

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

AGENDA

5:30 p.m.

Thursday, January 23, 2020

**Human Services - Multi-Purpose Room
4200 Mills Civic Parkway**

- 1. Call to Order / Approval of Agenda**
- 2. Citizen Forum**
- 3. Approval of Minutes of November 14, 2019 Meeting**
- 4. Old Business**
- 5. New Business**
 - A. Motion – Approval of Call for Artists – Traffic Signal Box Art
 - B. Motion – Approval of Public Art Master Plan Update Process
- 6. Committee Reports**
 - A. Events Committee
 - B. Communications Committee
 - C. Exhibition Committee
- 7. Project Work Group Reports**
 - A. Water Quality Community Service Art Projects/Event
 - B. Amphitheater Public Art
 - C. Traffic Signal Box Art
- 8. Staff Reports**
 - A. Arts, Culture & Enrichment Supervisor
 - B. Director of Parks and Recreation
- 9. Other Matters**
- 10. Receive, File and/or Refer**
 - A. City Council Communications

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.

WEST DES MOINES PUBLIC ARTS ADVISORY COMMISSION PROCEEDINGS
Thursday, November 14, 2019

The regular meeting of the West Des Moines Public Arts Advisory Commission was called to order on Thursday, November 14, 2019, at 5:37 p.m. by Chair Crane.

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

Staff	Sally Ortgies <i>Director of Parks & Recreation</i>	Allison Ullestad <i>Arts, Culture, and Enrichment Supervisor</i>	Miranda Kurtt <i>Secretary</i>	John Mickelson <i>Council Liaison</i>
Present	X	X	X	

On Item 1. Approval of Agenda

Phillips moved to approve the agenda as presented. Luther seconded. Motion carried, 4 yes.

On Item 2. Citizen Forum

None.

On Item 3. Approval of Minutes of October 24, 2019, Meeting

Luther moved to approve the minutes as presented. Phillips seconded. Motion carried, 4 yes.

On Item 4. Old Business

No report.

New Business

On Item 5A. Motion – Approval of Recommendation to City Council – 2020 Art on the Campus Selection Committee Recommendations

No discussion.

Luther moved to approve the Recommendation to City Council – 2020 Art on the Campus Selection Committee Recommendation as presented. Phillips seconded. Motion carried, 4 yes.

On Item 5B. Motion – Approval of Amphitheater Work Group Recommendation – Request for Artist Qualifications

Phillips stated that he really liked the process of how the project changed from a Call for Artists to a Request for Artist Qualification, which is different from how previous projects have been conducted. Kenworthy questioned if a consultant would be used. Ortgies stated based on the experience the Commission has gained from past projects, it was felt that the Commission and Park and Recreation staff could effectively manage this project without a consultant. Creative avenues, such as list serves similar to job posting sites, will be utilized to seek artists nationwide. The RFQ is stressing public engagement at the beginning of the process as part of the proposal. Kenworthy questioned if the Hurd family should be engaged in the Work Group. Crane suggested providing updates to the family. Ortgies stated the family receives updates of the project. Ullestad suggested the family could encourage participation in the unveiling event.

Kenworthy moved to approve Approval of Amphitheater Work Group Recommendation – Request for Artist Qualifications as presented. Luther seconded. Motion carried, 4 yes.

On Item 5C. Motion – Approval of Establishment of Work Group – Electric Box Art Project

Crane stated the Exhibition Committee met on November 12, and the Electric Box Art Project Work Group was discussed. Ullestad distributed a copy of the recommended Work Group members. The recommended work group consists of: Diane Boyd, Commissioner; Joe Cory, Deputy Public Services Director; David Sadler, Parks Superintendent; Amenda Tate, Citizen/Artist; and Josh Duden, Citizen. Ortgies handed out a copy of Amenda and Josh’s credentials for the Commission to review.

Phillips moved to approve the Establishment of Work Group – Electric Box Art Project as presented. Luther seconded. Motion carried, 4 yes.

Committee Reports

On Item 6A. Events Committee

No report.

On Item 6B. Communications Committee

Ullestad distributed the Even Waters brochure to the Commission. Upon the recommendation of the Communications Committee, a landing page on the website was created for the Public Art Collection. Kenworthy was interviewed for the Jordan Creek Living magazine. Crane suggested doing a “reintroduction” of the Even Waters project in the spring. Kenworthy stated the archived database should be reviewed. Ullestad asked if the group should meet anytime soon, and it was decided that there was no urgency to meet before the end of the year. Ortgies stated the WDM Magazine article will be coming out in March so the Committee would need to discuss what should be included.

