and strongly suggested that a representative of the board be on that panel and carry the power to veto any design that would deem inappropriate for the Capitol locations.

**Motion #2:** Senator Olsen motioned to allow the Madison Area Sports Commission to place 16 Bucky on Parade statues outside on the Capitol grounds and four within the Capitol rotunda as originally proposed. Seconded by Ms. Alton.

**Motion #2 was approved with a 10-2-3 vote.**

Senator Risser and Representative Loudenbeck voted against this motion.

**Motion #2, Amendment #1:** Senator Risser motioned to reduce the number of Bucky on Parade statues inside the Capitol rotunda to one statue. Seconded by Ms. Reed.

**Motion #2, Amendment #1 was denied with a 5-7-3 vote.**

Those who voted in favor of the amendment: Senator Risser, Representative Loudenbeck, Mr. Draeger, Ms. Reed, Mr. Siggelkow.

Those who voted against the amendment: Senator Olsen, Representative Hesselbein, Ms. Alton, Ms. Brown, Mr. Kay, Ms. Neitzel, Ms. Torstveit.

**Motion #2, Amendment #2:** Ms. Brown motioned to have the SCERB Secretary, Ms. Veltum, be the Capitol representative for SCERB on the Jury committee and hold veto authority of artistic design. Seconded by Ms. Neitzel.

**Motion #2, Amendment #2 was approved with unanimous voice vote.**

**Shine on Madison**

Shine on Madison is a community-wide celebration of the winter season running for a six-week period, kicking off on November 18, 2017. It is put on by Madison's Central Business Improvement District (CBID), in association with the Madison Community Foundation, and hopes to become an annual event and celebration that draws interest and additional business to the downtown Madison area during the holiday season.

Per Mr. Rittel and Ms. Kenney, there are several components to this request that require SCERB approval. The first includes additional holiday lighting throughout the exterior grounds of the Capitol. As Mr. Rittel explained, the Capitol currently displays four Christmas trees in each of the gardens at the four corners, three of which display multi-colored lights and the fourth blue lights as it sits in the law enforcement memorial garden. Ms. Kenney explained that they are looking to add additional lights and decorations of various shapes and sizes to the garden areas that surround each tree, with the decorations coordinating to the color of that specific Christmas tree (i.e. the law enforcement memorial garden would remain all blue). They are also requesting the addition of soft-white lights to be added to the light poles that border the Capitol lawn and walkways. This will tie in nicely with the Capitol Dome, as well as the snowflakes that are put up by the City of Madison.

The second component to this request includes a holiday lighting ceremony that will take place on November 18 at 6:08 PM. The main focal point of this ceremony would be at the State Street entrance to the Capitol grounds and would be the moment when all surrounding businesses and the Capitol turn on their holiday lights in conjunction with a radio partner. A holiday carnival will take place following as the 100-block of State Street will be closed.

Part of this request included the dimming of all Capitol lights and the Dome just prior to the ceremony. The Board raised great concerns regarding the Dome as there is a current moratorium that stands regarding lighting of the Dome in various colors, and there are issues related to the amount of time it would take for the Dome lights to shut down and then relight to full capacity. The Board felt this section of the request should be removed, but that all other standard lighting, such as the light poles, could apply.

Mr. Rittel also explained that DOA would assist in the installation process of all extra lighting and decorations to protect the Capitol property, and that these additions would be at no cost to the State. The CBID would also feature elements of the Capitol's 100<sup>th</sup> Anniversary in their promotional materials and activities.

**Motion #3:** Senator Risser motioned to approve the Madison's Central Business Improvement District's request with the exception that the Capitol Dome will not be included. Seconded by Representative Hesselbein.

**Motion #3 was approved by unanimous voice vote.**

### Gold Star Memorial

Ms. Veltum spoke on the request for the Gold Star Memorial. As it currently stands, the Capitol features an annual Gold Star Memorial garden on Wisconsin Avenue that is a tribute to the families of deceased Gold Star veterans. Mr. Chuck McCafferty is the originator of this request and has proposed that there be a plaque at the Capitol to be located either near the garden, within the rotunda near the Veterans Memorial, or at the Executive Residence.

