

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

AGENDA

5:30 p.m.

Thursday, August 26, 2021

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

- 1. Call to Order / Approval of Agenda**
- 2. Citizen Forum**
- 3. Approval of Minutes of July 29, 2021 Meeting**
- 4. Old Business**
- 5. New Business**
 - A. Motion – Approval of Call for Artists – 2022 Art on the Campus Exhibit
 - B. Motion – Approval of 2021 Art on the Campus People’s Choice Award Selection Panel
 - C. Motion – Approval of 2021 WDMurals Best in Show Award Selection Panel
 - D. Motion – Approval of Purchase of Engelbert 10 Year Anniversary Celebration Painting
- 6. Committee Reports**
 - A. Events Committee
 - B. Communications Committee
 - C. Exhibition Committee
- 7. Project Work Group Reports**
 - A. Amphitheater Public Art
 - B. 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 regular meeting of the West Des Moines Public Arts Advisory Commission was called to order in the City Hall Council Chambers on Thursday, July 29, 2021, at 5:30 p.m. by Chair Phillips.

Commission	Jeff Phillips <i>Chair</i>	Brenda Sedlacek <i>Secretary</i>	Amenda Tate	Ryan Crane	Rita Luther <i>Vice Chair</i>
Present	X	X	X	X	
Commission	Diane Boyd	Josh Duden			
Present	X via phone				

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

On Item 1. Approval of Agenda

Crane moved to approve the agenda as presented. Boyd seconded. Motion carried, 5 ayes.

On Item 2. Citizen Forum

No report.

On Item 3. Approval of Minutes of May 27, 2021 Meeting

A correction was made to the May 27 minutes to show that Amenda Tate participated and helped lead the Diversity, Equity & Inclusion (DEI) presentation. Sedlacek moved to approve the May 27, 2021 minutes. Tate seconded. Motion carried, 5 ayes.

On Item 4. Old Business

Crane updated the Commission regarding the DART project. They received a total of 48 applications. Out of the 48 applicants, it was narrowed down to 25, bringing this project one step closer to completion.

On Item 5. New Business

A. Discussion – 10 Year Anniversary Celebration Plan

Ullestad updated the Commission with a budget for the 10 Year Anniversary Celebration set for Saturday, July 31, 2021. The reported budget was planned for \$8,015.00. The overall cost was \$8,716.50 with a difference of \$701.50.

Ullestad presented the Commission with “motion” lights which will be used for the photograph taken by Vision Air Iowa Drone Photography.

Photos will line the two walls at the Amphitheater which will be presented on double sided stands. A QR Code will be available for viewers to scan, allowing access to more information regarding that specific art piece.

Ullestad also gave information on stage performances, free portrait studio, drone photography & food trucks. The Commission was informed that there will be no revealing of the “Progression” piece by Douwe due to shipping issues. Phillips suggested having a table presenting the two future projects that’ll be revealed to the public in the 2021/2022 year. The Commission agreed.

On Item 6. Committee Reports

- A. **Events Committee**
No report
- B. **Communications Committee**
No report
- C. **Exhibition Committee**
No report

On Item 7. Project Work Group Reports

A. Amphitheater Public Art

Ortgies stated that footings are in place and ready for the spheres. Overseas shipping has caused a delay for the project to arrive. The delivery date could be September or October of 2021. The spheres will be delivered to Iowa for installation. Ullestad will communicate with Douwe regarding the progress of the documentary. She will have more information to the Commission next month.

B. Light Valley Junction Public Art

On Item 8. Staff Reports

A. Arts, Culture & Enrichment Supervisor

Ullestad mentioned being in contact with the Metro Waste Authority regarding the environmental education box. Their group is interested in a similar idea.

Ullestad stated she's received positive feedback from the WDMural Surveys.

B. Director of Parks and Recreation

Ortgies recognized Allison and Marnie for their hard work and dedication towards the 10 Year Celebration.

On Item 9. Other Matters

No report.

On Item 10. Receive, File and/or Refer

Crane moved to adjourn the meeting. Sedlacek seconded. Motion carried, 5 ayes. The meeting adjourned at 6:26p.m.

Respectfully submitted,

Hannah Guck
Secretary

ATTEST:

Brenda Sedlacek
Public Arts Advisory Commission Secretary

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

DATE: August 26, 2021

ITEM: Motion – Approval of Call for Artists – 2022 Art on the Campus Exhibit

FINANCIAL IMPACT: Expense of \$24,500 which is in the approved FY 21-22 Public Arts operating budget.