On Item 6C. Exhibition Committee

Ullestad distributed a copy of the Light Valley Junction brochure. Crane stated that Ullestad, Luther, Phillips, and himself met with Tim Clark from the Historic Valley Junction Foundation and Julie Eliason from KCL Engineering regarding this project. Crane stated that the project is moving forward and has achieved multiple goals since this project was first presented to the Commission. Phillips stated \$25,000 is allocated for the project in both the 2019-2020 and 2020-2021 fiscal years according to the budget approved by the Commission in October. Due to the potential cost of running electricity, it was confirmed that \$50,000 should be budgeted for the project. A project work group will select the artist and location. Luther suggested inviting Vince Valdez and Ray Seidelman to serve on the work group. The projected installation is August 2020, however, this timing may be too aggressive. Ortgies shared that there is a dedication ceremony for Phase 1 of the Light Valley Junction project on November 21, at 4:30 pm during Mingle in the Junction. Ullestad stated that the work group names would be brought to the January meeting for approval. Ullestad stated that the Commission will be managing the budget for the project to ensure oversight.

Phillips shared that the Art on the Campus People’s Choice Award survey had only 19 votes. “Once Around the Block” was the winner and will be promoted on social media. Ullestad stated that 116 people used Otocast which is down from last year. Different options for voting will be discussed for future exhibits. Ullestad stated Facebook has a polling option, which ties into Kenworthy’s suggestion to view the artwork online.

The “Aqua Strata” permanent pieces were discussed. Phillips stated that art students will be painting the pieces used in the fabrication of the three permanent sculptures. Ullestad stated that Sarah Peterson, Art

Curriculum Lead for West Des Moines Schools, will work with Bounnak Thammavong on getting the pieces completed. Thammavong and his wife created a lesson plan for the art teachers to utilize. Fourth and sixth graders, AP Art classes, and the Valley Art Club will participate in this project. The lesson plan will focus on watersheds and water quality. Ullestad shared that the fourth grade art curriculum focuses on public art so this is a great addition to their class. The work with students will be implemented in January with a completion of the entire project by May. The Raccoon River Park Nature Lodge is proposed to be the permanent location for the sculptures.

Project Work Group Reports

On Item 7A. Water Quality Community Service Public Art Project

Kenworthy stated that some sort of signage explaining the Even Waters project and its purpose needs to be located near the pieces. Ortgies stated this type of interpretive signage is located at Woodland Hills Park to explain water quality practices. Ortgies stated that the cost of this type of signage could be around \$2,000 per sign. Crane questioned who would be involved in the development of this. Ullestad will do a mock up for the Commission to review. Ullestad added that Earl May had donated seven trees that were planted around Even Waters.

On Item 7B. Amphitheater Public Art

No report.

Staff Reports

On Item 8A. Recreation Program/Facility Supervisor

Ullestad stated that twelve candidates were interviewed for the Arts, Culture, and Enrichment Coordinator position. The candidates' experience was very broad and diverse. Many of the candidates were impressed with the Public Arts Advisory Commission and West Des Moines' emphasis on arts, culture, and enrichment. From the six candidates on the certified list, three have been chosen to come back for a second interview. The anticipated start date is January. Ullestad shared that Shive Hattery created various materials regarding Folded Flags including a video. She is open to ideas from the Commission on how the materials can be used. Ullestad researched the Americans for the Arts Awards Program and submissions are due in March. She will work on submitting Folded Flags.

On Item 8B. Director of Parks and Recreation

Ortgies stated that she and Ullestad met with Brian Bonanno regarding the master plan update. Ortgies and Ullestad are also scheduling a meeting with Ellen Nelson. Ortgies stated that the skill set for each person is very different, and it may be a possibility to ask them to co-facilitate. Ullestad stated that Bonanno envisions three 2-hour workshops. The cost of this would come out of the Commission's budget.

On Item 9. Other Matters

Phillips stated that someone from the library approached him regarding adding artwork to the exterior enclosure around the HVAC system. Kenworthy stated this could be a great collaboration. Ullestad will contact the library staff person to gather more information.

