

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

AGENDA

5:30 p.m.

Thursday, October 22, 2020

Due to the State Public Health Emergency Declaration regarding COVID-19, this meeting will be conducted electronically pursuant to Iowa Code 21.8 and the Proclamation of Governor Kim Reynolds dated March 19, 2020. Members of the public wishing to participate in this meeting are encouraged to do so telephonically, by calling: 515-207-8241, Enter Conference ID: 371 264 004#

- 1. Call to Order / Approval of Agenda**
- 2. Citizen Forum**
 - A. Request for Graffiti Wall Art Project – Dan Lowe
- 3. Approval of Minutes of August 27, 2020 Meeting**
- 4. Old Business**
- 5. New Business**
 - A. Motion – Establish November/December Meeting Date
 - B. Motion – Approval of Recommendation to Not Purchase Artwork from 2020 Art on the Campus Exhibit
 - C. Motion – Approval of Recommendation to City Council - FY 21-22 Budget Request
- 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. LIGHT Valley Junction Public 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, August 27, 2020

The regular meeting of the West Des Moines Public Arts Advisory Commission was called to order on Thursday, August 27, 2020, at 5:31 p.m. by Chair Phillips

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

Staff	Sally Ortgies <i>Director of Parks & Recreation</i>	Allison Ullestad <i>Arts, Culture, and Enrichment Supervisor</i>	Miranda Kurtt <i>Administrative Secretary</i>	Marnie Strate <i>Arts, Culture, and Enrichment Coord.</i>	Matt McKinney <i>Council Liaison</i>
Present	X	X	X	X	X

On Item 1. Approval of Agenda

Boyd moved to approve the agenda as presented. Crane seconded. Motion carried, 7 yes.

On Item 2. Citizen Forum

No report.

On Item 3. Approval of Minutes of June 25, 2020, Meeting

Luther moved to approve the minutes with the change to 6A as presented and removal of electronic meeting information. Gammell seconded. Motion carried, 7 yes.

On Item 4. Old Business

No report.

New Business

On Item 5A. Motion – Approval of Call for Artists – 2021 Art on the Campus Exhibit

Luther moved to approve the Call for Artists – 2021 Art on the Campus Exhibit as presented. Crane seconded. Phillips asked for any discussion.

Boyd questioned if the call would be distributed to new outlets such as colleges and universities. Ullestad stated these outlets are included, however, any new outlets identified by the Commission can be added. Kenworthy questioned if the call required artists to take part in Otocast. Phillips stated that including this in the call ensures that artists know about participation in Otocast upfront. Kenworthy questioned the layout of art pieces around the pond. Ullestad stated the spots with Xs were removed because of the Amphitheater. The spots marked with question marks on the map are proposed new locations. Phillips questioned the bullet point stating, “*A selection panel will choose 12 original works of art for installation*”. Ullestad agreed the wording could be changed to say “*...up to 12...*”.

Luther amended her motion to include the change in wording from “*...choose 12 original...*” to “*...choose up to 12 original...*”. Motion carried, 7 yes.

On Item 5B. Motion – Approval of 2021 Art on the Campus Selection Committee

Sedlacek moved to approve the 2021 Art on the Campus Exhibit Selection Committee as presented. Boyd seconded. Phillips asked for any discussion. No discussion took place. Motion carried, 7 yes.

On Item 5C. Motion – Approval of Call for Artists – LIGHT Valley Junction Public Art

Luther moved to approve the Call for Artists – LIGHT Valley Junction Public Art as presented. Gammell seconded. Phillips asked for any discussion.

Crane questioned if this will still be a part of a larger project as originally presented. Ortgies stated that the Historic Valley Junction Foundation will be doing fundraising to complete the additional walkways in the future. He also questioned the electrical component. Ortgies stated that the City is doing a renovation project in Valley Junction, and the electric infrastructure is included in that project. Kenworthy questioned if the budget of \$50,000 will be adequate. Ortgies stated the artist will not have to run electrical service to the project, which could have been a substantial cost.

Motion carried, 7 yes.

On Item 5D. Motion – Approval of Standing Committee Appointments

Sedlacek moved to approve the Standing Committee Appointments as presented. Boyd seconded. Phillips asked for any discussion. No discussion took place. Motion carried, 7 yes.

