

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

**AGENDA**

**5:30 p.m.  
Thursday, June 25, 2020  
WDM City Hall – Council Chambers  
4200 Mills Civic Parkway**

- 1. Call to Order / Approval of Agenda**
- 2. Election of Commission Officers**
  - A. Chair
  - B. Vice-Chair
  - C. Secretary
- 3. Citizen Forum**
- 4. Approval of Minutes of March 26, 2020 Meeting**
- 5. Old Business**
- 6. New Business**
  - A. Motion – Approval of Final Proposal – Environmental Education Traffic Signal Box Art Project
- 7. Committee Reports**
  - A. Events Committee
  - B. Communications Committee
  - C. Exhibition Committee
- 8. Project Work Group Reports**
  - A. Water Quality Community Service Art Projects/Event
  - B. Amphitheater Public Art
  - C. LIGHT Valley Junction Public Art
- 9. Staff Reports**
  - A. Arts, Culture & Enrichment Supervisor
  - B. Director of Parks and Recreation
- 10. Other Matters**
- 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.

**WEST DES MOINES PUBLIC ARTS ADVISORY COMMISSION PROCEEDINGS  
Thursday, March 26, 2020**

The regular meeting of the West Des Moines Public Arts Advisory Commission was called to order on Thursday, March 26, 2020, at 5:37 p.m. by Chair Crane.

<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	X	X

<b>Commission</b>	Diane Boyd	Jed Gammell
<b>Present</b>	X	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>	Marnie Strate <i>Arts, Culture, and Enrichment Coord.</i>	Matt McKinney <i>Council Liaison</i>
<b>Present</b>	X	X	X	X	

**On Item 1. Approval of Agenda**

Sedlacek moved to approve the agenda as presented. Luther seconded. Motion carried, 6 yes.

**On Item 2. Citizen Forum**

No report.

**On Item 3. Approval of Minutes of February 27, 2020, Meeting**

Boyd moved to approve the minutes as presented. Luther seconded. Motion carried, 6 yes.

**On Item 4. Old Business**

No report.

**New Business**

**On Item 5A. Motion – Approve Recommendation to City Council – Jamie Hurd Amphitheater Public Art Project – Douwe Blumberg**

Kenworthy inquired about the selection process for the artists. Phillips and Crane were the Commission’s representatives to the project work group. Phillips stated that each artist had the opportunity to visit the construction site for the amphitheater. They then had an hour to present their work experience and thoughts about the project. Based upon the interviews, the work group selected Douwe Blumberg. The work group appreciated Blumberg’s experience working with government agencies on various projects. They were also very impressed with Blumberg and his work. Sedlacek questioned if Joe Wallace’s vote was eliminated due to his late arrival for the first interview. Ullestad confirmed that was the reason his vote was not used in the tally. Ullestad stated that she contacted one of Blumberg’s references since the vote was tied between Averuch and Blumberg. Crane stated that Blumberg was flexible and could easily engage the community. Sedlacek questioned timing of the community engagement. Ullestad stated it would occur prior to submitting his proposal. Sedlacek questioned if the piece would be part of the amphitheater infrastructure. Ortgies stated that it will be integrated with the amphitheater site but may not be part of the infrastructure itself due to timing of construction. Luther questioned timing of a proposal. Ullestad and Ortgies stated that the contract is under review by the Legal Department and with the current COVID-19 situation, it is not a high priority. The contract will likely not go to Council on April 6 but could potentially be ready for the April 20 meeting. Ullestad stated that with COVID-19, the community engaged would probably be delayed.

Sedlacek moved to approve the Recommendation to City Council – Amphitheater Public Art Project – Douwe Blumberg as presented. Luther seconded. Motion carried, 6 yes.