Ortgies stated that Bonanno does bus tours of all the murals around the metro. She asked if the Commission would be interested in sponsoring this type of programming. The Commission was favorable to this idea. Ullestad will put a proposal together for the Commission to review.

Receive, File and/or Refer

None.

Phillips moved to adjourn the meeting. Kenworthy seconded. Motion carried, 4 yes. The meeting adjourned at 6:51 p.m.

Respectfully submitted,

Miranda Kurtt
Parks & Recreation Secretary

ATTEST:

Jeff Phillips
Vice Chair

CITY OF WEST DES MOINES PUBLIC ARTS ADVISORY COMMISSION

DATE: January 23, 2020

ITEM: Motion – Approval of Master Plan Update - Professional Services – Brian Bonanno & Ellen Nelson

FINANCIAL IMPACT: Brian Bonanno Professional Services provided at \$500; Ellen Nelson Professional Services provided at \$4,500

SYNOPSIS: The Public Art Master Plan that guides the work of the Public Arts Advisory Commission was last updated in 2015 and includes goals and a work schedule through 2020. The Public Art Master Plan has to be updated to cover the next 5 years, 2020-2025. Only the goals and work schedule portions of the current Public Art Master Plan will be updated.

Staff contacted Bonnano and Nelson about providing professional consulting services for the Public Art Master Plan Update project. Staff met with Bonnano in-person and with Nelson by phone.

Based on the interviews and written proposals received from Bonnano and Nelson, staff is recommending that the Commission enter into a contract with each separately. Both proposals are attached.

Bonnano will be leading the Commission through a presentation on new trends, practices, and principles related to public arts and cultural programming. In separate workshops, Ellen Nelson will facilitate strategic planning sessions. Nelson will prepare a final report based upon the Commission's feedback.


BACKGROUND:

OUTSTANDING ISSUES (if any): None

RECOMMENDATION: That the Commission recommend professional services contracts be negotiated with Brian Bonnano and Ellen Nelson to assist in the Master Plan Update project.

Lead Staff Member: Allison Ullestad, Arts, Culture, and Enrichment Supervisor

STAFF REVIEWS

Department Director	Sally Ortgies, 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	

Brian Bonanno
Community Development & Public Art Consultant
3406 4th St.
Des Moines, IA 50313
515-783-7474
bonanno.bmf@gmail.com

Allison,

Thank you again for your patience and for taking time to meet with me in November. Per our discussion, I have put together a simple proposal that should cover all your needs regarding the meeting in February.

This proposal details my objectives and goals for my possible presentation. My estimated project cost is \$500 for the research, preparation, and presentation.

PROJECT OBJECTIVE

Introduce the City of West Des Moines Public Arts Advisory Commission to new trends, practices and principles related to public arts and cultural programming.

DELIVERABLES & PROCESS

In one 90 minute presentation, I will introduce the Public Arts Advisory Commission to new trends, practices, and principles related to public arts and cultural programming. To do this, I will gather best practices and resources from around the country into one interactive powerpoint and shareable PDF. In this powerpoint I will examine trends in visual art, performance art, sculptural art, and architecture and design. I will work to summarize how public art and cultural programming practices and perceptions may have shifted in the time since the original West Des Moines Public Arts master plan was drafted. This may cover recent movements to incorporate or address issues of equity and diversity when planning for large scale public art initiatives. This may also incorporate the movement behind creative placemaking and how this movement has expanded the concept of public art.

At the end of the presentation I would like to spend a minimum of 30 minutes in conversation with the Advisory Commission.

BACKGROUND

I am a community development and sustainability professional, with 10 years of experience working as an advocate for healthy, equitable, and resilient communities. I have developed and implemented numerous public art and creative placemaking initiatives while working in Chicago and Des Moines. Most recently I facilitated close to 30 mural installations in Des Moines, through my Third Space initiative. The creation of this initiative and the mural installations lead to my receiving of the "Creative of the Year" award from the Greater Des Moines Young Professional Committee in March 2019.

BRIAN BONANNO

3406 4TH ST. DES MOINES, IOWA 50313 - 515-783-7474 - BONANNO.BMF@GMAIL.COM

WWW.BRIANBONANNO.COM - WWW.THIRDSPACEDSM.ORG

PROFILE:

Community development and arts and culture professional with a decade of experience working with local residents, businesses, nonprofits, and city leaders, in order to build relationships and strengthen communities.

