

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

**AGENDA**

**5:30 p.m.**

**Thursday, February 27, 2020  
WDM City Hall - Council Chambers  
4200 Mills Civic Parkway**

- 1. Call to Order / Approval of Agenda**
- 2. Citizen Forum**
- 3. Approval of Minutes of January 23, 2020 Meeting**
- 4. Old Business**
- 5. New Business**
  - A. Motion –Establish Light Valley Junction Public Art Project Work Group
  - B. Motion – Approval of Art on the Campus People’s Choice Award Selection 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**

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, January 23, 2020**

The regular meeting of the West Des Moines Public Arts Advisory Commission was called to order on Thursday, January 23, 2020, at 5:33 p.m. by Vice Chair Phillips

<b>Commission</b>	Jeff Phillips <i>Vice Chair</i>	Brenda Sedlacek <i>Secretary</i>	Tamara Kenworthy	Ryan Crane <i>Chair</i>	Rita Luther
<b>Present</b>	X	X	X arrived at 5:42	X	X
<b>Commission</b>	Diane Boyd	Jed Gammell			
<b>Present</b>	X				

<b>Staff</b>	Sally Ortgies <i>Director of Parks &amp; Recreation</i>	Allison Ullestad <i>Arts, Culture, and Enrichment Supervisor</i>	Miranda Kurtt <i>Secretary</i>	Matt McKinney <i>Council Liaison</i>
<b>Present</b>	X	X	X	X

**On Item 1. Approval of Agenda**

Luther moved to approve the agenda as presented. Boyd seconded. Motion carried, 5 yes.

**On Item 2. Citizen Forum**

Ullestad introduced Marnie Strate as the new Arts, Culture, and Enrichment Coordinator. Matt McKinney, our new Council Liaison was present.

**On Item 3. Approval of Minutes of November 14, 2019, Meeting**

Phillips moved to approve the minutes as presented. Luther seconded. Motion carried, 5 yes.

**On Item 4. Old Business**

No report.

**New Business**

**On Item 5A. Motion – Approval of Call for Artists – Traffic Signal Box**

Ullestad stated that this project was originally initiated by the department’s Public Art Intern, Anderson Goncalves. Following that, the Parks and Recreation Green Team applied for a Metro Waste Authority Environmental Enrichment Grant which was awarded for the Traffic Signal Box Public Art project. The Environmental Education Traffic Signal Box Art Work Group members are: Josh Duden (WDM Citizen), Amanda Tate (WDM Citizen, artist), Joe Cory (Pubic Services), Ryan Crane, and Jeff Phillips. The Work Group was approved by the Commission at the November meeting. Cory has identified 8 boxes out of the 170 plus boxes in the city that would work best for this project. The eight selected boxes are visible from both the street and a trail and do not have any obstacles to work around. Sedlacek questioned what Public Services staff thought about this project. Jim Dickinson, Traffic Engineer, was initially concerned about the wraps retaining heat. However, after researching the issue, it was found to not be a problem. Kenworthy asked if a site map for the box locations could be created. Ullestad stated that one could be created once the locations have been finalized by the Work Group.

Boyd moved to approve the Call for Artist – Traffic Signal Box as presented. Boyd seconded. Motion carried, 6 yes.

### **On Item 5B. Motion – Approval of Public Art Master Plan Update Process**

Ortgies stated the Communications Committee met regarding the update to the Public Art Advisory Commission Master Plan. A two-prong approach is being proposed. Brian Bonanno will lead the Commission through a 90-minute presentation on new trends, practices, and principles related to public art and cultural programming. Ellen Nelson will then facilitate two 3-hour sessions guiding the Commission in developing strategic goals for the next 5 years. Ortgies stated that Bonanno's portion would potentially take place in a Workshop immediately following the regular Public Art Advisory Commission meeting in March. The Commission would meet with Nelson in April. Nelson will work with the Communications Committee to prepare for the upcoming April sessions. Crane offered to send out the current Public Arts Master Plan to the Commission. Ortgies stated that it can also be accessed from the City of West Des Moines Public Arts Advisory Commission webpage. Luther questioned if the Commission will be involved in the planning of the Amphitheater Events. Ullestad stated that a clear decision has not been made regarding this since not all events at the Amphitheater will be considered Public Art. Ortgies shared that the City Code only gives the Commission authority over visual art, so further discussion would be needed about any possible changes.