Committee Reports

On Item 6A. Events Committee

Sedlacek shared that the Committee met and discussed events related to Blossoms on the Water, Aqua Strata, and the 2021 Art on the Campus exhibit, as well as, the 10 Year Anniversary of the Public Arts Advisory Commission event. Ullestad had previously sent an updated timeline of the installation of Blossoms on the Water and Aqua Strata to the Commission. The 2021 Art on the Campus and 10 Year Anniversary events are proposed to take place on July 30, 2021, or August 6, 2021. The idea is to make this a weeklong event including a bus tour of the art pieces in West Des Moines. Sedlacek asked Commission members to share ideas for these events with the Committee. Crane questioned the date of the Jamie Hurd Amphitheater Dedication and Blossoms on the Water reveal. Ullestad stated the actual date and time will be determined and sent to the Commission soon.

On Item 6B. Communications Committee

The Communications Committee has not met. Ullestad stated a portfolio of all the City's permanent pieces is being crafted. Strate is working with photographer Brian Abeling to collect images of each piece. This document will live on the Parks and Recreation webpage. Phillips questioned if the Art Route will continue to be maintained. Ortgies stated this will need to be brought to the Exhibition Committee for a recommendation.

On Item 6C. Exhibition Committee

Ullestad stated that a plaque has been installed for Folded Flags on Veteran's Parkway. Intern Delaney Johnson was tasked with inventorying the condition of all the Public Art collection and Strate is consolidating the information. One item that needs addressed is the Art on the Campus pads which will need to be cleaned or replaced. Phillips stated that there was preliminary discussion recommending the purchase of "Three Pods" from the 2020 Art on the Campus exhibit with the thought of locating it near the Raccoon River Park Boathouse. A formal recommendation will be brought to the Commission at a future meeting.

Project Work Group Reports

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

Ortgies stated that the project will be wrapping up in September with the installation of Aqua Strata and reveal of Blossoms on the Water.

On Item 7B. Amphitheater Public Art

Ullestad stated the workgroup met. With approximately 500 responses to a survey, Crane stated the artist was pleased with the community engagement. Phillips commented that the artist will not start conceptualizing until the community feedback is complete. The Work Group agreed that feedback was substantial enough for the artist to move on to conceptual design. Ullestad is continuing to send updated pictures of the Amphitheater to the artist. Ullestad stated that the goal would be to reveal the artwork at the 10-year Anniversary event.

On Item 7C. LIGHT Valley Junction Public Art

Discussed above.

Staff Reports

On Item 8A. Arts, Culture & Enrichment Supervisor

No report.

On Item 8B. Director of Parks and Recreation

No report.

On Item 10. Other Matters

The Iowa Art Summit was attended by Sedlacek and Strate. One concept that came out of the event was how to make public art available to everyone by being inclusive and not exclusive. Boyd questioned if sessions could be viewed by others. Strate will send the Commission links to the presentations. Boyd questioned if the Commission could get Diversity, Equity, and Inclusion training. Ortgies stated that the Human Right Commission meetings can be attended by the Public Arts Advisory Commission members. McKinney stated that would be a great cross over. Ortgies will share the Human Rights Commission’s recently released strategic plan with the Commission members.

Receive, File and/or Refer

July 20, 2020: Public Hearing – Veteran’s Parkway Enhancements Phase 1, Gateway & Median Features

1. Resolution – Approval of Plans and Specifications
2. Motion – Receive and File Report of Bids
3. Resolution – Approve Contract

Luther moved to adjourn the meeting. Crane seconded. Motion carried, 7 yes. The meeting adjourned at 6:34 p.m.

A Workshop involving a presentation by Liz Lidgett on Trends in Public Art followed immediately following the Commission meeting.

Respectfully submitted,

Miranda Kurtt
Administrative Secretary

ATTEST:

Brenda Sedlacek
Public Arts Advisory Commission Secretary

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

5A

DATE: October 22, 2020

ITEM: Motion – Establish November/December Meeting Dates

FINANCIAL IMPACT: None.

SYNOPSIS: Since the November Commission meeting falls on Thanksgiving, and the December meeting falls on Christmas Eve, staff recommends that one meeting be held on Tuesday, December 8, 2020.

BACKGROUND:

OUTSTANDING ISSUES (if any): None

RECOMMENDATION: That the Commission cancel the November meeting and establish Tuesday, December 8 as the date for the December meeting.