EXPERIENCE:

FOUNDER, THIRD SPACE DSM; DES MOINES, IA - 01/18 - PRESENT

With the support of my former employer Community Housing Initiatives, I founded an arts and culture driven community revitalization initiative called Third Space. Since the elimination of CHI's community development programs in 2019, I have transitioned Third Space into my own organization and I am now seeking 501c3 status.

CONSULTANT, INDEPENDENT; DES MOINES, IA & CHICAGO, IL - 06/15 - PRESENT

I assist various organizations and communities in the planning and implementation of community development, sustainable development, and creative placemaking and public art initiatives.

COMMUNITY DEVELOPMENT DIRECTOR, COMMUNITY HOUSING INITIATIVES; DES MOINES, IA - 10/16 - 06/19

As Community Development Director for one of Iowa's largest nonprofit affordable housing agencies, I engaged neighborhood stakeholders in the rejuvenation of three communities on Des Moines' East Side. Our collective efforts addressed: infrastructure, public space, community programming, housing, and economic development.

PROJECT MANAGER - THE DELTA INSTITUTE; CHICAGO, IL - 10/15 - 06/16

As a Delta Institute Project Manager, I engaged and convened major anchor institutions, community development organizations and elected officials to determine sustainable land management strategies for vacant and underutilized land parcels on Chicago's West Side.

SUSTAINABILITY DIRECTOR - ANDERSONVILLE DEVELOPMENT CORPORATION; CHICAGO, IL - 09/10 - 07/15

At the Andersonville Development Corporation, I developed and managed numerous initiatives aimed at improving quality of life within the Andersonville neighborhood and our partner neighborhoods across the city. I worked with local businesses, residents, elected officials and city agencies to integrate sustainable urban design, energy efficiency, public art, and social equity into the fabric of the community.

SKILLS:

Thorough understanding of current principles and practices related to equitable design, public arts and cultural programming, sustainability, community development, and local economic development.

Able to balance both self-directed and collaborative work styles as projects and situations require.

Experienced project manager, fundraiser, and budgeter. Capable of overseeing all aspects of project work.

Skilled coalition builder, public speaker, facilitator, and advocate for bringing diverse groups of people together.

Experienced with the process of drafting state level legislation and municipal level ordinances.

Dedicated to equity, inclusion and diversity, in all pursuits, especially those that impact our air, land, water and community health.

REFERENCES:

CHRISTINE HER

EXECUTIVE DIRECTOR/ ART FORCE IOWA / DES MOINES, IOWA
MANAGER / ART FORCE IOWA
PHONE: 515-556-3688
EMAIL: CHRISTINE@IOWAARTSINEDUCATION.ORG

NICOLE SALGAR

MURALIST / MIAMI, FLORIDA
COMMISSIONED MURAL COMPLETED OCTOBER 2018
PHONE: 347-262-7075
EMAIL: NMSALGAR@GMAIL.COM

DOUG LABOUNTY

PRESIDENT / COMMUNITY HOUSING INITIATIVES / DES MOINES, IOWA
FORMER MANAGER / COMMUNITY HOUSING INITIATIVES
PHONE: 712-330-1860
EMAIL: DLABOUTY@CHIHOUSING.COM

COLLEEN O'TOOLE

CITY MANAGER / DURAND, MICHIGAN
FORMER MANAGER / ANDERSONVILLE DEVELOPMENT CORPORATION
PHONE: 415-952-5448
EMAIL: COTOOLE@DURANDMI.COM

ALEX POLTORAK

PROPRIETOR OF URBAN CANOPY / CHICAGO, ILLINOIS
COLLABORATIVE PARTNER / ANDERSONVILLE COMMUNITY COMPOST PROGRAM
PHONE: 224-619-5800
EMAIL: POLTORAK.ALEX@GMAIL.COM

Funding Solutions

Successful fundraising strategies for non-profits

Bio for Ellen K. Nelson and Funding Solutions, Inc.

