

TOWN OF WINDSOR AGENDA REPORT

Public Art Advisory Commission Meeting Date: September 24, 2025

To: Chair and Commissioners
From: Nelle Herman, Recreation Manager
Subject: Downtown Youth Banner Replacement Project

Recommendation:

Receive a staff report regarding the current status of the youth banners on the Town Green and make recommendations to staff to update the banners.

Background:

In 2019 and 2023 the Town Council approved the designs for the youth banners which are located around the Town Green and on Windsor Road from Windsor River Road to Windsor High School.

The original 2019 designs were developed in a partnership with design professionals, students at Brooks Elementary School (Brooks) and Cali Calmecac Language Academy (Cali) and Town Commissioners and staff. Brooks students developed the themes represented on the banners through a design thinking challenge. The thumbnail artwork was then created by art students at Cali to match the themes. The design firm worked with both groups to combine the theme and thumbnail artwork which can be seen on the displayed banners.

For the 2023 youth banners update hung, the Town was presented with the opportunity to work with a Windsor High School student intern. Youth Commissioner Kate Chuidian developed her Senior project to support the Commission and Town on the replacement of these banners. The goal was to continue to have students in Windsor schools create the artwork for these banners.

Ms. Chuidian worked with Staff to develop classroom curriculum, present the project concepts, guide students through the creative process and ultimately develop six draft designs for consideration. In the month of January, she went into an Art/Drama class at Windsor Middle School and worked with students to create new designs for the six themes: Learning, Parks, Nature, Community, Caring, and Well-Being. See an example of the artwork on Attachment 1.

The banners were printed using a digital printing process which allows for the original artwork to be fully represented. The estimated lifespan of these banners is three to five years.

Discussion:

Staff recommends beginning the replacement process again. If the Commission determines to select new artwork, staff have identified the following areas for consideration to provide direction on the next steps of the project:

Themes

The themes developed by the students in 2019 and used in 2023 are:

- Learning/Aprendiendo

- Parks/Parques
- Nature/Naturaleza
- Community/Comunidad
- Caring/Afectuoso
- Well-being/Bien estar

The Commission should consider whether these themes will remain or whether new themes should be identified.

Process

A process to obtain new artwork should be developed for the new banners. Things to consider:

- Competitive submission
- In-class workshop/partnership
- Appropriate age-group

The Commission should discuss and provide direction as to next steps for staff to secure artwork for the new banners. Once the Commission makes a recommendation to staff, a timeline will be developed for the beginning of the calendar year. There is \$8,000 allocated in the Special Public Art Fund for this project. It is estimated that the majority of the allocation will be used on printing the banners.

Fiscal Impact:

\$8,000 is included in the FY 2025-26 budget to fabricate the replacement banners

Attachment(s):

[Attachment 1](#)

[Downtown Youth Banner Replacement Project Presentation \(Distributed 9-24-25\)](#)

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Recommended by:

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