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

STAFF REVIEWS

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

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee	
Date Reviewed	
Recommendation	

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

5B

DATE: October 22, 2020

ITEM: Motion – Approval of Recommendation to Not Purchase Artwork from 2020 Art on the Campus Exhibit

FINANCIAL IMPACT: None.

SYNOPSIS: The Exhibition Committee (Rita Luther and Jeff Phillips) met on July 30 and discussed the potential acquisition of a work of art from the 2020 Art on the Campus exhibit. Although some discussion was had about acquiring one of the pieces, the Committee is ultimately recommending that no work of art be purchased this year.

BACKGROUND:

OUTSTANDING ISSUES (if any): None

RECOMMENDATION: The Exhibition Committee recommends that no work of art be purchased from the 2020 Art on the Campus exhibit.

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

STAFF REVIEWS

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

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee	
Date Reviewed	
Recommendation	

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

DATE: October 22, 2020

ITEM: Motion – Approval of Recommendation to City Council - FY 21/22 Budget Request

FINANCIAL IMPACT: Total expenses of \$358,000 from the Public Arts Fund.

SYNOPSIS: The Commission is asked to review and approve a budget request for FY 21/22. This request will be included in the Parks and Recreation Department’s overall operating budget. A recommended budget is attached.

Several items of note include:

1. An amount of \$10,000 has been included for maintenance and repairs. The Public Art Master Plan suggests allocating 10-15% of the budget for care and maintenance of the permanent collection. The recommended budget is only 3% of the total budget but is anticipated to be adequate at this time.
2. Art on the Campus artist fees include a total of 12 works of art. This accounts for two new pads to be installed near the Learning Resource Center.
3. Due to timing, the commissioning of Work of Art #4 is being delayed one year with one-half of the proposed \$200,000 project cost in FY 21/22 and the balance in FY 22/23. This more accurately reflects the cash flow for a project of this size.
4. An “Unexpected Opportunities” line item in the amount of \$25,000 has been added as discussed during the Commission’s strategic planning sessions.

Per resolution of the Council, any time hotel/motel revenue exceeds \$2,550,000, a minimum of \$50,000 up to a maximum of \$120,000 will be allocated to the public art fund. The revenue is not expected to exceed this threshold in FY 20/21, so as previously communicated, no hotel/motel allocation is being shown in the budget request for next year. According to current projections of Hotel/Motel Tax revenue, it is likely revenue will be in excess of \$2,550,000 in FY 21/22. A copy of the Council Communication regarding the resolution is attached for reference.

BACKGROUND:

OUTSTANDING ISSUES (if any): None

RECOMMENDATION: That the Commission approve the recommendation to City Council to approve the FY 21/22 budget request.

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

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)

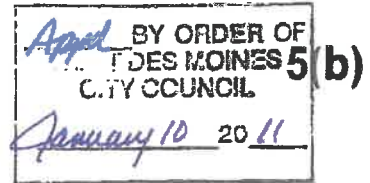
Committee	
Date Reviewed	
Recommendation	

