

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

AGENDA

5:30 p.m.

Thursday, June 22, 2017

**City Hall – City Council Chambers
4200 Mills Civic Parkway**

- 1. Call to Order / Approval of Agenda**
- 2. Citizen Forum**
- 3. Approval of Minutes of May 25, 2017 Meeting**
- 4. Presentation – Sally Dix, Executive Director, Bravo Greater Des Moines**
- 5. Old Business**
- 6. New Business**
 - A. Motion – Approval of Call for Artists - 2018 Art on the Campus Exhibit
- 7. Committee Reports**
 - A. Events Committee
 - B. Communication Committee
 - C. Exhibition Committee
- 8. Project Work Group Reports**
 - A. Water Quality Community Service Art Project
 - B. Art Route
 - C. Historic West Des Moines Public Art
- 9. Staff Reports**
 - A. Superintendent of Recreation
 - B. Director of Parks and Recreation
 - C. Events Committee
- 10. 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.

May 25, 2017

WEST DES MOINES PUBLIC ARTS ADVISORY COMMISSION PROCEEDINGS
Thursday, May 25, 2017

The regular meeting of the West Des Moines Public Arts Advisory Commission was called to order on Thursday, May 25, 2017, at 5:35p.m. by Chair Kenworthy.

Commission	TJ Lechtenberg	Brenda Sedlacek <i>Secretary</i>	Tamara Kenworthy <i>Chair</i>	Ryan Crane <i>Vice Chair</i>	Rita Luther
Present	X	X	X		x
Commission	Diane Boyd	Jed Gammell			
Present	X	X			

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

On Item 1. Approval of Agenda.

Kenworthy moved to approve the agenda as presented. Luther and Boyd seconded. Motion carried, 6 yes.

On Item 2. Welcome of New Commission Member – Jed Gammell. Gammell is in the insurance business at Lincoln Savings Bank. Gammell has three children and three step children with his wife.

On Item 3. Election of Commission Officers

Boyd shared that election of officers for the Commission is proposed as follows:

- A. Chair – Tamara Kenworthy
- B. Vice-Chair – Ryan Crane
- C. Secretary – Brenda Sedlacek

Lechtenberg moved to elect officers as noted proposed, Boyd seconded. Motion carried, 6 yes.

On Item 4. Citizen Forum

No Items

On Item 5. Approval of Minutes of March 23, 2017 Meeting

Luther stated that Sally Ortgies was listed as the Interim Director of Parks and Recreation instead of the Director of Parks and Recreation.

Sedlacek moved to approve the minutes as previously amended. Boyd seconded. Motion carried, 6 yes.

On Item 6. Old Business

- A. Motion – Approval of Recommendation to City Council – Art Route

Ortgies stated that the department has the cost for the crosswalk, dots and chevrons. Ortgies shared that the Art Route is a three year project, which means it will need to be either repainted again in three years or removed. Either way there would be a cost in the future.

Sedlacek moved to approve the Recommendation to City Council as presented. Boyd seconded, motion carried, 6 yes.

New Business

On Item 7A. Motion – Approval of Call for Artists – Historic West Des Moines “Our Main Street” Project

Lechtenberg stated that the committee has met a few times to brainstorm on this project and has decided that celebrating the 30th anniversary of Main Street will be the focus. Luther shared her concern for having adequate space for the artwork. Boyd inquired about the method of getting artists. Ortgies stated that the Iowa Arts Council will be notified, so their website and a mailing list will be utilized. The Call for Artists will also be sent to everyone on the Art on the Campus mailing list. Sedlacek asked if there was any apprehension about not using a consultant. Ortgies stated that the committee assigned to the project have done a very good job with developing the Call for Artists.

Lechtenberg moved to approve the Call for Artists – Historic West Des Moines “Our Main Street” Project. Luther seconded. Motion carried, 6 yes.

On Item 7B. Motion – Approval of Standing Committee Appointments

Kenworthy shared that she and Ortgies have created assignments for new committee appointments:

1. Events Committee – Boyd and Sedlacek
2. Communication Committee – Crane and Gammell
3. Exhibition Committee – Lechtenberg and Luther

Boyd moved to approve the committee appointments as slated. Lechtenberg seconded. Motion carried, 6 yes.

Committee Reports

On Item 8A. Events Committee

Hansen stated that volunteers need to report by 9:00am on June 3rd for the Grand Opening of the Art on the Trail event. The ceremony will start at 10:30am near the tunnel by Prairie View Drive. The new bike repair station and information hub will also be featured at the event, along with the Hy-Vee healthy food mobile, which will offer nutritious snacks. Kenworthy noted that the media needed to be notified before the grand opening event. Hansen added that the selection committee will also be recognized at the ceremony.

