

**CITY OF WEST DES MOINES
PUBLIC ARTS ADVISORY COMMISSION**

AGENDA

**5:30 p.m.
Thursday, May 25, 2017
City Hall – City Council Chambers
4200 Mills Civic Parkway**

- 1. Call to Order / Approval of Agenda**
- 2. Welcome of New Commission Member – Jed Gammel**
- 3. Election of Commission Officers**
 - A. Chair
 - B. Vice-Chair
 - C. Secretary
- 4. Citizen Forum**
- 5. Approval of Minutes of March 23, 2017 Meeting**
- 6. Old Business**
 - A. Motion – Approval of Recommendation to City Council – Art Route
- 7. New Business**
 - A. Motion – Approval of Call for Artists – Historic West Des Moines “Our Main Street” Project
 - B. Motion – Approval of Standing Committee Appointments
 1. Events Committee
 2. Communication Committee
 3. Exhibition Committee
- 8. Committee Reports**
 - A. Events Committee
 - B. Communication Committee
 - C. Exhibition Committee
- 9. Project Work Group Reports**
 - A. Water Quality Community Service Art Project
 - B. Art Route
 - C. Historic West Des Moines Public Art
- 10. Staff Reports**
 - A. Superintendent of Recreation
 - B. Director of Parks and Recreation
 - C. Events Committee
- 11. Receive, File and/or Refer**

The City of West Des Moines is pleased to provide accommodations to disabled individuals or groups and encourages their participation in city government. Should special accommodations be required please contact the City Clerk’s office at least 48 hours in advance, at 222-3600 to have accommodations provided.

**CITY OF WEST DES MOINES
PUBLIC ARTS ADVISORY COMMISSION**

DATE: May 25, 2017

- ITEM:** Election of Commission Officers
- A. Chair
 - B. Vice Chair
 - C. Secretary

FINANCIAL IMPACT: None


SYNOPSIS: Officers of the Public Arts Advisory Commission are elected following the annual appointments of new members made by the Mayor and City Council in March.

BACKGROUND:

RECOMMENDATION: That the Commission nominate and hold the election of officers.

Lead Staff Member: Sally Orgies, Director of Parks & Recreation 

STAFF REVIEWS

Department Director	Sally Orgies, Director of Parks & Recreation 
Appropriations/Finance	
Legal	
Agenda Acceptance	

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee	
Date Reviewed	
Recommendation	

**WEST DES MOINES PUBLIC ARTS ADVISORY COMMISSION PROCEEDINGS
Thursday, March 23, 2017**

The regular meeting of the West Des Moines Public Arts Advisory Commission was called to order on Thursday, March 23, 2017, at 5:32p.m. by Chair Kenworthy.

Commission	TJ Lechtenberg	Diane Boyd <i>Secretary</i>	Tamara Kenworthy <i>Chair</i>	Gary Hammers <i>Vice Chair</i>	Rita Luther
Present		X	X	X	

Commission	Ryan Crane	Brenda Sedlacek
Present		X

Staff	Susan Greenwood <i>Parks & Recreation Administrative Secretary</i>	Greg Hansen <i>Superintendent of Recreation</i>	Sally Ortgies <i>Interim Director of Parks & Recreation</i>	Anna Poss <i>Secretary</i>
Present	X	X	X	X

On Item 1. Approval of Agenda.

Hammers moved to approve the agenda as presented. Sedlacek seconded. Motion carried, 4 yes.

On Item 2. Citizen Forum

No items.

On Item 3. Approval of Minutes of February 23, 2017 Meeting

Greenwood shared that Kenworthy requested the following sentence be removed: Luther requested that water be available at future meetings.

Sedlacek moved to approve the minutes as previously amended. Boyd seconded. Motion carried, 4 yes.

On Item 4. Old Business

No items.