**On Item 5B. Motion – Approval of Recommendation to City Council – Traffic Signal Box Environmental Education Art Project – Clint Hansen**

Boyd, the Commission representative on the project work group, stated that there were five highly qualified candidates. The quality of the art pieces submitted was excellent considering the artist would receive a \$4,000 commission. All of the top three candidates are local artists. Sedlacek commented that Hansen has a diverse portfolio. Kenworthy requested that the artwork accurately reflect what can be recycled. Ullestad stated that Hansen reached out to her to gather information on West Des Moines' recycling practices and policies. Ullestad stated that communication with Hansen has stressed that his final product not appear to be advertising or signage. A discussion regarding his submitted design of the owl and a possible animal theme took place. Ortgies read the project art statement to reiterate the goal of this project. Ortgies and Ullestad will take the Commission's feedback from this discussion to the work group.

Sedlacek moved to approve the Recommendation to City Council – Traffic Signal Box Environmental Education Art Project – Clint Hansen as presented. Phillips seconded. Motion carried, 6 yes.

**On Item 5C. Discussion – Blossoms on the Water**

Crane stated the Earth Day Event has been canceled and a decision needs to be made on whether to suspend or cancel the installation of Blossoms on the Water. Phillips stated that he would like to see the artwork installed for another event and not end the contract. Ullestad stated that it could possibly be displayed at the opening of the Jamie Hurd Amphitheater or during Illumifest. The consensus of the Commission was to find a later date if it works with Thammavong's schedule.

**Committee Reports**

**On Item 6A. Events Committee**

Ullestad stated that the Committee did not meet. Ullestad has been in contact with Thammavong regarding the completion of Aqua Strata. The supplies needed to complete Aqua Strata have been delayed due to the COVID-19 situation. Thammavong has asked for a 5-week extension with a target date of delivery and installation of May 8. Phillips stated that this is an acceptable request. Sedlacek questioned when the construction will be completed at the Nature Lodge. Ortgies stated the construction is scheduled to be completed by May 1, however, the Nature Lodge is closed through May 10 due to COVID-19. An unveiling event will be determined at a later time.

**On Item 6B. Communications Committee**

Ullestad stated the Communications Committee has not met. Kenworthy sent an email with a draft outline of a communications planning process to Ortgies. This will be discussed when the Committee can meet in person.

**On Item 6C. Exhibition Committee**

Ullestad stated that all of the Art on the Campus artists will plan on installing by April 30.

**Project Work Group Reports**

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

Discussion in previous portion of this meeting.

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

Discussion in previous portion of this meeting.

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

Discussion in previous portion of this meeting.

**Staff Reports**

**On Item 8A. Arts, Culture & Enrichment Supervisor**

Strate stated that Brian Bonanno is flexible in rescheduling his portion of the Strategic Planning meeting at a future date.

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

Ortgies stated that there is a potential Bravo Grant opportunity for public art. Ullestad and Ortgies met with Sally Dix and Nicole Shalla of Bravo, to discuss ideas for the grant. The Light Valley Junction public art project meets grant criteria. The requested grant amount would be \$25,000 with a \$25,000 match from the public art fund. Applications are due on April 3. Ortgies mentioned that Ellen Nelson is still planning on April 21 and 28 dates, however, this could potentially be postponed. Crane stated that Nelson questioned having a teleconference, but it was felt that this would not be a conducive way to meet. Ortgies stated that the City is looking for the best solution to hold public meetings and is leaning towards the use of Microsoft Teams. The advantages of this platform are the video capabilities for staff and the Commission and easy access by the public via phone. Luther questioned if elections will occur in April. Ortgies stated they would occur. Ortgies and Ullestad looked in to the American for the Arts award and found that they will not be offering the program in 2020. They plan to offer it again in 2021 with projects completed in both 2019 and 2020 being eligible. Staff would plan to submit Folded Flags at that time.

**On Item 9. Other Matters**

Crane asked about the proposed artwork around the utility enclosure at the Library. Ullestad stated that Brian Bannano sent her feedback including costs, materials, etc. This was forwarded to the Library. Boyd will not be attending the Americans for the Arts conference in D.C. She questioned if staff could attend. Ortgies stated that staff will discuss that possibility.

