

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

AGENDA

**5:30 p.m.
Thursday, August 25, 2022**

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

**Members of the public wishing to participate telephonically, may do so by calling:
515-207-8241, Enter Conference ID: 907 289 852#**

- 1. Call to Order / Approval of Agenda**
- 2. Citizen Forum**
- 3. Approval of Minutes of July 28, 2022 Meeting**
- 4. Old Business**
- 5. New Business**
 - A. Motion – Approval of Call for Artists – 2023 Art on the Campus Exhibit
 - B. Motion – Approval of 2022 Art on the Campus People’s Choice Award Selection Panel
 - C. Motion – Approval of 2022 WDMurals Best in Show Award Selection Panel
 - D. Review – Public Arts Communications
- 6. Committee Reports**
 - A. Events Committee
 - B. Communications Committee
 - C. Exhibition Committee
- 7. Project Work Group Reports**
 - A. Railroad Park Public Art
 - B. DART Art Shelter
 - C. Raccoon River Park Playground 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**
 - A. City Council Communications

WEST DES MOINES PUBLIC ARTS ADVISORY COMMISSION PROCEEDINGS
Thursday, July 28, 2022

The regular meeting of the West Des Moines Public Arts Advisory Commission was called to order on Thursday, July 28, 2022, at 5:46 p.m. by Chair Brenda Sedlacek.

| | | | | | |
|-------------------|---------------------------------|---|------------------------------------|------------|-------------|
| Commission | Brenda Sedlacek <i>Chair</i> | Mahesh Mathrubutham <i>Secretary</i> | Jeff Phillips <i>Vice Chair</i> | Ryan Crane | Rita Luther |
| Present | X | | | X | |
| Commission | Diane Boyd | Amenda Tate | | | |
| Present | X | X | | | |

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|----------------|--|---|--|--|---|
| Staff | Sally Ortgies <i>Director of Parks & Recreation</i> | Allison Ullestad <i>Arts, Culture, and Enrichment Supervisor</i> | Tina Tate <i>Secretary Parks & Recreation</i> | Marnie Strate <i>Arts, Culture, and Enrichment Coord.</i> | Kevin Treillyan <i>Council Liaison</i> |
| Present | X | | X | X | |

Prior to a quorum being formed, Group Creatives presented the Big Head Parade video held during the Valley Junction Farmer’s Market on June 23.

On Item 1. Approval of Agenda

Crane moved to approve the agenda as presented. Boyd seconded. Motion carried, 4 ayes.

On Item 2. Citizen Forum

No report.

On Item 3. Approval of Minutes of May 26, 2022 Meeting

Crane moved to approve the minutes as presented. Boyd seconded. Motion carried, 4 ayes.

On Item 4. Old Business

No report.

New Business

On Item 5A. Motion – Approval of Raccoon River Park Playground Artwork Work Group

Crane moved to approve the Raccoon River Park Playground Artwork Work Group as presented. Tate seconded. Motion carried, 4 ayes.

With universally accessible parks being constructed in the area, West Des Moines is keeping pace with the needs of the community. Crane commented how great it was to have Melissa Clarke-Wharff as a resource because of her experience with Can Play Sports. Strate is working with Melissa to connect with a parent of a child with special needs to fill one of the two vacancies in the work group. Rachel Bussan, with the West Des Moines Library, is being considered to fill the other vacancy because of her experience with disability rights.

Ortgies stated that the footing for this piece would be installed and ready for the artwork about a year from now as part of the playground improvement project.

Committee Reports

On Item 6A. Events Committee

Crane stated that *Progression* is still being shared throughout the social media community. The Celebration of Progression event went well especially having the artist, Douwe Blumberg, present to answer questions.

Sedlacek and Crane represented the Commission by greeting people at the first mural during Park Palooza and the Mayor's Bike Ride. They received very positive feedback from the cyclists that stopped.

On Item 6B. Communications Committee

Strate stated that the QR code for the survey regarding the artwork at Railroad Park restrooms will be installed soon. Ortgies explained that the construction of the restrooms should be completed in August and then it can be added to the blank panels.

Boyd commented that the DEI statement still needs to be submitted and requested additional time for further review. Tate suggested that the Communications Committee create a final draft that will be presented at the September Public Arts Advisory Commission meeting.

On Item 6C. Exhibition Committee

No Report.

Project Work Group Reports

On Item 7A. Railroad Park Restrooms Public Art

Strate is working to fill all of the spots on the Railroad Park Restrooms Public Art work group. The goal is to find representatives from various Valley Junction-affiliated organizations for their vision and input. Steve Frevert, Executive Director of the Historic Valley Junction Foundation, has agreed to serve. There have been several attempts to reach out to the Valley Junction Residents Association, Friends of Valley Junction, and the Historic WDM Valley Junction Neighborhood Association with no response. Staff will continue to reach out to these groups.