As it currently stands, no new interior or exterior plaques or monuments may be added to the Capitol without an existing one being removed per SCERB policy approved *February 5, 2007-interior and May 15, 1995 - exterior*. The Board expressed concern with any change to this policy, but also noted that the current garden has no signifying marker. Instead of a vertical freestanding plaque, the Board would like to discuss with Mr. McCafferty the option of providing a smaller plaque that would sit at the base of the garden instead. Since Mr. McCafferty was not able to be present, the Board will defer this item to the October meeting in hopes that Mr. McCafferty can attend and possibly bring a sample plaque for viewing.

### Capitol Park Tree Replacement Study

Ms. Veltum provided a brief update on the Capitol Park trees. The Capitol Park has had 13 trees that were removed in 2016 due to the health and safety concerns of those trees. Additionally, the promenade Freeman Maples are continuing to suffer from chlorosis. These trees have been treated by DOA staff with the assistance of Dr. Allison without success. Given these findings, DOA is requesting to move forward with a study, in conjunction with Dr. Allison and Ken Saiki Design Inc., to provide tree replacement selections and recommendations in the Capitol Park for review and approval by the Board.

**Motion #4:** Senator Olsen motioned to approve the study. Seconded by Representative Hesselbein.

**Motion #4 was approved by unanimous voice vote.**

### Capitol Drapery Repairs

Mr. Rittel gave a condition assessment of the drapery within the State Capitol. Many velvet drapes throughout the building have been sun-bleached by UV rays since installed during the restoration. To address this damage, DOA worked with a vendor to remove the damaged panels, HEPA vacuum and air wash the velvet, remove the ribbon, remove the damaged velvet, and then install the same ribbon on the new first pleat as reproduction of this ribbon is no longer available. The velvet was then lined with two fabrics. The first is an interlining designed to add weight to the drapery and allow it to lay smoothly. The second is a new three-pass lining which is a polyester cotton base cloth sprayed with white acrylic to make a membrane. It is followed by a black membrane and another coat of white acrylic which is UV resistant and blocks all sunlight from passing through. The DOA is requesting to continue with repairs to drapery throughout the Capitol as deemed necessary and of the most emergent need.

The Executive Residence Furniture and Finishes Subcommittee reviewed the repaired drape and only noted concern for the color of the three-pass lining. They thought it was too bright when viewed from the outside and proposed that a more neutral cream color would be a better match to

the exterior stone and most fitting to the current aesthetic.

**Motion #5:** Ms. Torstveit motioned to proceed with the drapery repairs pending the lining is changed to a muslin-type color that may be viewed and approved by the subcommittee at a later date. Seconded by Mr. Draeger.

**Motion #5 was approved by unanimous voice vote.**

## **6. 100<sup>th</sup> Anniversary of State Capitol**

Senator Risser and Ms. Torstveit presented the Board with several updates for the 100<sup>th</sup> Anniversary, including the Gala that is set to take place on November 8, 2017. All celebratory events and information can be found on the website: <https://capitol100th.wisconsin.gov/>.

### **Restoration Fund**

Of primary concern and discussion at this meeting was the use of the Restoration Fund. There is approximately \$94,000 in the fund currently and the goal of the Gala is to raise \$75,000 in profit for deposit into the restoration fund for development and construction of a multipurpose space at the Capitol. The 100<sup>th</sup> Anniversary State Capitol Commemorative Commission has hired a professional planner and fundraiser, Solutions KBC LLC, for the gala event to achieve this goal.