New Business

On Item 5A. Motion – Denial of Request for Funding – Historic Valley Junction Foundation CoSign Project

Kenworthy shared that the Exhibition Committee met and discussed the proposal made by the Historic Valley Junction Foundation staff at the last meeting. Hammers shared that the Committee recommended denial of funding based on current budget projections over the next few years due to upcoming planned projects. Hammers stated that this is the first of many requests the Commission may receive. He suggested that criteria be determined to use for future requests. Councilman Messerschmidt asked what other funding sources are available to the Foundation for the project. Ortgies responded that the Foundation is actively seeking donations and they will be receiving hotel/motel funds from the City. Hammers moved to approve denial of request for funding – Historic Valley Junction Foundation CoSign Project. Boyd seconded. Motion carried, 4 yes.

Committee Reports

On Item 6A. Events Committee

Hansen shared that the Art on the Campus planning is complete and that the postcards have been mailed.

On Item 6B. Communication Committee

Ortgies shared that the Commission graphic has been delayed. The samples were provided to the City's Communication Specialist and some work is needed on the trademark rules of use of the City's logo.

On Item 6C. Exhibition Committee (Art on the Campus)

No additional items.

Project Work Group Reports

On Item 7A. Water Quality Community Service Art Project

Sedlacek shared that the RFQ has been reviewed and will be sent to invited artists soon. The next meeting is scheduled for the end of April to review artist qualifications.

On Item 7B. Art Route

Hammers showed the previous Art Route map as well as a suggested amendment which allows for a location for a future purchased piece of art. Messerschmidt asked about City Council approval. Ortgies responded that once cost estimates are received the recommendation will be presented to City Council. Sedlacek asked about the WDM Library's Tale Trail. Ortgies responded that pages from a different children's story are displayed quarterly from the Library into Ashawa Park. Kenworthy shared that she and Ortgies will be meeting with a representative from the Art Route project team to discuss regional Art Route opportunities.

On Item 7C. Historic West Des Moines Public Art

Kenworthy shared that two meetings have taken place so far and the project statement is being drafted. The project will celebrate the 30th anniversary of the Main Street program in Valley Junction.

Staff Reports

On Item 8A. Superintendent of Recreation

Hansen shared he has been working on Art on the Campus.

On Item 8B. Superintendent of Parks

Not present.

On Item 8C. Interim Director of Parks & Recreation

Ortgies introduced Anna Poss the new department Secretary who will support the Commission. Ortgies shared that voting on the animal names for Art on the Trail is complete and that plaques have been ordered and will be installed prior to the launch event on June 3.

Other Matters

On Item 9A. Recognition of Outgoing Commissioner – Gary Hammers

On behalf of the Commission, Kenworthy thanked Hammers for all of his hard work and wished him all of the best in the future. Hammers shared that he has enjoyed working with the Commission.

Kenworthy stated that it might be a good time for an updated synopsis to City Council about the work the Commission has been doing.

Receive, File and/or Refer

On Item 10A. City Council Communications

March 6, 2017: Motion – Approval of Agreement for City Sounds – Des Moines Public Piano project in Valley Junction

Boyd moved to adjourn. Sedlacek seconded. Motion carried. The meeting adjourned at 6:31p.m.

Respectfully submitted,

Susan Greenwood

Parks & Recreation Administrative Secretary

ATTEST:

Diane Boyd

Advisory Commission Secretary

**CITY OF WEST DES MOINES
PUBLIC ARTS ADVISORY COMMISSION**

DATE: May 25, 2017

ITEM: Motion – Approval of Recommendation to City Council - Art Route

FINANCIAL IMPACT: Unknown at this time. Staff has a quote of \$18,950 for the crosswalk. Staff will have bids on the dot and chevron painting to share with the Commission at Thursday night's meeting. There is \$28,000 allocated in the FY 16-17 budget for this project.


SYNOPSIS: A firm price has been received from the contractor who will be installing the crosswalks for the Art Route project in Des Moines. Staff has also laid out the dots and chevrons according to the plan approved by the Commission in February (see attached). Bids are expected for that portion of the project on Wednesday, May 24.

BACKGROUND: Initial approval has been received from the City's Traffic Engineer. The cost was the only outstanding item needed for the Commission to make a formal recommendation to the City Council.