**Receive, File and/or Refer**

None.

Luther moved to adjourn the meeting. Phillips seconded. Motion carried, 6 yes. The meeting adjourned at 6:56 p.m.

Respectfully submitted,

\_\_\_\_\_  
Miranda Kurtt  
Parks & Recreation Secretary

ATTEST:

\_\_\_\_\_  
Brenda Sedlacek  
Secretary

6A

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

**DATE:** June 25, 2020

**ITEM:** Motion – Approval of Final Proposal – Environmental Education Traffic Signal Box Art Project

**FINANCIAL IMPACT:** \$4,000 to be paid to contracted artist, Clint Hansen. Up to \$9,000 has been budgeted for fabrication and installation of vinyl wraps. Metro Waste Authority grant funds will be used to cover \$10,000 of the project expenses. The remainder of the cost, if any, will be covered by Public Art funds in the '19-'20 budget.

**SYNOPSIS:**

The Environmental Education Traffic Signal Box Art Work Group was formed and approved in November of 2019. The Work Group members are:

- Diane Boyd (Commissioner)
- David Sadler (Parks Superintendent, WDM P&R Department)
- Joe Cory (Deputy Director, WDM Public Services Department)
- Joshua Duden (West Des Moines citizen)
- Amenda Tate (West Des Moines citizen, artist)

A Call for Artists was developed by the Environmental Education Traffic Signal Box Art Work Group for the design of 8 permanent works of art to be sited on City of West Des Moines traffic signal boxes throughout the city.

The Work Group received submissions from 5 local artists. On March 10, 2020, the Work Group unanimously approved a recommendation to contract with Clint Hansen of Urbandale, Iowa. At their regular monthly meeting on March 26, 2020, the PAAC approved a recommendation that City Council approve an artist agreement with Clint Hansen. City Council approved the artist agreement with Hansen on April 20, 2020.

The Work Group met virtually with Hansen on June 2, 2020, to review Hansen's final proposal, which was then unanimously approved.

**BACKGROUND:** The Call for Artists and a copy of Hansen's final proposal is attached for review. A map of artwork locations is also attached.

**OUTSTANDING ISSUES** (if any): If/when Hansen's Final Proposal is approved, Alamega Communications, which was selected through the competitive informal bidding process, will fabricate and install the vinyl wraps at each of the 8 locations at a quoted total cost of \$5,845. Installation will be complete by July 15, 2020.

**RECOMMENDATION:** The Environmental Education Traffic Signal Box Art Project Work Group recommends approval of Hansen's Final Proposal.

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

**STAFF REVIEWS**

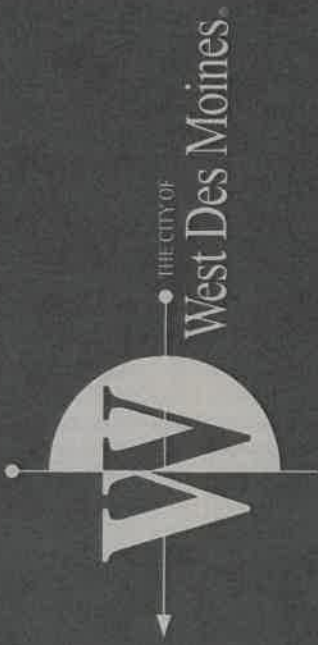
Department Director	Sally Orgies, Director of Parks and Recreation
Appropriations/Finance	
Legal	
Agenda Acceptance	

