

Waterloo Beautification Committee Meeting
Minutes of June 15, 2021

Attendance: Aldermen Trantham, Darter, Hopkins, M. Buettner, & Notheisen, along with Mayor Smith, Shawn Kennedy, & Sarah Duetch from the City

Meeting called to order @ 3pm by Hopkins

1. PETITIONS ON NON-AGENDA ITEMS: None

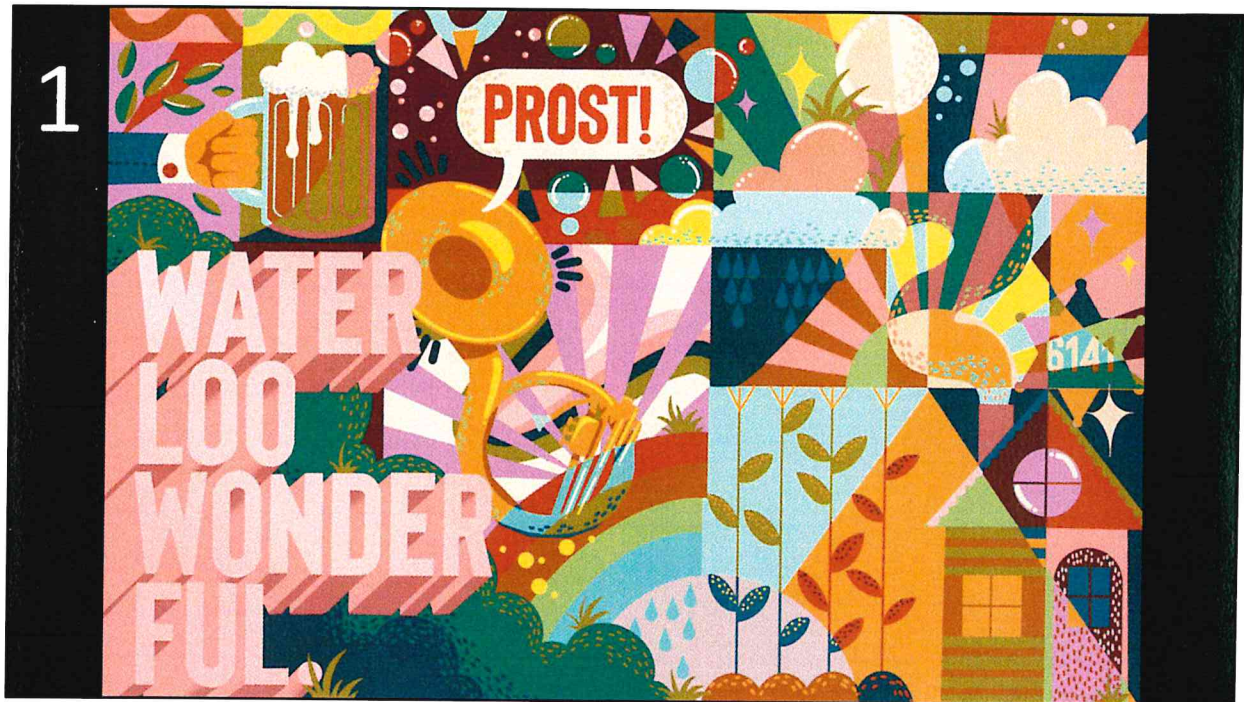
2. MURAL CONTEST: Sarah Duetch presented sixteen (16) entries for the contest. She read descriptions that were submitted by each of the artist. The committee then participated in a blind judging, whereas; the members were not told the names of the artist... but, to vote on their 'top five 'in appearance. The murals with the most votes were revealed (exhibit "A"). The contest application did state up to four winners would be selected. However, the committee decided the quality of the entries was excellent and a fifth mural is to be added. Discussion of the placement of the winning designs. Sarah will be contacting the building owners to get approval, and the committee plans to publicly announce the winners by late June.