Public Arts Advisory Commission Budget
DRAFT

10/14/2020

	Balance (6/30/19)	FY 19-20 (Budgeted)	Spent To Date (As of 6/30/20)	Remaining	FY 20-21 (Budgeted)	FY 21-22 (Proposed)	FY 22-23 (Possible)
Expenses							
Maintenance/Repairs							
Training/Travel		\$ 5,000.00	\$ -	\$ 5,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
		\$ 3,000.00	\$ -	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
Supplies/Programs							
Art on the Campus Artist Fees		\$ 20,500.00	\$ 21,000.00	\$ (500.00)	\$ 25,500.00	\$ 24,500.00	\$ 24,500.00
Art on the Campus Opening / 10 Year Anniversary Celebration		\$ 2,000.00	\$ -	\$ 2,000.00	\$ 7,000.00	\$ 2,000.00	\$ 2,000.00
Promotions/Outreach		\$ 1,800.00	\$ 424.50	\$ 1,375.50	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
Memberships		\$ -	\$ 200.00	\$ (200.00)	\$ 200.00	\$ 200.00	\$ 200.00
Public Art Audio Tour		\$ 2,000.00	\$ 1,250.00	\$ 750.00	\$ 1,300.00	\$ 1,300.00	\$ 1,300.00
Public Art Master Plan Update		\$ -	\$ 1,500.00	\$ (1,500.00)	\$ 3,000.00	\$ -	\$ -
		\$ 26,300.00	\$ 24,374.50	\$ 1,925.50	\$ 39,000.00	\$ 30,000.00	\$ 30,000.00
Equipment (Works of Art)							
Art on the Campus Purchase		\$ 10,000.00	\$ -	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
Water Quality Community Art Project - Consulting		\$ 9,400.00	\$ 2,861.52	\$ 6,538.48	\$ -	\$ -	\$ -
Water Quality Community Art Project - Blossoms on the Water		\$ 31,000.00	\$ 14,000.00	\$ 17,000.00	\$ 17,000.00	\$ -	\$ -
Water Quality Community Art Project - Even Water		\$ 94,000.00	\$ 94,000.00	\$ -	\$ -	\$ -	\$ -
Water Quality Community Art Project - Even Water Site Work		\$ 25,000.00	\$ 27,166.53	\$ (2,166.53)	\$ -	\$ -	\$ -
Water Quality Community Art Project - Aqua Strata		\$ 38,000.00	\$ 19,065.30	\$ 18,934.70	\$ 19,000.00	\$ -	\$ -
Amphitheater Art Project		\$ 150,000.00	\$ 20,713.16	\$ 129,286.84	\$ 159,000.00	\$ -	\$ -
Commissioned Work of Art #4 - Consulting		\$ 15,000.00	\$ -	\$ 15,000.00	\$ 15,000.00	\$ -	\$ -
Commissioned Work of Art #4		\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ 100,000.00
Commissioned Work of Art #5 - Consulting		\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20,000.00
Illumifest Temporary Art Project		\$ 2,000.00	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -
MWA Traffic Signal Box Art Project		\$ 13,000.00	\$ 2,000.00	\$ 11,000.00	\$ 11,000.00	\$ -	\$ -
Light Valley Junction Art Project		\$ 25,000.00	\$ -	\$ 25,000.00	\$ 50,000.00	\$ -	\$ -
Unexpected Opportunities		\$ -	\$ -	\$ -	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00
		\$ 412,400.00	\$ 179,806.51	\$ 232,593.49	\$ 306,000.00	\$ 110,000.00	\$ 130,000.00
Total Budgeted Expenses		\$ (446,700.00)			\$ (358,000.00)	\$ (153,000.00)	\$ (173,000.00)
Revenue							
Hotel/Motel Tax							
Bravo Public Art Grant - Amphitheater Art		\$ 120,000.00	\$ 120,000.00	\$ -	\$ -	\$ 120,000.00	\$ 120,000.00
MWA Grant - Traffic Signal Box Art		\$ 50,000.00	\$ 50,000.00	\$ -	\$ -	\$ -	\$ -
Interest		\$ 10,000.00	\$ -	\$ 10,000.00	\$ -	\$ -	\$ -
		\$ -	\$ 7,955.59	\$ -	\$ -	\$ -	\$ -
		\$ -	\$ 177,955.59	\$ -	\$ -	\$ -	\$ -
Total Budgeted Revenue		\$ 180,000.00			\$ 10,000.00	\$ 120,000.00	\$ 120,000.00
Public Art Fund Balance (at end of FY)		\$ 500,410.38	\$ 474,184.96		\$ 126,184.96	\$ 93,184.96	\$ 40,184.96
	FY 18/19 Actual		FY 19/20 Actual		FY 20/21 Projected	FY 21/22 Projected	FY 22/23 Projected

Carried over from FY19/20, revised, or added to FY20/21



CITY OF WEST DES MOINES CITY COUNCIL MEETING COMMUNICATION

ITEM: Designating Future Year Increases of DATE: Jan. 10, 2011
Discretionary Hotel/Motel Tax Funds - City Initiated

FINANCIAL IMPACT: Passage of this resolution will create a funding stream for the Public Art Program. The Program will receive an annual appropriation from the Hotel/Motel Fund as additional funds become available. The amount appropriated will reflect the discretionary portion (3/7ths) above the \$2,550,000 established base. A minimum annual funding of \$50,000 and a maximum of \$120,000 is reflected in the resolution.

SYNOPSIS: This resolution clarifies the intent to utilize a portion of growth in the Hotel/Motel tax revenue for funding, and management of the newly created public art program. Changes have been made as a result of input from the December 13, 2010 City Council workshop.