On Item 8B. Communication Committee

Kenworthy stated that the logo design is on hold. Ortgies stated she has reserved two pages in the West Des Moines magazine to highlight the Commissions activities.

On Item 8C. Exhibition Committee

Ortgies stated the committee needs to meet in June to make any decisions related to the 2018 Art on the Campus exhibit. Kenworthy stated that it might be time to change the committee selection. Boyd asked if the size of the committee could be expanded, instead of changing or removing anyone from the committee. Luther agreed with Kenworthy adding that the committee needs to be changed with possibly another male on the committee.

Project Work Group Reports

On Item 9A. Water Quality Community Service Art Project

Sedlacek stated that 3 artists have been selected for interviews, along with 2 alternates. Dates have been set for interviews on July 10, 11, and 12. Lechtenberg inquired about the selection process. Sedlacek stated that they looked at slides of work examples and voted no, yes or maybe. The committee was specifically looking for artists with recent experience with outdoor sculptures related to water. The three artists are from California, Washington, and Maryland. Interviews will be videotaped so the selection committee can view them all. The artists will also be taken on a tour of Raccoon River Park.

On Item 9B. Art Route
No items

On Item 9C. Historic West Des Moines Public Art
No Items

Staff Reports

On Item 10A. Superintendent of Recreation

Hansen reviewed the Art on the Campus Launch party. Boyd stated that a possible goal for next year's launch could be to incorporate the Chamber of Commerce into the event.

On Item 10B. Director of Parks & Recreation

Ortgies shared that she and Kenworthy are going to be presenting an annual report to the City Council on Tuesday at their meeting. Ortgies shared that it is an opportunity to show them the great things the Public Arts Advisory Commission has been doing in the community. Gammell shared that he would like to hear more about the art conference that is scheduled in San Francisco in June.

On Item 10C. Events Committee
No Items

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

Luther moved to adjourn. Sedlacek seconded. Motion carried. 6 yes. The meeting adjourned at 6:42p.m.

Respectfully submitted,

Anna Poss
Parks & Recreation Secretary

ATTEST:

Diane Boyd
Advisory Commission Secretary

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

ITEM: Motion - Establishing the Call for Artists - Art on the Campus 2018

DATE: June 22, 2018

FINANCIAL IMPACT: \$26,500 which is in the approved 17-18 Public Arts operating budget

SYNOPSIS: The Exhibition Committee met on Tuesday, June 6, 2017 to review the Call for Artists for the Art on the Campus 2018 Exhibit. Commission members present were Rita Luther and TJ Lechtenberg. Staff present were Allison Ullestad, Sally Orgies and Greg Hansen.

The committee is recommending the following changes:

1. The stipend per piece be raised from \$1,500 to \$2,000.
2. The People's Choice winner will receive a \$500 award.
3. An artist bio of 400 words or less is required.
4. Reduce the number of references from three to two.
5. Request of artist website if available.
6. Applications will now be accepted through an online process through the City's website.

The timeline changed slightly to reflect the 2018 calendar. The Grand Opening event will be held April 26, 2018.

The proposed Call for Artists, Art on the Campus 2018 exhibit information is attached with changes highlighted in yellow.


BACKGROUND: The stipend was last raised in 2016 from \$1,000 to \$1,500.

OUTSTANDING ISSUES (if any): None

RECOMMENDATION: Staff recommends the approval of the Exhibition Committee's recommendations.

Lead Staff Member: Greg Hansen, Superintendent of Recreation 

STAFF REVIEWS

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

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee			
Date Reviewed			
Recommendation			

CALL FOR ARTISTS ART ON THE CAMPUS 2018

Exhibit Information



OVERVIEW

The West Des Moines Public Arts Advisory Commission and Parks and Recreation Department invite **regional artists (Iowa, Illinois, Minnesota, Missouri, Nebraska, Wisconsin, South Dakota)** to submit an Artwork Application to participate in the 6th annual Art on the Campus public art exhibit. Art on the Campus is a temporary outdoor exhibit, displayed on the West Des Moines City/School Campus from April to November each year.