Ellen, a former Drake University Associate Director of Development and United Way staff leader, brings more 33 years experience in non-profit fundraising. Ellen's independent consultant services have been utilized since 1998. Ellen is known for her successful annual fundraising skills and was the Director of Annual Giving at Drake and Associate Director of Development for more than seven years and during the successful *Campaign for Drake*. Ellen has board development abilities, experience in major gift work, capital campaigns, corporate sponsorship recruitment, organizing special events tied to fundraising, strategic planning skills and a keen knowledge of corporate prospects. Prior to Drake University, Ellen worked for United Way of Greater Tucson and the United Way of Central Iowa. While on the United Way staff Ellen led the leadership giving programs: Alexis de Tocqueville Society and Partners in Leadership. The Partners in Leadership club along with Drake's Presidents Circle were launched under Ellen's staff tenure and were the first initiated recognition club for gifts of \$1,000 and more to both organizations. Ellen is a volunteer leader of various community organizations and is past President of the Junior League of Des Moines, (2000-2001).

Ellen, a consultant since 1998, is owner of Funding Solutions, Incorporated. Funding Solutions, since inception in 2002, works with diverse not-for-profits on a variety of projects including board training and development, capital campaigns, fundraising plans, strategic planning and sponsorship recruitment. Some of Funding Solutions clients include: Anawim Housing, Broadlawns Medical Center, Blank Park Zoo, Boys and Girls Club, Young Women's Resource Center, Polk County Housing Trust Fund, Jasper County Conservation, Parenting Way, Chrysalis Foundation, Eyerly Ball, Family Promise, the Susan G. Komen Foundation, Hawthorn Hill, I Have A Dream Foundation, Lincoln High School Alumni Association - *Lincoln Vision Campaign*, Community Foundation, St. Vincent de Paul, Washington University of St. Louis, Healthy Birth Day, Amanda the Panda, Italian American Cultural Center of Iowa, Des Moines Social Club, Iowa Legal Aid, Des Moines Public Charter School, 50/50 in 2020, Jewish Federation of Des Moines, the Drake University National Alumni Board, Polk County Conservation- Jester Park Nature Center, Madison County Conservation, United Nations Association of Iowa, Urbandale Miracle League and conferences coming to Des Moines through the Des Moines Convention and Visitors Bureau.

Funding Solutions business model includes the company founder and a host of sub contractors who have expertise and skills including strategic planning, feasibility studies, campaign design; implementation and guidance, fundraising plans, coaching executive leadership, marketing and messaging, grant writing and prospect research.

Ellen, a native of Tucson, Arizona holds a degree in Communications from the University of Arizona. Ellen and her husband Bruce have two adult children.

Funding Solutions

Successful fundraising strategies for non-profits

Work Plan for Strategic Planning Session to Update the Goals of the Public Art Master Plan For West Des Moines Public Arts Advisory Commission

Strategic Planning Session and Timeline:

- A face to face meeting and a conference call prior to Strategic Planning session to review session needs and goals of WDM Public Arts Advisory Commission from key staff and key commission member(s). This key group is also known as the lead committee for strategic planning session. Projected timeline: February 2020
- Preparation and approval of two session agendas by lead planning committee members (see above). Projected timeline: On or about March 25, 2020
- Assist key staff and/or board chair with details of two sessions, set up, facilitation and tear down for sessions.—Strategic Planning includes key staff members, commission member presence and if applicable key community leaders. Work with staff leaders and Commission Chair to have 100% participation of commission members. Projected timeline: April 2020
(In our experience, two part sessions are workable if they are close to one another, i.e. a few days apart of at most one week apart.)
- Develop a written comprehensive report with up to 3 year plan on meeting the new goals of the Master Art Plan including suggested timelines for year one and outlines of tasks for years two and three. Timeline: May to early June 2020
- Presentation of draft plan with face to face meeting with Strategic Planning Committee. Targeted timeline—approximately four weeks after strategic planning session occurs. Timeline: May to early June 2020
- Face to face presentation of final plan/report to Commission members within 8-10 weeks of strategic planning session. Best if planned around an existing Commission members meeting. Projected timeline: Late May 28, 2020 or June 2020

Cost: \$4,500 with payments made on a monthly basis over the course of months that work will be completed.

Phase Two: (Optional, but needs to be determined when contract is engaged with FSI)

- For 20 hours, continue to guide via face to face meetings with Lead Staff and appointed lead members of commission. Recommend and facilitate strong, consistent goals, focus, accountability and integration of efforts between lead staff, Commission Chair and members of the commission for 2.5 to 3 months after the plan is presented to Commission.
Timeline: if interested in this Phase, timeline to be discussed.
Cost for Phase Two: \$2,000 to be paid over approximately three months.