RECOMMENDATION: That the Commission consider the project cost as presented at Thursday night's meeting and make a motion to approve or deny the project based upon that information.

Lead Staff Member: Sally Ortgies, Director of Parks & Recreation 

STAFF REVIEWS

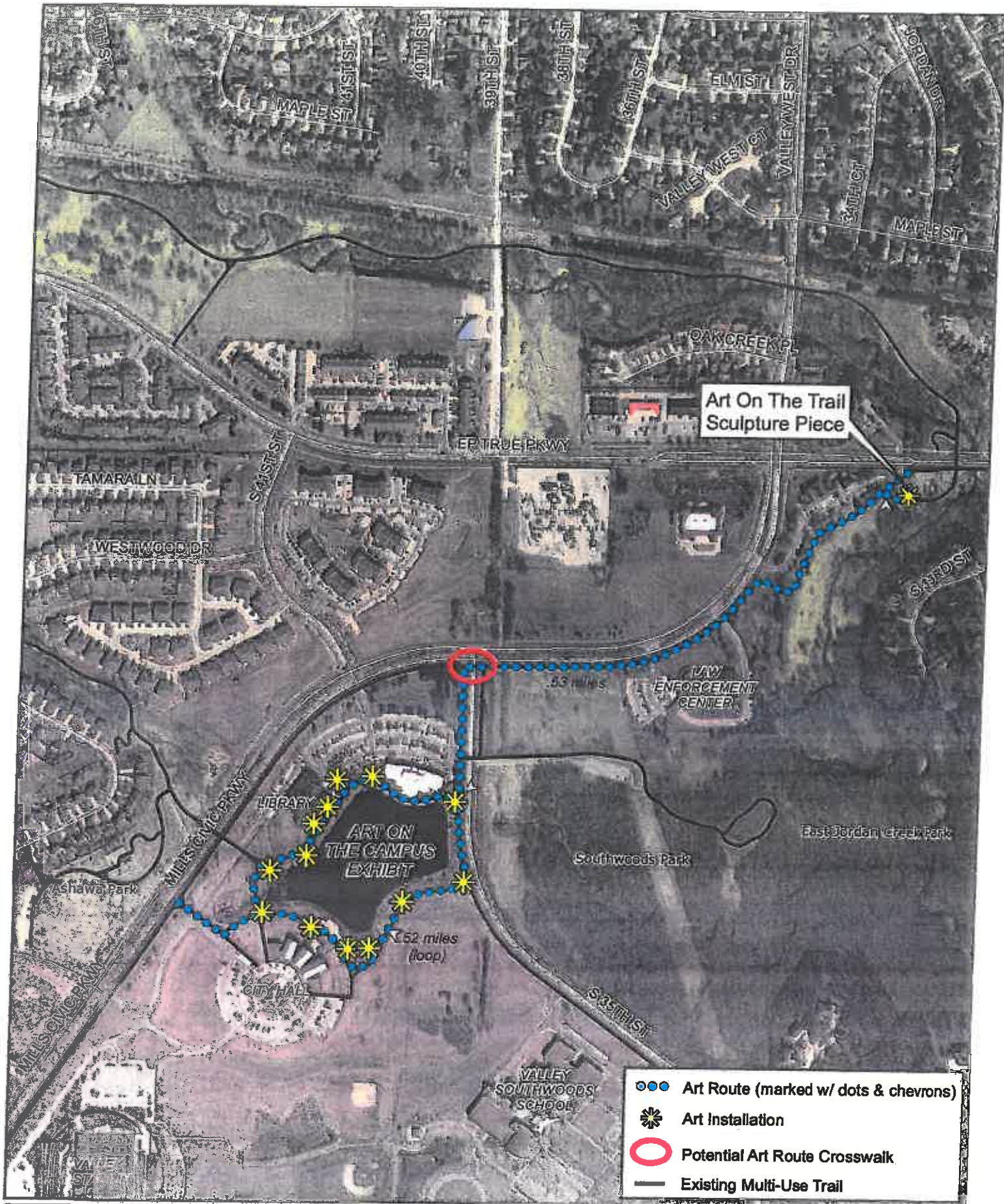
Department Director	Sally Ortgies, Director of Parks & Recreation 
Appropriations/Finance	
Legal	
Agenda Acceptance	