EXHIBIT DETAILS

- Selected artists are paid a **\$2,000 stipend** for the use of their artwork.
- A selection panel will choose up to **13** original works of art for installation.
- The artist retains ownership of their work and agrees to loan it to the exhibit. During the exhibit, the artwork will be covered under the City's insurance for the retail value of the artwork; however, artists must also carry standard liability insurance coverage. Artists are required to **provide proof of liability insurance** if selected.
- A **Grand Opening** event will be held on **Thursday, April 26, 2018** at which members of the community, WDM City Council, WDM Parks and Recreation Advisory Board, and featured artists will be invited to celebrate the opening of the 2018 Art on the Campus exhibit. Invited guests will have the opportunity to view the selected works, and artists are asked to attend and give a brief oral description of their artwork.
- A **People's Choice** vote will be taken throughout the duration of the exhibit. **When the exhibit is complete, the People's Choice artwork will be named and shared with the public, and the People's Choice winner will receive a \$500 award.**
- The Art on the Campus exhibit will be **aggressively promoted** in the local media. Marketing efforts will include but not be limited to:
 - An article in WDM Magazine (direct mailed to all WDM households and businesses)
 - News and information on the WDM City Web Site (www.wdm.iowa.gov)
 - WDM Parks and Recreation Department's Facebook and Twitter accounts (www.facebook.com/WDMPR and [@WDMParkRec](https://twitter.com/WDMParkRec))

**The City of West Des Moines reserves the right to photograph and reproduce images of the artwork on exhibit for promotional and educational purposes.*

EXHIBIT LOCATION

The West Des Moines City/School Campus is a centrally located area that is home to several facilities utilized by the community including an elementary school, freshmen high school, the WDM City Hall, the WDM Public Library and the WDM School District's Learning Resource Center. A half-mile walking trail encircles the centrally located pond. Selected works will be installed on 4' x 4' concrete pads that are located around the pond and adjacent to the walking trail.



INSTALLATION OF ARTWORK

Artists are responsible for all costs, equipment, and labor necessary for the delivery, installation and removal of their work and assume all risk and damage to their work before and during installation and during and after removal. Work not appropriate for installation onto a 4'x4' concrete base will not be allowed. Lighting and power will not be provided at the artwork locations. The artist shall affix their artwork to the concrete pad in such a way that non-authorized removal would not be possible.

SALE OF ARTWORK

Each selected piece of artwork must have a pre-determined purchase value or sale price that is set by the artist. If someone desires to purchase one of the displayed artworks 15% of the sales price will be paid to the City of West Des Moines. These funds will provide future funding of public art in West Des Moines. The \$2,000 stipend provided to the artist is not part of any sales transaction. Artwork must remain on display throughout the duration of the exhibition.

ARTWORK CRITERIA

All artwork must be the original work of the artist (in concept, composition, and execution) and suitable for outdoor public display. Works will be selected by a selection panel comprised of WDM Public Arts Advisory Commission members and local citizens, artists, and business representatives. The following criteria will be used in the selection process:

Required Artwork Characteristics

- Artwork that is suitable for public viewing
- Artwork that displays high quality technical skill, imagination, and innovation
- Artwork that is suitable for outdoor display in adverse weather conditions
- Artwork that has soundness of construction, is durable, and is safe for viewing

Desirable Artwork Characteristics

- Artwork that creates a sense of discovery, surprise, and emotional connection
- Artwork that uses kinetic devices, optical effects, dynamic shapes, or bright colors to create a vibrant and interesting exhibit
- Artwork that is participatory
- Artwork that is whimsical, uplifting, and creative

**Decisions by the selection panel are final and not open to negotiation.*



People's Choice Winner 2016
"GEO"



People's Choice Winner 2014
"Frequency"

ART ON THE CAMPUS 2018 EXHIBIT TIMELINE*

- | | |
|--|----------------------------|
| • Call for Artists issued | August 1, 2017 |
| • Artwork Applications due | September 29, 2017 |
| • Selection panel deliberations and recommendation | October 2-13, 2017 |
| • Public Art Advisory Commission approves recommendation | October 26, 2017 |
| • City Council approves recommendation | November 13, 2017 |
| • Notifications of selection to artists | November 14, 2017 |
| • Delivery and installation of artwork | April 1-14, 2018 |
| • Grand Opening event | April 26, 2018 |
| • Exhibit open to the public | April 15-November 15, 2018 |
| • Removal of artwork | November 16-30, 2018 |

**The City of West Des Moines reserves the right to change the project timeline.*

Contact Allison Ullestad, City of West Des Moines Recreation Coordinator, at 515-222-3455 or allison.ullestad@wdm.iowa.gov with questions. View the current Art on the Campus exhibit at www.wdm.iowa.gov/AOC.