3. COMMENTS : None

Motion to adjourn by Darter, second by Notheisen
Meeting adjourned at n 4:05 pm

PASS 5-0

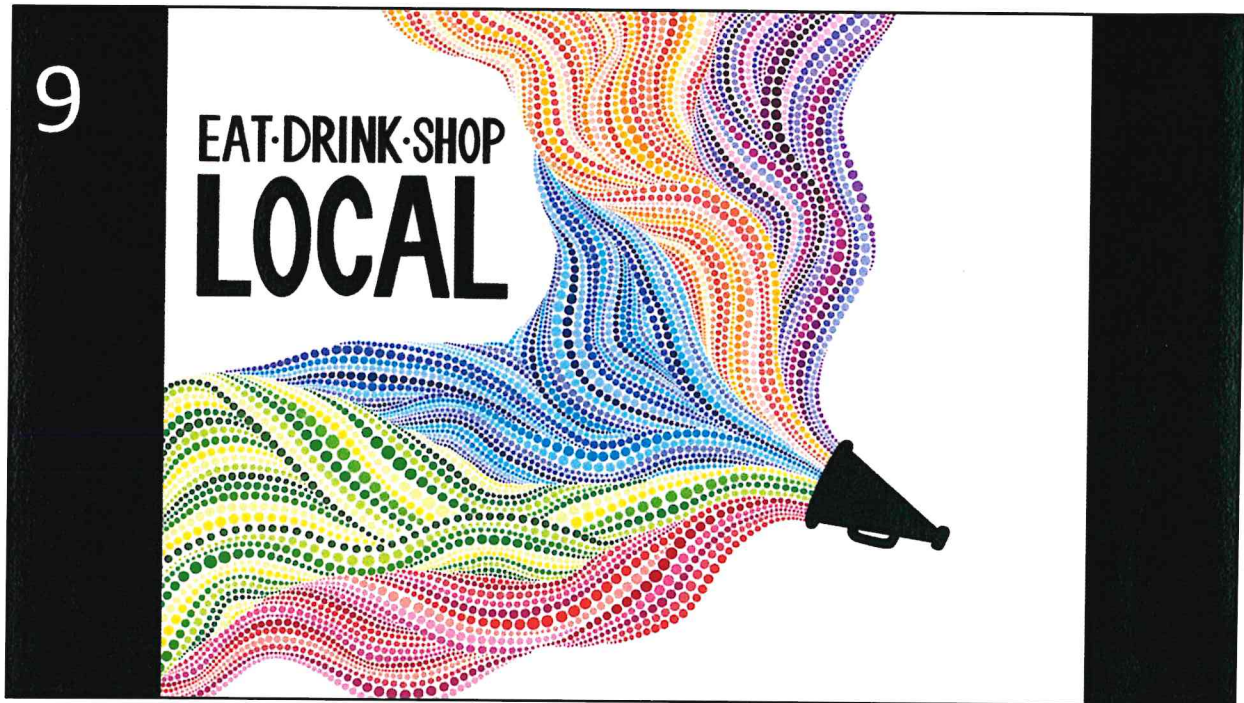
Submitted by,
Jim Hopkins



When I started sketching out my design, I really wanted to include some details to honor some folks who have made this town what it is today. I wanted to include the tuba for Harry Wolf and the badge for Nick Hopkins. The beer and farmhouse/corn are a nod to the hardworking people of Waterloo, whether they're running a business on the town square or farming the land on the outskirts of town. As far as visual design goes, I wanted to go a very colorful, more modern route. I grew up in Waterloo, and I wanted to convey the love and hope I have for it with some bright and cheerful colors. Waterloo is wonderful, and I think it deserves a colorful tribute.



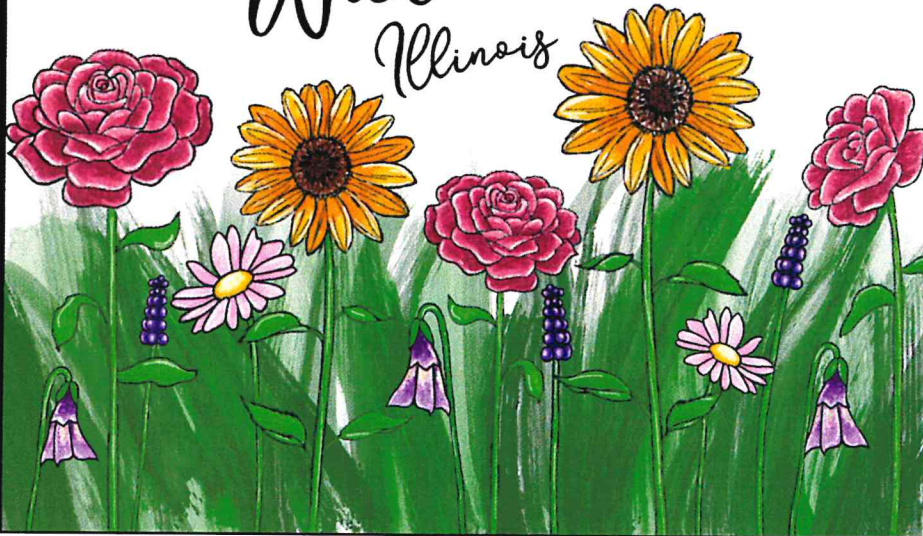
My design focuses on the local identity of Waterloo. Through vibrant colors and uplifting imagery, this mural design appeals to a wide audience. It illustrates the natural beauty of our town with the water tower, fields, flowers, birds and ferris wheel. The messaging encourages viewers to recognize and appreciate the place and time that Waterloo provides. WHS art students will join the artist in completing this mural, making it a valuable learning experience for budding artists as well.



With this mural design, I wanted to provide a bright, playful design that allows people to interact with the mural and show their support for local businesses. There is a megaphone in the lower right corner that people can stand next to and pretend to shout into, providing a unique photo opportunity with a great message to “Eat, drink, and shop local.”

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Waterloo
Illinois



One of the possible mural sites shared was Bountiful Blossoms. This mural design incorporates this local business as it is a drawing of oversized flowers that can provide a unique photo opportunity. The idea behind this design was that people could show their support for a local business and their Waterloo pride while standing “under/next to” the flowers.

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WALL MOCK-UP
silhouettes included for scale and photo-op



What better way to entice passers-by to stop for a photo opportunity than the draw of a very hungry, 12-foot T-rex! (On a cherry-red skateboard no-less) The brightly colored, King of the Jurrassic, wields a fork and knife while sporting a bib emblazoned with, "I 'heart' Waterloo." Will you run in mock-fear from the ravenous raptor? Offer your first-born? Maybe it best to tempt him with carry-out or liquid libations from one of downtown's many wonderful establishments. Whatever your fate, friends and family (and possibly complete, social media strangers) will applaud your adventure to Downtown Waterloo!