PUBLICATION(S) (if applicable)

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SUBCOMMITTEE REVIEW (if applicable)

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Art On The Trail
Sculpture Piece

- Art Route (marked w/ dots & chevrons)
- ✱ Art Installation
- Potential Art Route Crosswalk
- Existing Multi-Use Trail

TITLE: ART ROUTE			
LOCATION: WEST DES MOINES - CITY CAMPUS			
AUTHOR: maa	DATE: 5/3/2017	SCALE: -	SHEET: 1 of 1

**CITY OF WEST DES MOINES
PUBLIC ARTS ADVISORY COMMISSION**

DATE: May 25, 2017

ITEM: Motion – Approval of Call for Artists – Our Main Street Public Art Project

FINANCIAL IMPACT: Expense of \$25,000 plus possible travel expenses if artist interviews are determined to be necessary.

SYNOPSIS: A Call for Artists has been developed by the Historic West Des Moines Public Art Work Group for a permanent work of art to commemorate the 30th anniversary of Historic Valley Junction's Main Street Iowa designation. The Call for Artists is attached for review, but highlights of the main elements include the following:

Art Statement

Historic Valley Junction is the gathering place that is the heart and soul of West Des Moines – a delightful mix of old and new, bridging generations with unique shops, vibrant events and a walkable hometown feel. Historic Valley Junction is West Des Moines' original main street.

In 2017, Historic Valley Junction celebrates its 30th year as a Main Street Iowa community. The Historic West Des Moines Public Art Work Group wants to commemorate this occasion and celebrate this unique place through a public work of art. The Work Group wants every person who experiences the artwork to gain an appreciation of Historic Valley Junction's special anniversary, while experiencing togetherness on "Our Main Street". The Work Group wants residents and visitors to feel a sense of belonging, grounded in West Des Moines' pride and heritage.

Project Budget

\$25,000

Proposed Schedule

Installation May 2018

Project Location

To be determined by the artist, but must be on City-owned property within an 8 block area bordered by Railroad Avenue on the south and Locust Street on the north; 4th Street on the east and 6th Street on the west.

Artist Eligibility


Lead artist must currently reside in Iowa with possible exceptions made for those artists with West Des Moines "roots".

BACKGROUND: The Historic West Des Moines Public Art Work Group has met three times. Members include Angie Burgett (VJ Business Owner), Shauna Fessler (VJ Resident), Katie Privatera (Historic VJ Foundation), T.J. Lechtenberg, Rita Luther, Tamara Kenworthy, and Allison Ullestad (City Staff Representative).

RECOMMENDATION: That the Commission approve the Call for Artists.

Lead Staff Member: Sally Ortgies, Director of Parks & Recreation 

STAFF REVIEWS

Department Director	Sally Ortgies, Director of Parks & Recreation 
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CALL FOR ARTISTS

“OUR MAIN STREET” PUBLIC ART PROJECT

City of West Des Moines

Public Art Commission Opportunity

ABOUT WEST DES MOINES

The City of West Des Moines, Iowa, is a rapidly growing community located within the Des Moines/West Des Moines Metropolitan Area. During the past year, greater Des Moines added 12,145 residents to grow to a total population of 634,725. West Des Moines has a wide array of amenities and culture and was recently recognized as a top locality for young professionals. A Gallup-Healthways survey found that West Des Moines ranks #8 nationally for citizens who are most satisfied with their city.