SYNOPSIS: There are two minor changes being recommended by staff and the Exhibition Committee to the Call for Artists for the 2022 Art on the Campus Exhibit.

The first is that information regarding a grand opening event has been removed from the Call for Artists. Because the 2021 Art on the Campus Exhibit was celebrated as part of the PAAC 10 Year Celebration event, an AOC-specific grand opening was not held in 2021. The PAAC can determine at a later time if a grand opening will be held in 2022, and, if so, selected artists will be invited.

The second item that has been changed is the addition of the City's non-discrimination policy to the Call for Artists.

The proposed Call for Artists is attached for your information.

BACKGROUND:

OUTSTANDING ISSUES (if any): None

RECOMMENDATION: Staff and the Exhibition Committee recommend the approval of the Call for Artists.

Lead Staff Member: Allison Ullestad, Arts, Culture, & 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	Exhibition Committee
Date Reviewed	8/18/2021
Recommendation	approve



THE CITY OF
West Des Moines.

ART ON THE CAMPUS EXHIBIT 2022 CALL FOR ARTISTS

OVERVIEW

The West Des Moines Public Arts Advisory Commission and Parks and Recreation Department invite **regional artists (Iowa, Illinois, Minnesota, Missouri, Nebraska, Wisconsin, South Dakota)** to submit an artwork application to participate in the 10th annual Art on the Campus public art exhibit. Art on the Campus is a temporary outdoor exhibit, displayed on the West Des Moines City/School Campus from April to November each year.

EXHIBIT DETAILS

- Selected artists are paid a **\$2,000 stipend** for the use of their artwork.
- A selection panel will choose up to **12 original works of art** for installation.
- The artist retains ownership of their work and agrees to loan it to the exhibit. During the exhibit, the artwork will be covered under the City's insurance for the retail value of the artwork; however, artists must also carry standard liability insurance coverage. Artists are required to **provide proof of liability insurance** if selected.
- A **People's Choice** vote will be taken throughout the duration of the exhibit. When the exhibit is complete, the People's Choice artwork will be named and shared with the public, and the People's Choice winner will receive a \$500 award.
- The Art on the Campus exhibit will be promoted in the local media. Marketing efforts will include but not be limited to:
 - An article in WDM Magazine (direct mailed to all WDM households and businesses)
 - News and information on the WDM City Web Site (www.wdm.iowa.gov)
 - WDM Parks and Recreation Department's Facebook and Instagram accounts
- The Art on the Campus exhibit is a listed feature on the Otocast app, a mobile audio guide. Selected artists are required to work with Otocast staff to record a short narrative about their artwork.

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

EXHIBIT LOCATION

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



INSTALLATION OF ARTWORK

Artists are responsible for all costs, equipment, and labor necessary for the delivery, installation and removal of their work and assume all risk and damage to their work before and during installation and during and after removal. Work not appropriate for installation onto a 4'x4' concrete base will not be allowed. Lighting and power will not be provided at the artwork locations. The artist shall affix their artwork to the concrete pad in such a way that non-authorized removal would not be possible. The City of West Des Moines will not provide labor nor equipment for install.

SALE OF ARTWORK

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

ARTWORK CRITERIA

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

Required Artwork Characteristics

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

Desirable Artwork Characteristics

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

**Decisions by the selection panel are final and not open to negotiation. The City of West Des Moines does not discriminate on the basis of age, race, religion, creed, color, sex, sexual orientation, gender identity, national origin, or disability.*

ART ON THE CAMPUS 2022 EXHIBIT TIMELINE*

- | | |
|---|----------------------------|
| • Call for Artists issued | August 30, 2021 |
| • Artwork applications due | October 29, 2021 |
| • Selection panel deliberation and recommendation | November 8-18, 2021 |
| • Notification of selection to artists | By December 15, 2021 |
| • Delivery and installation of artwork | April 1-14, 2022 |
| • Exhibit open to the public | April 15-November 15, 2022 |
| • Removal of artwork | November 16-30, 2022 |

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

ONLINE APPLICATIONS ONLY. APPLY AT www.wdm.iowa.gov/CallforArtists

Applications are due by 5 pm on Friday, October 29, 2021

Contact Allison Ullestad (Arts, Culture, and Enrichment Supervisor) at 515-222-3455 or allison.ullestad@wdm.iowa.gov with questions. View the current Art on the Campus exhibit at www.wdm.iowa.gov/AOC.