While much of the cost for the gala is provided by the professional planner and fundraiser, there are other expenses for items such as permits, advertising and marketing that are needed for the many other free events/exhibits not related to the gala to make the public aware so they may come celebrate and participate in these events. These events/exhibits include the special History Tour exhibit in the rotunda, the special Concerts on the Square, a 1920's car show around the Capitol Square, a children's scavenger hunt, special evening architectural tours of the outside of the Capitol, etc. In addition, a professional architect needs to be hired to explore options for the multipurpose space that the gala is fundraising for. Therefore, DOA is requesting that SCERB allow use of the Restoration fund to cover these expenses.

Senator Risser and Ms. Torstveit prepared the following draft motion and presented it to SCERB for approval:

### **"Restoration Fund Draft Motion**

Allow Department of Administration to utilize the Capitol Restoration Fund limited to the amount available in the fund, for the following purposes related to the State Capitol's 100<sup>th</sup> Anniversary Celebration and Gala Event:

- Costs for advertising and marketing special events such as evening tours, special speakers and the gala, as well as any other events that will celebrate the 100 yr. Anniversary of the State Capitol.
- Costs related to deposits or fees for vendors or contractors and or permits associated with the Gala or other events related to the 100 yr. Anniversary Celebration.
- Costs for a study and/or architectural and engineering planning services to explore options for potential improvements / modification to the State Capitol as a result of funds raised by the 100 yr. Anniversary Gala. Options to include a multi-use space that may contain an area for

the following types of spaces: gift shop sales, café and/or vending, museum artifacts and historical information on the building restoration, and cafeteria seating area.

All net proceeds raised from the 100 Year Anniversary Celebration Gala will be gifted to the restoration fund which are anticipated to be in excess of the original funds utilized and thus will replenish the amounts expended. The remaining proceeds will be held in the Restoration Fund for future improvements. Once the final design and study is complete for the multi-use space, the design will be brought back to SCERB for approval prior to proceeding with any modifications or use of the fund for those modifications to the building.”

**Motion #6:** Senator Risser motioned to approve the restoration fund draft motion as presented. Seconded by Senator Olsen.

**Motion #6 was approved by unanimous voice vote.**

**Motion #6 Amendment:** Mr. Draeger motioned to strike the first sentence of the third bullet of the draft motion that states the restoration fund will cover costs for a study and/or architectural and engineering planning services, and therefore be funded by DOA instead. Seconded by Ms. Reed.

**Motion #6 Amendment was denied in a 7-4-4 vote.**

Those who voted in favor of the amendment: Representative Hesselbein, Mr. Draeger, Ms. Neitzel, Ms. Reed.

Those who voted against the amendment: Senator Olsen, Senator Risser, Ms. Alton, Ms. Brown, Mr. Kay, Mr. Siggelkow, Ms. Torstveit.

#### **Historical Society Gift Shop Advertising (Sandwich Board)**

The Wisconsin Historical Society marketing department designed a sandwich board to promote the Wisconsin Historical Museum Gift Shop located across the street at the top of State Street. It is printed on high quality, professional foamboard with identical information on each side. The sandwich board itself is 24” x 36” and is light but durable. It has wheels for easy movement and springs to prevent damage if bumped by the public. It displays several Wisconsin State Capitol Centennial gift items available for sale at the Wisconsin Historical Museum Gift Shop that also raise proceeds for the State Capitol Restoration Fund similar to the State Capitol Christmas Ornament that is sold each year.

The Wisconsin Historical Museum is requesting approval to place the Centennial sandwich board near the ground-floor west wing interior entrance of the State Capitol for the remainder of the 2017 calendar year. This location is desired for approval to inform and attract visitors heading towards State Street and towards the Wisconsin Historical Museum to visit the gift shop and purchase a piece of State Capitol Centennial memorabilia.

**Motion #7:** Ms. Brown motioned to approve the sandwich board as submitted. Seconded by Ms. Torstveit.

**Motion #7 was approved by unanimous voice vote.**

Mr. Draeger abstained from this vote as he is an employee of the Wisconsin Historical Society.

**7. Other Business**

The next SCERB meeting is scheduled for October 16, 2017 at the Executive Residence.

**8. Adjournment**

This meeting adjourned at 3:43 PM.