At the heart of the city is Historic West Des Moines (HWDM) and within HWDM lies the Historic Valley Junction district. This is the community's gathering place and where the City of West Des Moines began. It is a highly desirable place to do business and to live. The commercial district includes some of the City's most historic buildings and most modern retailers. Residents of HWDM are proud of their diversity, great schools, and parks. They recognize and celebrate the distinctive character of their neighborhood within the context of West Des Moines' success. In a word, HWDM is unique. (Historic West Des Moines Master Plan, 2016)

WEST DES MOINES PUBLIC ART PROGRAM

The vision of the City of West Des Moines' Public Art Program is the creation of a diverse collection of public works of art of high aesthetic and intellectual quality and excellence, and a program that promotes cultural expression and artistic appreciation. At the heart of the aspiration for public art in West Des Moines is the wish for an authentic, rich and diverse arts culture that is seen and understood as uniquely arising from the community – an arts culture that benefits and enriches all those who are fortunate enough to visit, work, and live in West Des Moines.

The mission of the West Des Moines Public Art Program is to create a city with successful public spaces incorporating public works of art that offer moments of serendipity and the fine grain detail of the public infrastructure. The Public Art Program champions excellence in art, design, architecture and landscape. The Public Art Program and Collection should be the most visible symbols of West Des Moines' commitment to creativity, encouraging diversity of ideas and expression, and promoting tolerance of multiple opinions. A creative city provides humane environments for its residents, business communities and visitors, extends opportunities for life-long learning and helps preserve community histories.

The primary goals of the Public Art Program are to develop an aesthetically interesting environment, to integrate public works of art into public spaces and to promote tourism and the economic vitality of West Des Moines through the enhancement of public spaces.

The Public Arts Advisory Commission's first commissioned project, Art on the Trail, was completed and installed in fall of 2016, and will be officially unveiled June 3, 2017. See more here: www.wdm.iowa.gov.

ABOUT THIS OPPORTUNITY

"Our Main Street" Public Art Project Statement

Historic Valley Junction is the gathering place that is the heart and soul of West Des Moines – a delightful mix of old and new, bridging generations with unique shops, vibrant events and a walkable hometown feel. Historic Valley Junction is West Des Moines' original main street.

In 2017, Historic Valley Junction celebrates its 30th year as a Main Street Iowa community. The Historic West Des Moines Public Art Work Group wants to commemorate this occasion and celebrate this unique place through a public work of art. The Work Group wants every person who experiences the artwork to gain an appreciation of Historic Valley Junction's special anniversary, while experiencing togetherness on "Our Main Street". The Work Group wants residents and visitors to feel a sense of belonging, grounded in West Des Moines' pride and heritage.

The project will include a permanent commissioned work of art to be sited on public property within an 8 block area that makes up the Historic Valley Junction district. The work of art may be a single piece or made up of multiple pieces. The total budget for the project is \$25,000. This not-to-exceed total must cover all design fees, fabrication, installation, lighting (if needed), site visits, and other related expenses.

SELECTION & PROJECT CRITERIA

Selection of a finalist or finalists will be based on the following:

- Quality of letter of interest
- Quality of work samples
- Background and prior work experience including community engagement
- Demonstration of project understanding and ability to meet project schedule
- Consideration of project criteria in conceptual design proposal

The artist's concept, final proposal, and ultimately the final artwork will need to meet certain criteria. Artwork should:

- Tell the story of Historic Valley Junction's 30th anniversary as a Main Street Iowa Community and fulfill the "Our Main Street" Public Art Project Art Statement (see above)
- Be colorful and eye-catching; playful, whimsical, and interactive
- Be low maintenance, durable, and resistant to vandalism; able to withstand extreme weather conditions
- Be aesthetically pleasing
- Be appealing both day and night and during all seasons
- Be able to be installed entirely on City-owned public property (map showing City property is attached); artist may propose a location or multiple locations for artwork
- Include a high level of community engagement that is incorporated into the development of a final proposal by the selected artist
- May be one or multiple pieces of art

ELIGIBILITY

Artist or artist team:

- Must have completed two commissioned outdoor public works of art of \$15,000 or more
- Must show an understanding of the Main Street Iowa program and Historic Valley Junction district; ***special consideration will be given to those artists who show evidence of having visited the district and those who propose a location(s) for the artwork as part of their submission*** (no travel costs will be covered for this visit)
- Lead artist must currently reside in Iowa, or be a former resident of West Des Moines
- Must be able to come to West Des Moines for an interview, if needed. Travel costs related to interviews will be covered by the City of West Des Moines.