(Exact timelines, to be determined once the session date is decided.)

CITY OF WEST DES MOINES PUBLIC ARTS ADVISORY COMMISSION

DATE: January 23, 2020

ITEM: Motion – Approval of Master Plan Update - Professional Services – Brian Bonanno & Ellen Nelson

FINANCIAL IMPACT: Brian Bonanno Professional Services provided at \$500; Ellen Nelson Professional Services provided at \$4,500

SYNOPSIS: The Public Art Master Plan that guides the work of the Public Arts Advisory Commission was last updated in 2015 and includes goals and a work schedule through 2020. The Public Art Master Plan has to be updated to cover the next 5 years, 2020-2025. Only the goals and work schedule portions of the current Public Art Master Plan will be updated.

Staff contacted Bonnano and Nelson about providing professional consulting services for the Public Art Master Plan Update project. Staff met with Bonnano in-person and with Nelson by phone.

Based on the interviews and written proposals received from Bonnano and Nelson, staff is recommending that the Commission enter into a contract with each separately. Both proposals are attached.

Bonnano will be leading the Commission through a presentation on new trends, practices, and principles related to public arts and cultural programming. In separate workshops, Ellen Nelson will facilitate strategic planning sessions. Nelson will prepare a final report based upon the Commission's feedback.


BACKGROUND:

OUTSTANDING ISSUES (if any): None

RECOMMENDATION: That the Commission recommend professional services contracts be negotiated with Brian Bonnano and Ellen Nelson to assist in the Master Plan Update project.

Lead Staff Member: Allison Ullestad, Arts, Culture, and Enrichment Supervisor

STAFF REVIEWS

Department Director	Sally Ortgies, 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	

Artist Eligibility


Lead artist must currently reside in Iowa or have "roots" in Iowa

BACKGROUND: The Environmental Education Traffic Signal Box Art Workgroup has met one time. Members include Josh Duden (WDM Citizen), Amenda Tate (WDM Citizen, artist), Joe Cory (WDM Citizen), Ryan Crane, and Jeff Phillips.

RECOMMENDATION: The Workgroup recommends that the Commission approve the Call for Artists.

Lead Staff Member: Allison Ullestad, Arts, Culture and Enrichment Supervisor

STAFF REVIEWS

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

PUBLICATION(S) (if applicable)

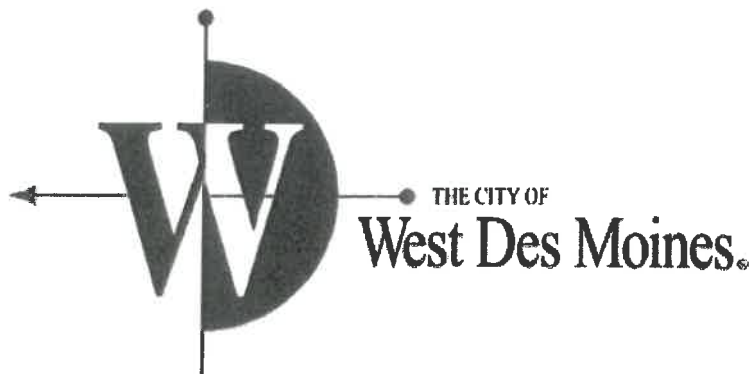
Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee	
Date Reviewed	
Recommendation	

CALL FOR ARTISTS

Environmental Education Traffic Signal Box Art



West Des Moines Public Arts Advisory Commission
City of West Des Moines, Iowa

CALL FOR ARTISTS

ENVIRONMENTAL EDUCATION TRAFFIC SIGNAL BOX ART

City of West Des Moines

Public Art Commission Opportunity

ABOUT WEST DES MOINES

The rapidly growing community of West Des Moines recognizes the importance of quality of life which includes improvements in human development, education, health, environmental sustainability, as well as recreational amenities and social infrastructure. The City offers a wide variety of employment opportunities from retail to office to industrial. Housing options range from apartments to upscale townhomes and historic areas to new developments featuring every amenity. West Des Moines is an attractive place to live for all types of people from young adults to empty nesters. So many choices for working, dining, shopping, and living is certainly part of the appeal of West Des Moines.

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.