**PUBLICATION(S)** (if applicable)

Published In	
Dates(s) Published	

**SUBCOMMITTEE REVIEW** (if applicable)

Committee	EETSBAPWG		
Date Reviewed	4/20/20		
Recommendation	Yes		No

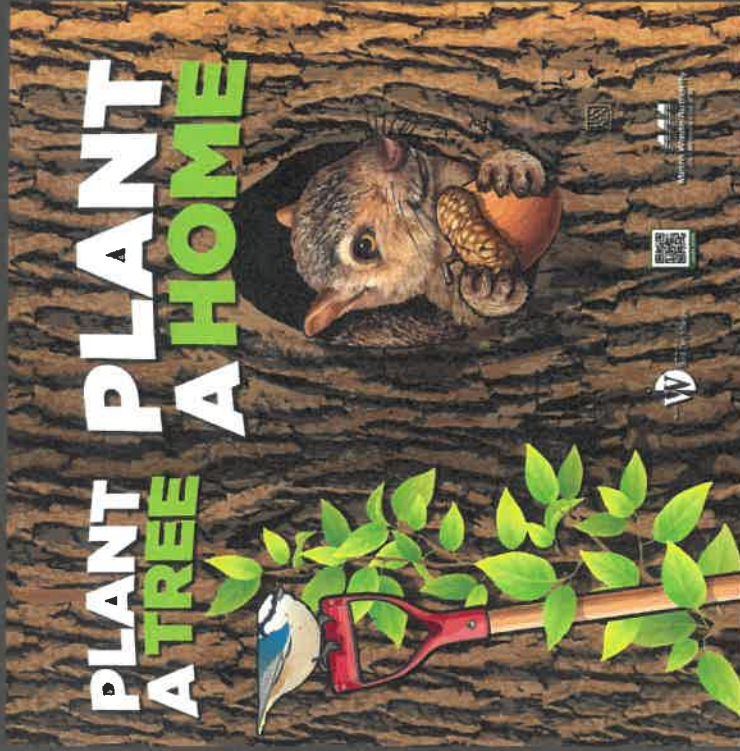


# WEST DES MOINES TRAFFIC SIGNAL BOX DESIGN PROJECT

CLINT HANSEN



JUNE 2020



WEST DES MOINES TRAFFIC SIGNAL BOX DESIGNS  
MILLS CIVIC PKWY & GLEN OAKS DR

JUNE 2020



WEST DES MOINES TRAFFIC SIGNAL BOX DESIGNS  
 JORDAN CREEK PKWY & ASHWORTH RD

JUNE 2020