SELECTION PROCESS OVERVIEW

This is an open call for artists who meet the eligibility requirements. Artist's submission materials will be reviewed by the Historic West Des Moines Public Art Work Group. If necessary, interviews may be conducted with selected artists or artist teams.

Upon selection of an artist or artist team, whether based solely upon submission materials or upon interviews, one artist/artist team will be commissioned to develop, fabricate, and install a permanent artwork.

PROPOSED SCHEDULE

May 26	Request for conceptual proposals announced
June 30	Submission deadline / proposals forwarded to Historic WDM Public Art Work Group for review
Week of July 17	Historic WDM Public Art Work Group selects artist/artist team (schedule may be extended if interviews are conducted)
July 27	Approval of artist contract by WDM Public Arts Advisory Commission
August 7	Approval of artist contract by WDM City Council / artist begins final proposal
September 15	Artist submits final proposal
Week of September 18	Historic WDM Public Art Work Group approves final proposal / fabrication begins
May 2018	Project installation complete

REQUIRED SUBMISSION MATERIALS

In digital format only.

Provide the following in a single PDF document (work sample JPEG's can be sent in separate files):

- Contact information for artist / artist team members
- One-page letter describing interest in project and approach to design; please include statements addressing eligibility criteria, community engagement, and project criteria
- One-page biographical information or resume for lead artist(s) (include one paragraph for each team member if artist-led team)

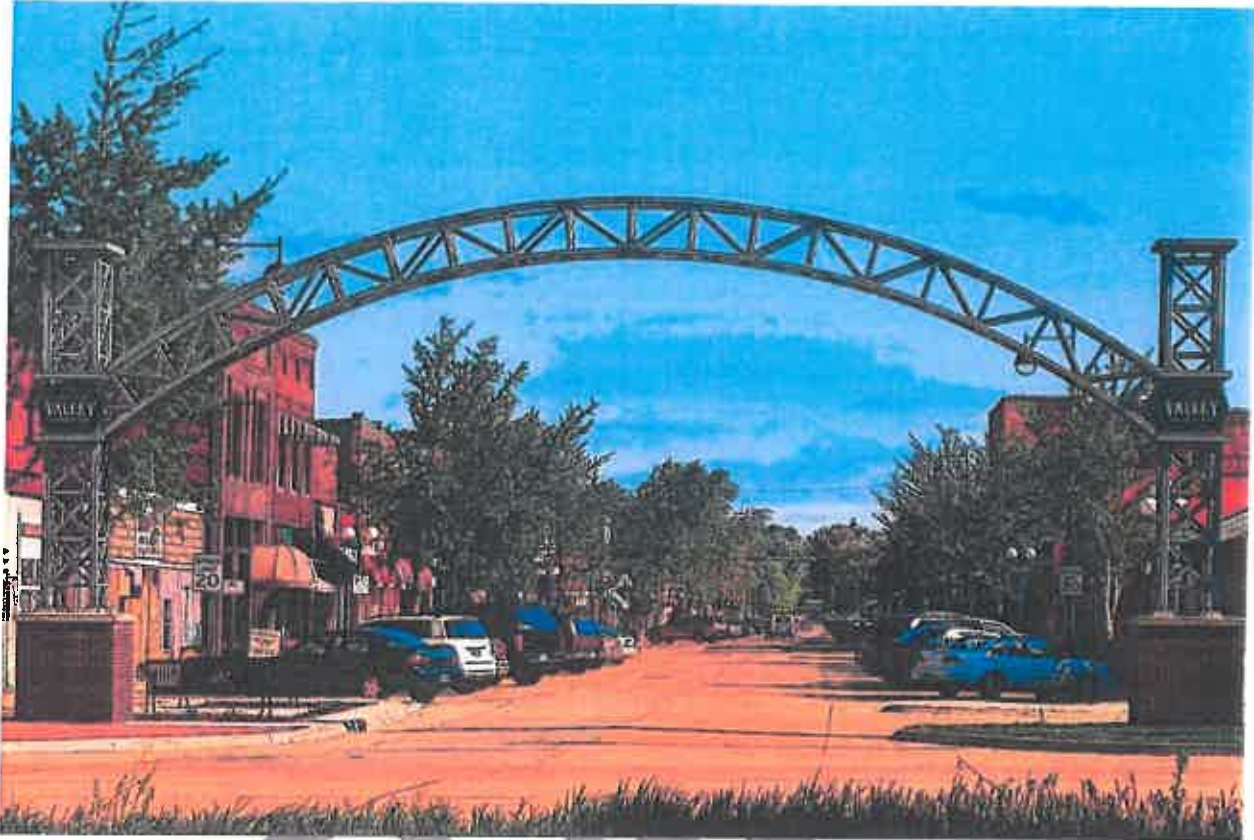
- Three references (contact information only) for recently completed projects of similar scope
- Work samples: include 3-5 work samples showing projects completed within the last 5 years with up to 3 digital images of each project. Save all standard JPEG images and label each with applicant's full name and number in sequence with list of work samples
- One-page document listing all work samples. Please provide a brief description and budget for each
- No more than 3 pages showing artist's concept that may include sketches, images, and text; proposed location of artwork in the Historic Valley Junction district may be indicated