ABOUT THIS OPPORTUNITY

"Environmental Education Traffic Signal Box Art" Public Art Statement

West Des Moines is a vibrant place of natural beauty. The City of West Des Moines is committed to using practices that demonstrate environmental stewardship and creating opportunities for residents and visitors to encounter everyday ways to learn about our environment. Environmental education connects us to the world around us, teaching us about both natural and built ecosystems. It raises awareness of issues impacting the biosphere upon which we all depend, as well as actions we can take to improve and sustain it.

The West Des Moines Public Arts Commission wants to provide everyday environmental education to the community through public art. The Commission wants every person who experiences the artwork to learn about the challenges our society faces, from climate change to decreasing access to nature, as well as threats to natural species and habitats. It is the hope of the Commission that the Environmental Education Traffic Signal Box Art project will create awareness about environmental issues and help residents and visitors make intelligent, informed decisions about how they can help take care of our natural resources.

Using funds provided to the City of West Des Moines through a Metro Waste Authority Environmental Enhancement Grant, the project will consist of eight (8) identified traffic signal boxes on public property in West Des Moines which will be wrapped in vinyl designs. Each artistic design will call viewers' attention to a specific environmental education topic. Thus, public art will not only enhance what is often seen as visual clutter in a city but will also communicate to the public the ways in which their actions can affect the environmental health of the community. The selected artist/artist team will receive \$4,000 to produce eight works of art.

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 in art design
- 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:

- Be used to communicate information to the viewer on eight selected environmental education topics, which are:
 1. Wind energy
 2. Solar energy
 3. Recycling
 4. Composting
 5. Plastics use
 6. Tree planting
 7. Water quality
 8. Hazardous waste disposal
- Be suitable for public viewing
- Create a sense of discovery, emotional connection, and call for action
- Be aesthetically pleasing and visible by both drivers and pedestrians
- Be appealing during all seasons
- Include Metro Waste Authority logo and City logo in pre-designated location in each design

ELIGIBILITY

Artist or artist team:

- Must show an understanding of the eight environmental education topics listed in the project criteria as they relate to West Des Moines and Iowa
- Must have experience in art design
- Must currently reside in Iowa or have “roots” in Iowa
- 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 Environmental Education Traffic Signal Box Art Work Group. If necessary, interviews may be conducted with selected artist/artist teams.

Upon selection of an artist/artist team whether based solely upon submission materials or upon interviews, one artist/artist team will be commissioned to design and develop eight (8) unique art work designs that can be fabricated and installed by the City on eight (8) traffic signal boxes.

PROPOSED SCHEDULE

January 27	Call for Artists announced
February 28	Submission deadline/proposals forwarded to Environmental Education Traffic Signal Box Art Work Group for review
Week of March 9	Environmental Education Traffic Signal Box Art Work Group selects artist/artist team (schedule may be extended if interviews are conducted)
March 26	Approval of artist contract by WDM Public Arts Advisory Commission
April 6	Approval of artist contract by WDM City Council/artist begins final proposal
May 15	Artist submits final proposal
Week of May 18	Environmental Education Traffic Signal Box Art Work Group approves final proposal
End of May/Early June	Local printing company fabricates and installs vinyl wraps
June 15	Project installation complete

Schedule may be subject to change.

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):