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

DATE: August 26, 2021

ITEM: Motion – Approval of 2021 Art on the Campus People’s Choice Award Selection Panel

FINANCIAL IMPACT: \$500 is included in the FY 21-22 Public Art Fund budget for the 2021 Art on the Campus People’s Choice Award.

SYNOPSIS: The Commission is sponsoring the ninth temporary “Art on the Campus” exhibit from April 15, 2021 to November 15, 2021. A \$500 People’s Choice Award will be given to the artist whose artwork is voted the favorite. The Exhibition Committee met virtually on August 18, 2021, to discuss the award selection panel.

BACKGROUND: The selection panel would consist of four (4) voting members to include:

- Public Arts Advisory Commission City Council Liaison – Matt McKinney
- Local Arts Professional – Susan Watts* (Owner, Olson-Larsen Galleries)
- High School or College Art Student - **
- Public (via online survey)

* Staff have invited to be a part of the Selection Panel. At this time, confirmation has not been received.

** Exhibition Committee members have contacted local college/university art departments for students who could be on the Selection Panel.

The selection panel members will individually rank/order the 12 artworks (with 1 being the highest) between September 1 and 17, 2021. 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 Winter/Spring WDM Magazine which will be published in early November 2021.

OUTSTANDING ISSUES (if any): None

RECOMMENDATION: The Exhibition Committee recommends that the Art on the Campus People’s Choice Award Selection Panel consist of the four (4) voting members listed above.

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	Exhibition
Date Reviewed	8/18/21
Recommendation	Approved

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

DATE: August 26, 2021

ITEM: Motion – Approval of 2021 WDMurals Best in Show Award Selection Panel

FINANCIAL IMPACT: \$300 is included in the FY 21-22 Public Art Fund budget for the 2021 WDMurals Best in Show Award.

SYNOPSIS: The Commission is sponsoring the first temporary WDMurals exhibit from May of 2021 to April of 2022. A \$300 Best in Show Award will be given to the artist whose mural is voted the favorite. The Exhibition Committee met virtually on August 18, 2021, to discuss the award selection panel.

BACKGROUND: The selection panel would consist of four (4) voting members to include:

- WDM Parks and Recreation Advisory Board member – Heather Schebel
- Local Arts Professional – Kelly Kunzler* (Artist in Residence for The Least of These Foundation & Kunzler Studios)
- High School or College Art Student – Ellie Huston
- Public (via online survey)

*Staff have invited to be a part of the Selection Panel. At this time, confirmation has not been received.

The selection panel members will individually rank/order the 6 murals (with 1 being the highest) between September 1 and 17, 2021. 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 Best in Show Award winner will be featured in the Winter/Spring WDM Magazine which will be published in early November 2021.

OUTSTANDING ISSUES (if any): None

RECOMMENDATION: The Exhibition Committee recommends that the Best in Show Award Selection Panel consist of the four (4) voting members listed above.

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	Exhibition
Date Reviewed	8/18/21
Recommendation	Approved

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

5D

DATE: August 26, 2021

ITEM: Motion – Approval of Purchase of Engelbert 10 Year Anniversary Celebration Painting

FINANCIAL IMPACT: \$400 from the FY '21-'22 budget

SYNOPSIS: The Events Committee met with staff members on August 24, 2021 and discussed purchasing the painting that artist Christie Engelbert created during the PAAC 10 Year Anniversary Celebration that was held on July 31, 2021.

Prior to the event, staff arranged to pay Engelbert’s supplies cost for the painting, with Engelbert offering the labor at no-cost. After the event and further discussion with Engelbert, she stated that the supplies and the painting can be purchased at a total cost of \$400.

If purchased, the Events Committee recommends that the painting, as well as a label giving an account of the PAAC 10 Year Anniversary Celebration, be hung on the display wall at the Valley Junction Activity Center in the first-floor lounge area. Staff will add additional framed photos of the City’s public art collection to the display wall as well.

BACKGROUND: A photo of the canvas painting is attached. (approx. 24" x 30")

OUTSTANDING ISSUES (if any):

RECOMMENDATION: The Events Committee recommends that the Commission approve the purchase of the Engelbert 10 Year Celebration Painting to be displayed at the Valley Junction Activity Center.

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	Events
Date Reviewed	8/24/21
Recommendation	Yes