Please submit all materials via email to Sally Ortgies, Director of Parks & Recreation, sally.ortgies@wdm.iowa.gov. Include "Our Main Street Public Art Project" in the subject line. All materials must be received by 4:00 p.m. CST on Friday, June 30, 2017. No submissions will be accepted after this time. Receipt of submission will be acknowledged via e-mail.

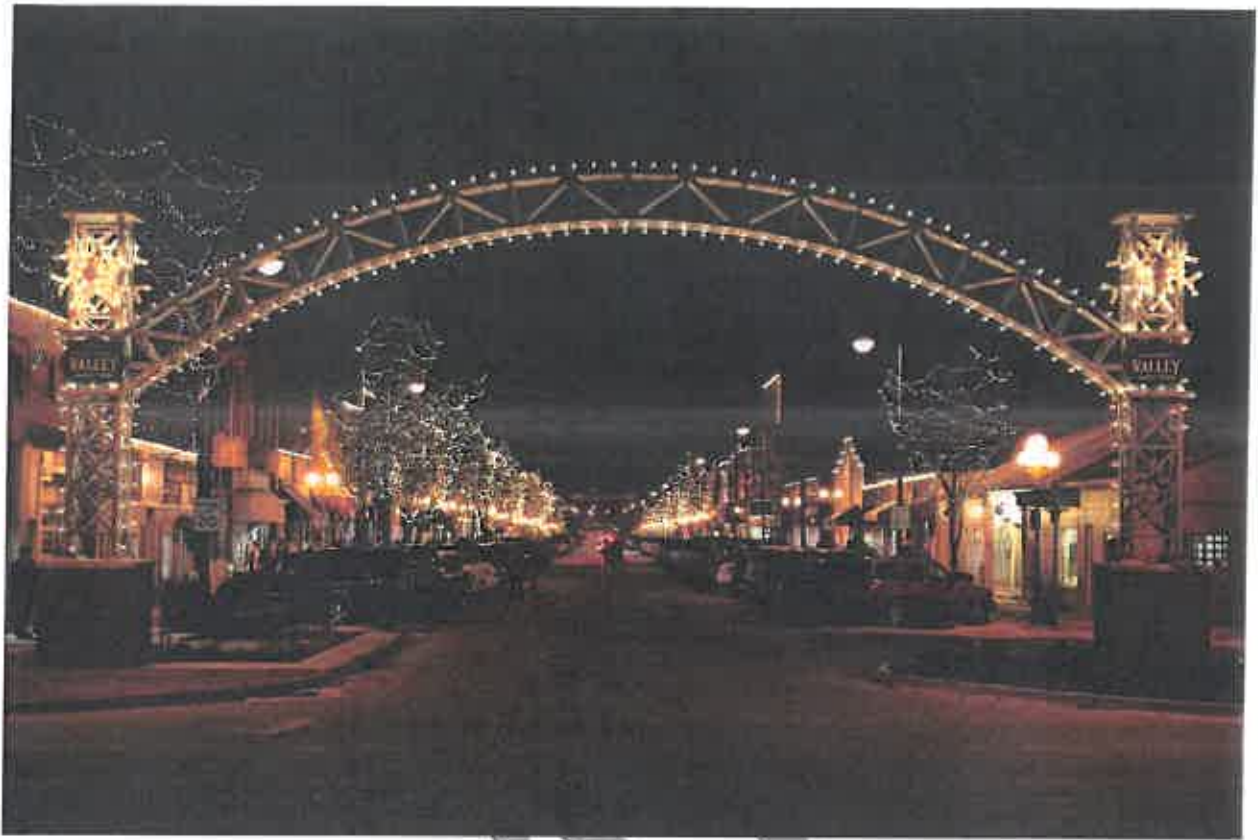
Questions regarding this Call for Artists can be directed to Sally Ortgies, Director of Parks & Recreation, at 515-222-3447 or sally.ortgies@wdm.iowa.gov.