BACKGROUND: In October of 2005, the City Council conducted a planning retreat. Twenty recommendations were developed tied to the City's Balanced Scorecard. One of them, under Community Enrichment, recommended that "Staff should study public art options and propose those to the Council." Under the City Manager's direction, staff from Parks and Recreation and Community and Economic Development set out to accomplish this goal. Grant applications were submitted the Bravo and Polk County for funding of a public art plan. Since the grants had to be awarded to a 501(c)3, the West Parks Foundation submitted the grants, and received \$25,000 from Bravo and \$4,000 from Polk County. The Parks and Recreation Department added \$7,000 to the pool from the Park Trust account, a trust and agency account where donations are deposited.

Based on this funding, an RFQ was sent out through the Iowa Department of Cultural Affairs list serve nationwide and in the local paper soliciting responses. Six responses were received, and a selection committee of Bruce Williams (Iowa Dept. of Cultural Affairs), Janet Holms (WestParks Foundation), Naomi Hamlett, Sally Ortgies, and Gary Scott (City of WDM) reviewed the proposals. The Consultant, Jerry Allen and Associates from Soquel, California, was selected to prepare the plan, and a contract was entered into between the WestParks Foundation and the Consultant. Work began in July of 2006. Jerry Allen has over 40 years of experience in public art both as an administrator of programs in Seattle, Dallas, and San Jose, but also as a consultant, having prepared over 50 public art plans for communities throughout the country.

A Public Art Task Force was established in 2006 by the City Council to manage the overall direction of the Public Art Plan preparation. The members of this Task Force are listed on page 1 of the Public Art Program Plan and include John Clarke, Plan and Zoning Commission member. The Plan was completed in 2008. The City Council has held three workshops on the proposed public art program in April 2008, August 2010, and December 2010. Based on the discussion with the City Council in August and December of 2010, staff is proceeding with the recommendation to establish a Public Art Commission and Public Art Ordinance and presenting this to the City Council tonight.

The Hotel/Motel fund has experienced significant growth in the past with the exception that FY2009-10 reflected a small decrease from the previous year. All indications are that the revenues are anticipated to return to annual increases and there will likely be increased interest in developing new hotels. The opening of Aviva's office building and the growing utilization of our two new hospitals will bode well for hotel operators and thus a stronger revenue stream. The \$2,550,000 base reflects the amount of revenue committed for the current Fiscal Year (2010-11). Allocating only the growth in revenue moving forward will lessen the need to modify funding to organizations that have depended on these funds for many years.

OUTSTANDING ISSUES (if any): None

RECOMMENDATION:

City Council Adopt:

- Resolution designating a portion of future fiscal year increases from the discretionary portion (3/7^{ths}) of Hotel/Motel Tax revenues for use by the Public Art Program.

Lead Staff Member: Scott E. Sanders, Finance Director

SES

STAFF REVIEWS

Department Director	Gary D. Scott, Director of Parks and Recreation
Appropriations/Finance	Scott E. Sanders, Finance Director
Legal	
Agenda Acceptance	

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee	F&A Committee		
Date Reviewed	Meets on Jan. 10, 2011		
Recommendation	Yes	No	Split

**RESOLUTION DESIGNATING UTILIZATION OF FUTURE YEAR INCREASES
OF DISCRETIONARY HOTEL/MOTEL FUNDS**

WHEREAS, the City Council of the City of West Des Moines promotes the cultural heritage and artistic development of this region, the improvement of living and working environments through livable communities, and

WHEREAS, the City Council of the City of West Des Moines recognizes the positive impact and the importance of Public Art in our community, and

WHEREAS, the City Council of the City of West Des Moines has adopted Public Art Ordinance No. ____, and

WHEREAS, the City Council of the City of West Des Moines recognizes funding Public Art with Hotel/Motel revenue would be an appropriate use of those discretionary funds and the "discretionary" portion of Hotel/Motel revenue is understood to be 3/7^{ths} of the total revenue received, therefore

BE IT RESOLVED that the Council of the City of West Des Moines, Iowa hereby authorizes for the Public Art Program a minimum allocation of \$50,000 and a maximum of \$120,000 annually from discretionary Hotel/Motel revenue in excess of a \$2,550,000 base which reflects the budgeted amount for the 2010-11 Fiscal Year.

PASSED AND APPROVED this __ day of **January, 2011**.

Steven K. Gaer, Mayor

ATTEST:

Jody E. Smith, CMFA, MMC
City Clerk