WEST DES MOINES TRAFFIC SIGNAL BOX DESIGNS  
GRAND AVE & EP TRUE PARKWAY

JUNE 2020



WEST DES MOINES TRAFFIC SIGNAL BOX DESIGNS  
VALLEY WEST DRIVE & SYLVANIA DR

JUNE 2020



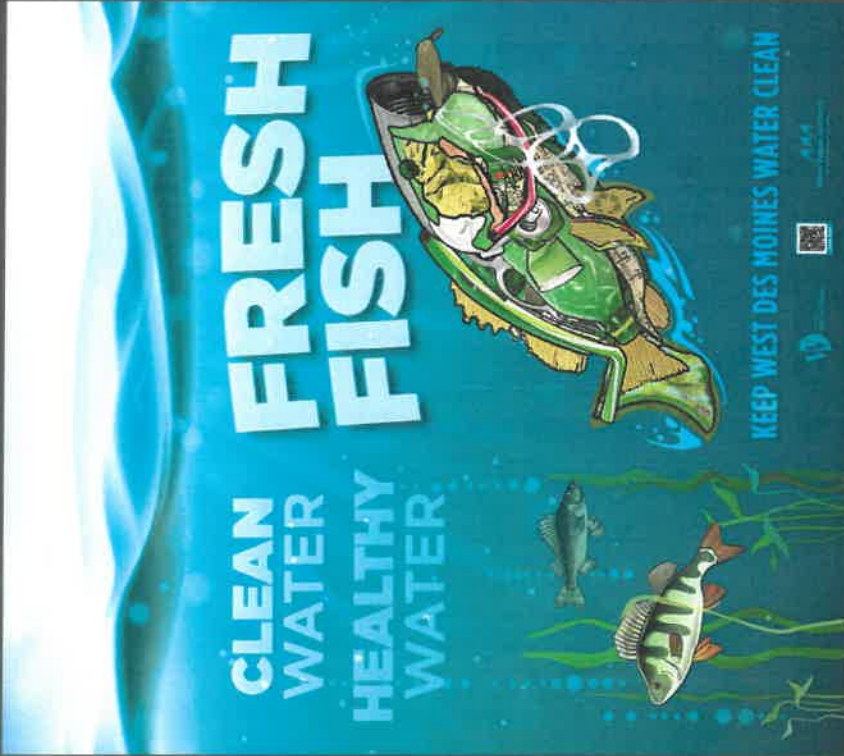
WEST DES MOINES TRAFFIC SIGNAL BOX DESIGNS  
MILLS CIVIC PKWY & SOUTH 60TH ST

JUNE 2020



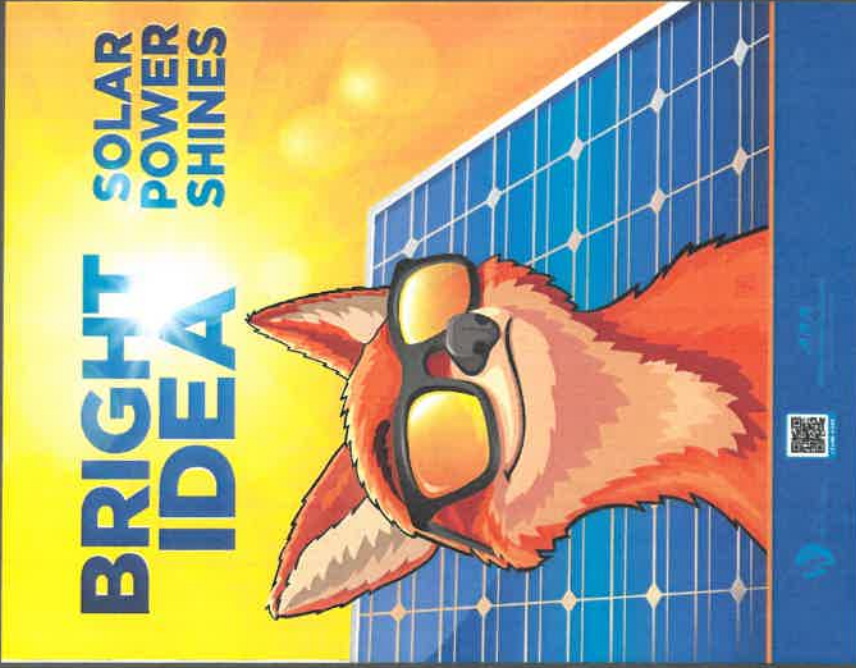
WEST DES MOINES TRAFFIC SIGNAL BOX DESIGNS  
ASHWORTH ROAD & 8TH ST

JUNE 2020



WEST DES MOINES TRAFFIC SIGNAL BOX DESIGNS  
GRAND AVE & RRRP ENTRANCE