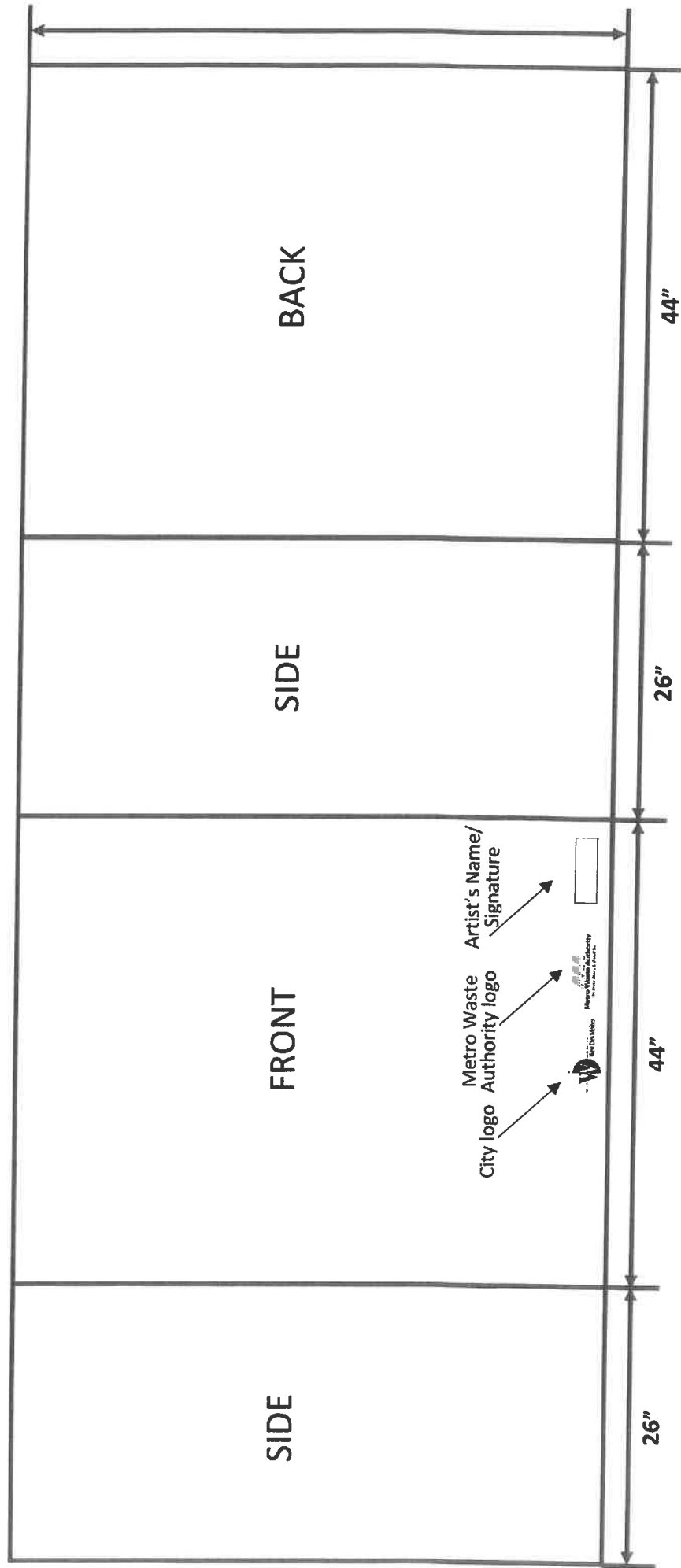
- Contact information for artist/artist team members
- One-page letter describing interest in project and approach to design; please include statements addressing eligibility criteria and project criteria
- One-page biographical information or resume for lead artist(s) (include one paragraph for each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

- Two artistic references (contact information only) stating artist/reference relationship
- Work samples: include 2-4 work samples showing projects completed within the last 5 years with up to 3 digital images of each project. Save all as 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 of one of the eight environmental education topics listed above (artist's choice) that must include art design using the dimensions provided in the attached traffic signal box template. (Artist's concept to remain artist's property during submission process.)

Please submit all materials via email to Allison Ullestad, Arts, Culture, and Enrichment Supervisor, at allison.ullestad@wdm.iowa.gov. Include "Environmental Education Traffic Signal Box Art" in the subject line. All materials must be received **by 4:00 p.m. CST on Friday, February 28, 2020**. 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 Allison Ullestad, Arts, Culture, and Enrichment Supervisor, at 515-222-3455 or allison.ullestad@wdm.iowa.gov.

ENVIRONMENTAL EDUCATION TRAFFIC SIGNAL BOX ART BOX TEMPLATE



SIDE

26"

FRONT

City logo

Metro Waste Authority logo

Artist's Name/Signature

44"

SIDE

26"

BACK

44"

EXAMPLES OF VINYL WRAPS ON TRAFFIC SIGNAL BOXES



Artist Eligibility


Lead artist must currently reside in Iowa or have "roots" in Iowa

BACKGROUND: The Environmental Education Traffic Signal Box Art Workgroup has met one time. Members include Josh Duden (WDM Citizen), Amenda Tate (WDM Citizen, artist), Joe Cory (WDM Citizen), Ryan Crane, and Jeff Phillips.

RECOMMENDATION: The Workgroup recommends that the Commission approve the Call for Artists.

Lead Staff Member: Allison Ullestad, Arts, Culture and Enrichment Supervisor

STAFF REVIEWS

Department Director	Sally Ortgies, 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			