On Item 7B. DART Bus Shelter Public Art

There is still one vacancy to complete the DART Bus Shelter Public Art work group. Ullestad is working with DART to identify a bus rider to serve.

Staff Reports

On Item 8A. Arts, Culture & Enrichment Supervisor

Strate stated that *Progression* is continuing to be enjoyed by the public during events at the Amphitheater and on social media.

On Item 8B. Director of Parks and Recreation

No report.

On Item 9. Other Matters

Sedlacek suggested that the Commission discuss the public art information that is available on the website during the next meeting. Sedlacek asked about creating a map of public art in West Des Moines. Mapping has been done to show equity in public art placement.

Park-it was placed at the end of the peninsula at Raccoon River Park and promoted on social media.

The Iowa Arts Summit will consist of virtual half days on August 10th and 11th. The third day on August 12th is in-person at Mainframe Studios. Commission members are invited to attend this event. Orgies will send out information on registration.

**Receive, File and/or Refer
On Item 10A. City Council Communications**

Boyd moved to adjourn the meeting. Crane seconded. Motion carried, 4 ayes. The meeting adjourned at 6:20 p.m.

Respectfully submitted,

Christina Tate
Secretary

ATTEST:

Mahesh Mathrubutham
Public Arts Advisory Commission Secretary

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

DATE: August 25, 2022

ITEM: Motion – Approval of Call for Artists – 2023 Art on the Campus Exhibit

FINANCIAL IMPACT: Expense of \$24,500 which is in the approved FY 22-23 Public Arts operating budget.

SYNOPSIS:

The proposed 2023 Art on the Campus Call for Artists is attached for your reference.


BACKGROUND:

OUTSTANDING ISSUES (if any): None

RECOMMENDATION: Staff and the Executive 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)

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|----------------|-----------|
| Committee | Executive |
| Date Reviewed | 8/16/2022 |
| Recommendation | approve |



THE CITY OF
West Des Moines.

ART ON THE CAMPUS EXHIBIT 2023 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 11th 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 **\$2,000** 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 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 or equipment for installation.

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 for public art in West Des Moines. The \$2,000 compensation 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 2023 EXHIBIT TIMELINE*

- | | |
|---|----------------------------|
| • Call for Artists issued | August 30, 2022 |
| • Artwork applications due | October 31, 2022 |
| • Selection panel deliberation and recommendation | November 2022 |
| • Notification of selection to artists | By December 15, 2022 |
| • Delivery and installation of artwork | April 1-14, 2023 |
| • Exhibit open to the public | April 15-November 15, 2023 |
| • Removal of artwork | November 16-30, 2023 |

**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 Monday, October 31, 2022

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**

5B

DATE: August 25, 2022

ITEM: Motion – Approval of 2022 Art on the Campus People’s Choice Award Selection Panel

FINANCIAL IMPACT: \$500 is included in the FY 22-23 Public Art Fund budget for the 2022 Art on the Campus People’s Choice Award.

SYNOPSIS: The Commission is sponsoring the tenth temporary “Art on the Campus” exhibit from April 15, 2022 to November 15, 2022. A \$500 People’s Choice Award will be given to the artist whose artwork is voted the favorite.

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

- Public Arts Advisory Commission City Council Liaison – Kevin Trevillyan
- Local Arts Professional – Susan Watts* (Owner, Olson-Larsen Galleries)
- High School or College Art Student – Greta Engelbert (VHS Sophomore)
- 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 12 artworks (with 1 being the highest) between September 1 and 16, 2022. 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 2022.

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

PUBLICATION(S) (if applicable)

| | |
|--------------------|--|
| Published In | |
| Dates(s) Published | |

SUBCOMMITTEE REVIEW (if applicable)

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|----------------|-----------------|
| Committee | Executive |
| Date Reviewed | 8/16/22 |
| Recommendation | Approved |

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

5C

DATE: August 25, 2022

ITEM: Motion – Approval of 2022 WDMurals Best in Show Award Selection Panel

FINANCIAL IMPACT: \$300 is included in the FY 22-23 Public Art Fund budget for the 2022 WDMurals Best in Show Award.

SYNOPSIS: The Commission is sponsoring the second temporary WDMurals exhibit from May of 2022 to April of 2023. A \$300 Best in Show Award will be given to the artist whose mural is voted the favorite.

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 – Julia Franklin (artist; BRAVO Community Investment Specialist)
- High School or College Art Student – *
- Public (via online survey)

*Staff have invited an individual 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 7 murals (with 1 being the highest) between September 1 and 16, 2022. 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 2022.

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)

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|----------------|-----------------|
| Committee | Executive |
| Date Reviewed | 8/16/21 |
| Recommendation | Approved |