JUNE 2020

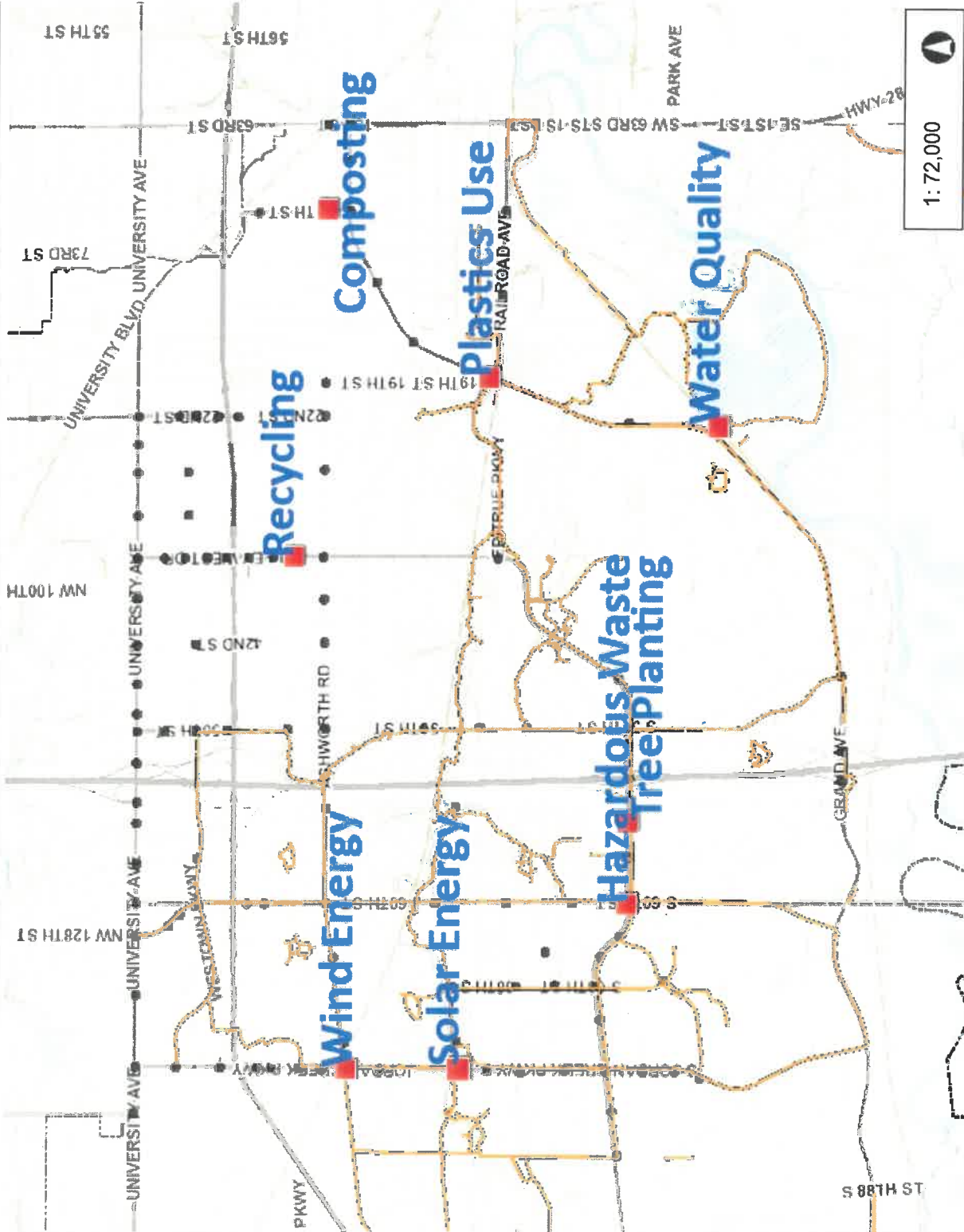


WEST DES MOINES TRAFFIC SIGNAL BOX DESIGNS  
JORDAN CREEK PKWY & EP TRUE PKWY

JUNE 2020



# Environmental Education Traffic Signal Box Art Locations



12,000.0

0 6,000.00 12,000.00 Feet

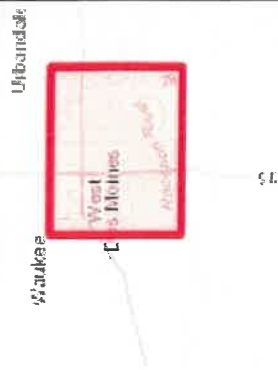
12,000.0 Feet

1:72,000



### Legend

- Trails
- Signalized Intersections



Disclaimer: The City of West Des Moines makes no warranties regarding the accuracy or completeness of the data provided herein.