Phillips moved to approve the Public Art Master Plan Update Process as presented. Luther seconded. Motion carried, 6 yes.

### **Committee Reports**

#### **On Item 6A. Events Committee**

The Events Committee has not met. Crane questioned if the pieces for Aqua Strata have been painted. Ullestad stated they were painted the week of January 20. Ortgies stated that the Iowa Stormwater Education Partnership is planning to have a table at the Parks and Recreation's Earth Day event on April 25 along with their temporary art pieces.

#### **On Item 6B. Communications Committee**

Ullestad stated that signage for Even Waters is put on hold until Aqua Strata is complete, to insure continuity between the projects. The cost per sign is approximately \$1,000. Kenworthy stated that media relations will be a focus of the next Communications Committee meeting. Strate is working on submitting all of West Des Moines' public art pieces to the Greater Des Moines Public Art Foundation's website. Strate stated that the images need to be consistent in size, resolution, etc. Once the weather is more favorable, she will work on getting images of all the pieces.

#### **On Item 6C. Exhibition Committee**

Ortgies stated that the next Exhibition Committee meeting will be held on February 10. The agenda will include determining the Light Valley Junction work group members and Art on the Campus 2020 People's Choice Award voting process.

### **Project Work Group Reports**

#### **On Item 7A. Water Quality Community Service Public Art Projects/Event**

No meeting is scheduled at this time. This work group will likely be disbanded after Earth Day. Strate is working with Melanie Perry, Parks and Recreation's Naturalist, to create a children's brochure for Even Water.

#### **On Item 7B. Amphitheater Public Art**

The next work group meeting is scheduled for Wednesday, January 29. Ullestad stated that there were 36 responses received to the Request for Artist Qualifications for the Amphitheater public art project.

Strate has organized them all into a document to be reviewed by the work group. The group will be selecting 3 artists to be invited for an interview.

**On Item 7C. Traffic Signal Box Art**

Discussed above.

**Staff Reports**

**On Item 8A. Recreation Program/Facility Supervisor**

Ullestad will have a photograph taken of Folded Flags for submission to the Americans for the Arts awards program.

**On Item 8B. Director of Parks and Recreation**

Ortgies stated the Americans for the Arts convention is June 26-28. The conference is in Washington D.C. so the City will likely only be sending one person due to the higher cost. Phillips is the only Commission member that has not attended the conference. He agreed to look into the opportunity and let Ortgies know if he was interested.

**On Item 9. Other Matters**

Crane asked about the RecPlex progress. Ortgies stated that Shayne Ratcliff was hired as the General Manager, and the construction of the building is well underway. Ullestad stated that Tallgrass Theater is looking for a new location. Phillips questioned the status of the artwork proposed for the HVAC equipment screen at the library. Ullestad will follow-up on this. Phillips questioned if there has been anymore discussion of a tour of art around the metro. Ortgies stated that this could possibly be discussed with Brian Bonnano when he is here for his presentation.

**Receive, File and/or Refer**

None.

Kenworthy moved to adjourn the meeting. Phillips seconded. Motion carried, 6 yes. The meeting adjourned at 6:37 p.m.

Respectfully submitted,

---

Miranda Kurtt  
Parks & Recreation Secretary

ATTEST:

---

Brenda Sedlacek  
Secretary

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

**DATE:** February 27, 2020

**ITEM:** Motion –Establish Light Valley Junction Public Art Project Work Group

**FINANCIAL IMPACT:** Total of \$50,000 is included in the Public Art Fund budget for artwork related to the Light Valley Junction project.