DRAFT

PHOTOS SHOWING CHARACTER OF HISTORIC VALLEY JUNCTION







DRAFT

**CITY OF WEST DES MOINES
PUBLIC ARTS ADVISORY COMMISSION**

DATE: May 25, 2017

ITEM: Motion – Approval of Standing Committee Appointments:

1. Events Committee
2. Communication Committee
3. Exhibition Committee

FINANCIAL IMPACT: None at this time

SYNOPSIS: This item is to appoint the members of the Events Committee, Communication Committee and Exhibition Committee for 2017-2018.

Staff recommends that the Chair suggest or request volunteers for each of these three committees. Descriptions of each standing committee are attached for your reference.


BACKGROUND:

OUTSTANDING ISSUES (if any): None

RECOMMENDATION: That the Commission approve the appointment of the new members of the Events Committee, Communication Committee, and Exhibition Committee for 2017-2018 as recommended by the Chair.

Lead Staff Member: Greg Hansen, Superintendent of Recreation 

STAFF REVIEWS

Department Director	Sally Ortgies, Director of Parks and Recreation 
Appropriations/Finance	
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Agenda Acceptance	

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West Des Moines Public Arts Advisory Commission

Standing Committee Descriptions

Note: Any action taken by a Standing Committee is a recommendation to the full Commission and is not a final decision.

Communication Committee

- Purpose: Promotion of the Public Art Program through activities and materials that increase the visibility and viability of the Commission and the Commission's projects and programs.
- Assist in the development of posters, brochures, social media campaigns, presentations, and activities at events such as the Valley Junction Farmer's Market.
- Research and recommend grants and other outside funding opportunities.
- Review "Supplies/Programs" area of annual budget and recommend annual budget request.

Exhibition Committee

- Purpose: Consider public art projects, both those that are planned and those that present themselves as opportunities, and make recommendations to the Commission.
- Determine scope and budget for commissioned works of art.
- Review requests presented to the Commission by outside groups for funding for public art projects via the Public Art Fund.
- Recommend purchase of artwork from the Art on the Campus temporary exhibit and locations for purchased artwork.
- Review Public Art Maintenance Plan and Public Art Ascensioning Program.
- Review "Maintenance/Repairs" and "Equipment (Works of Art)" areas of annual budget and recommend annual budget request.

Events Committee

- Purpose: Guide the planning and implementation of community events where the event is the work of art or where the event is launching or celebrating a work of art.
- Determine scope and budget for events and develop annual calendar of events.
- Assist staff with event preparation, setup, and hosting.
- Review guest lists.
- Review "Supplies/Programs" area of annual budget and recommend annual budget request.