THIS MAP IS NOT TO BE USED FOR NAVIGATION

# 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):

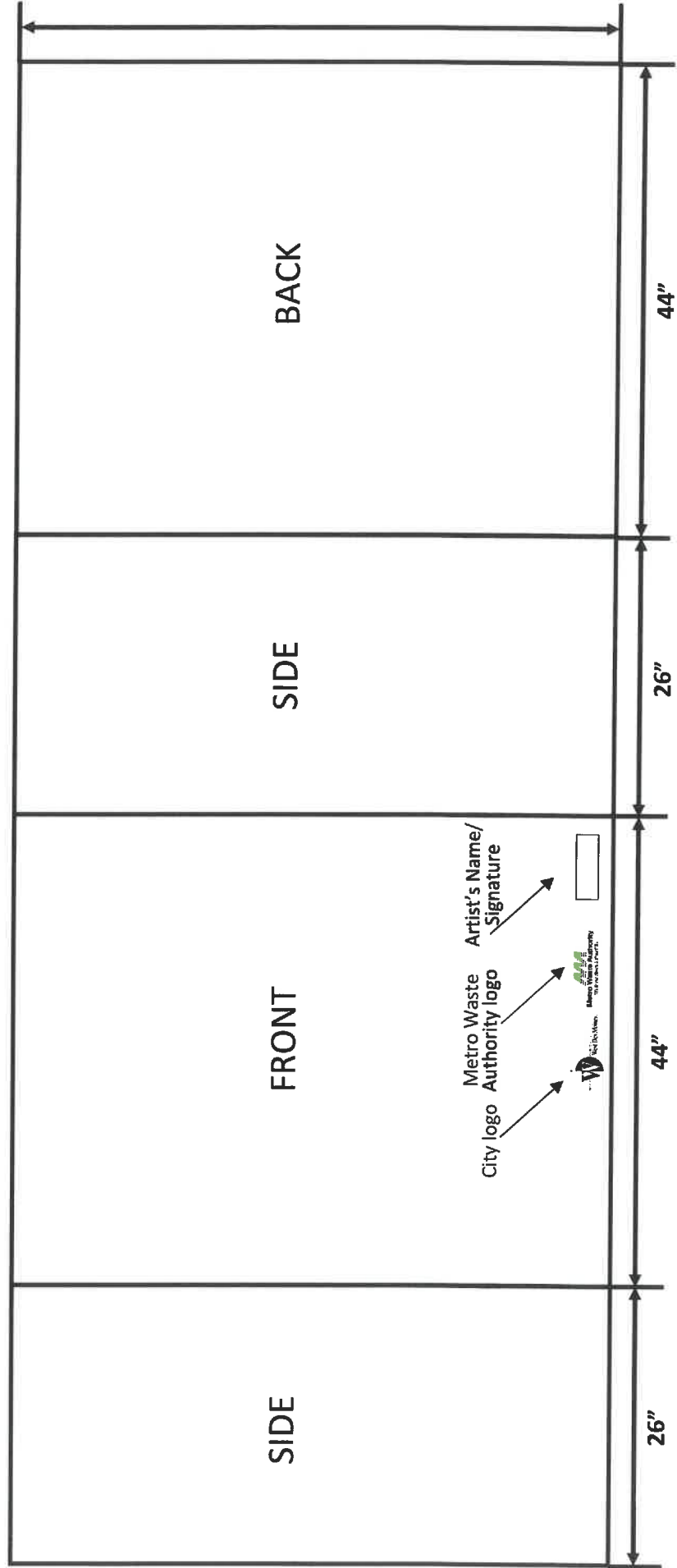
- Contact information for artist/artist team members
- One-page letter describing interest in project and approach to design; please include statements addressing eligibility criteria and project criteria
- One-page biographical information or resume for lead artist(s) (include one paragraph for each 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](mailto: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](mailto:allison.ullestad@wdm.iowa.gov).

# ENVIRONMENTAL EDUCATION TRAFFIC SIGNAL BOX ART BOX TEMPLATE



EXAMPLES OF VINYL WRAPS ON TRAFFIC SIGNAL BOXES