**SYNOPSIS:** The Public Art Master Plan requires a Public Art/Artist Selection Panel (Work Group) be established for commissioned projects. This Work Group would recommend the artist(s), in conjunction with staff, for the proposed Light Valley Junction project. Phase I of the project was completed in November of 2019 by the Historic Valley Junction Foundation. The Public Arts Advisory Commission will commission a work of art for Phase II of the Light Valley Junction project. The Light Valley Junction Public Art Work Group would assist in identifying the project criteria, preparing the art statement, selecting an artist, and developing a contract with an artist.

**BACKGROUND:** Public Art Master Plan, Section 6.3

The Public Art/Artist Selection Panels shall:

- Consist of approximately 5 to 8 members. Subject to additional members if the public art project warrants expanded representation.
- Be ad-hoc panels formed for a limited period of time and charged by the Public Arts Advisory Commission with recommending public artists for individual projects or groups of projects for specific public art sites.
- Consist of individuals broadly representative of the following categories: artists, arts professionals, community members, donors, project architects and/or engineers, landscape architects, project managers, and others as deemed appropriate.
- Author and approve a public art philosophy statement for each proposed public art project. The public art statement will outline community values, beliefs to be expressed by the public art project, and share this statement with the community and selected public artists. The public art statement must be officially approved by the Public Arts Advisory Commission prior to moving forward with public artist/art selection and public artist proposal submissions.
- Review professional credentials, prior work, proposals and other materials submitted by public artists for particular projects.
- Recommend to the Public Arts Advisory Commission public artist(s) to be commissioned for a project, or who will be engaged to join the design team for public art projects.
- Respond to the charges outlined in the public art project prospectus and project guidelines, concerning the requirements and concerns addressed within the particular project.
- Be sensitive to the public nature of the project and the necessity for cultural diversity in the Public Art Program and Collection.
- Continue to meet, when appropriate, to review the selected public artist's design concepts.

The Exhibition Committee met by phone on February 14, 2020, to review the Work Group members. Committee members were in agreement with the names recommended by staff.

**OUTSTANDING ISSUES** (if any): None

**RECOMMENDATION:** The Exhibition Committee recommends that the Light Valley Junction Public Art Project Work Group (selection panel) consist of five (5) voting members to include the following:

- Brenda Sedlacek (Commissioner)
- Matt Hauge (Executive Director, Historic Valley Junction Foundation)
- Vince Valdez (WDM Citizen)
- Julie Eliason (Director of Marketing, KCL Engineering)
- Mike Kunzler (Art Director, Kunzler Studios)

**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			

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

**DATE:** February 27, 2020

**ITEM:** Motion – Approval of Art on the Campus People's Choice Award Selection Process

**FINANCIAL IMPACT:** \$500 is included in the FY 20-21 Public Art Fund budget for the 2020 Art on the Campus People's Choice Award.

**SYNOPSIS:** The Commission is sponsoring the eighth temporary "Art on the Campus" exhibit from April 15, 2020 to November 15, 2020. A \$500 People's Choice Award will be given to the artist whose artwork is voted the favorite. The Exhibition Committee met by phone on February 14, 2020, to discuss the award selection process.

**BACKGROUND:** In the past, the People's Choice Award winner was determined by an online survey that the general public completed. In 2019, the total voting participation for the People's Choice Award was 32. Seeking another way to select the People's Choice Award, the Exhibition Committee recommends that a selection panel be created. The selection panel would consist of four (4) voting members to include:

- Public Arts Advisory Commission City Council Liaison
- Local Arts Professional
- High School or College Art Student
- Public (via online survey)


The selection panel members will individually rank/order the 10 artworks (with 1 being the highest) between April 30 and May 31, 2020. The public will also rank the artworks via an online survey using the same ranking method. Each member's vote will be weighted equally. The People's Choice Award winner will be featured in the Summer/Fall WDM Magazine which will be published in August, 2020.

**OUTSTANDING ISSUES** (if any): None

**RECOMMENDATION:** The Exhibition Committee recommends that the Art on the Campus People's Choice Award selection panel consist of four (4) voting members to include the following: Public Arts Advisory Commission City Council Liaison, Local Arts Professional, High School or College Art Student, and Survey Monkey Public Survey.

**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	