

WEST DES MOINES PUBLIC ARTS ADVISORY COMMISSION PROCEEDINGS
Thursday, December 14, 2023

The regular meeting of the West Des Moines Public Arts Advisory Commission was called to order on Thursday, December 14, 2023, at 5:37 p.m. by Chair Mathrubutham.

Commission	Mahesh Mathrubutham <i>Chair</i>	Jeff Phillips <i>Secretary</i>	Amenda Tate <i>Vice Chair</i>	Ryan Crane	Virginia Barrette
Present	X		X		X
Commission	Tami Kitner	Courtney Moller			
Present		X via Phone			

Staff	Ryan Penning <i>Director of Parks & Recreation</i>	Laura Murphy <i>Superintendent of Recreation</i>	Allison Ullestad <i>Arts, Culture, and Enrichment Supervisor</i>	Tina Tate <i>Administrative Assistant Parks & Recreation</i>	Kevin Trevillyan <i>Council Liaison</i>
Present	X	X	X	X	

On Item 1. Approval of Agenda

Tate moved to approve the agenda as presented. Barrette seconded. Motion carried unanimously.

On Item 2. Citizen Forum

No Report.

On Item 3. Approval of Minutes of October 26, 2023 Meeting

Moller moved to approve the minutes as presented. Tate seconded. Motion carried unanimously.

On Item 4. Old Business

No Report.

New Business

On Item 5A. Motion – Approval of 2024 WDMurals Call for Artists

Ullestad mentioned that there were only a few updates made to the 2024 WDMurals Call for Artists. Because the artists are responsible for their wall preparation, the stipend increased to \$2,500. The Best in Show Award is now \$500 to be consistent with the Art on the Campus People’s Choice Award. During the previous meeting, the Executive Committee selected this year’s theme as *Our Stories*. While survey results show that the public is requesting more murals, the 2024 exhibit will remain at ten total murals, including the 2023 Best in Show winner, *Murmuration*. Once approved, the Call for Artists will open on January 2.

Tate moved to approve the 2024 WDMurals Call for Artists as presented. Barrette seconded. Motion carried unanimously.

On Item 5B. Motion – Approval of Artists and Artwork Locations – 2024 Art on the Campus

Moller stated that the committee selected diverse pieces and placed them in locations that highlighted their artistic features. Ullestad added that 37 proposals were received by 17 different artists. All artists have been contacted and contracts will be submitted to City Council after approval from the Commission.

Barrette moved to approve the artists and artwork locations for the 2024 Art on the Campus as presented. Tate seconded. Motion carried unanimously.

On Item 5C. Presentation – Arts and Economic Prosperity 6 Report (IEDA)

Ullestad provided an overview of the Arts and Economic Prosperity 6 Study. It is shown that holding events related to arts and culture attract non-local audiences which creates a positive economic impact in that location. In Iowa, the arts and creative economy accelerates economic recovery, encourages diversity, and stimulates statewide job growth. In addition to the financial benefits, it is proven that art promotes physical and emotional healing and builds empathy and understanding. Barrette added that the areas of arts and culture are the first to be cut in public education, especially in rural areas. Mathrubutham suggested sharing this report with the public and council members to emphasize the importance of allocating funds to public art. Ullestad will provide a link to the presentation on the website.

On Item 5D. Discussion – Commissioned Work of Art #5

Penning requested input from the Commission on how to proceed with the \$20,000 in consulting fees budgeted for the Commissioned Work of Art #5. The two options to consider would be to hire an agency or rely on staff to work through the process. Because the Department does not currently have an Arts, Culture, and Enrichment Coordinator, this could impact the decision. Group Creative, Forecast Public Art, and Liz Lidgett have all been suggested or used previously as consultants. Ullestad described the experience of working with consultants on other projects. The agency would communicate with the artist by handling contract negotiations and deadlines. They also assisted with the artist submittals. Because of the amount of funds budgeted for this project, Tate suggested expanding the reach for submissions.

Penning stated that the Master Plan has identified potential public art locations such as trail and interstate underpasses, Five Waters Project locations, MidAmerican Energy RecPlex, Valley View Park, city parks/new city facilities, and major street corridors. Penning discussed the status of future and current projects that may affect the timeline of when public art should be placed in each location. The Commission could also consider projects that have been recently presented such as the garden art by Kelly Boon or the historical art piece in Raccoon River East Greenway. Another potential project will be presented by Amy Saylor, BRAVO Greater Des Moines, at the next meeting to tie in an art piece or signage with their public art piece in Des Moines.

Tate recommended that the Commission select the location and budget and allow the agency to provide ideas. Mathrubutham requested a priority list of locations indicating which would benefit most. Ullestad suggested from the locations listed in the Master Plan, the best options would be trails, parks, new facilities, and major street corridors. Ullestad will bring a map of the art placement to the next meeting to identify areas in the city that may need public art.

Committee Reports

On Item 6A. Events Committee

No Report.

On Item 6B. Communications Committee

No Report.

On Item 6C. Exhibition Committee

No Report.

Project Work Group Reports

On Item 7A. Railroad Park Restrooms Public Art

Mathrubutham stated that the unveiling event was a great opportunity to meet and speak with the artist, Daniel Perry. After the event, photos were posted and shared on Facebook. Ullestad mentioned that the plaque has arrived but still needs to be installed. Penning commented that the lighting component was a great feature and appreciated the contrast between viewing it during the day and at night.

On Item 7B. Raccoon River Park Playground Public Art

No Report.

Staff Reports

On Item 8A. Arts, Culture & Enrichment Supervisor

Ullestad updated the Commission on the Youth Handmade Market which was also held during the previous Jingle in the Junction. This was a full event that allowed 17 participants to sell their art. Any pieces that didn't sell were traded among the artists. The parents provided feedback that they enjoyed the experience and would like to see it advertised more in the future. Ullestad thought the pieces were well-priced and offered a diverse selection. Because of its success, staff is considering expanding the market and possibly offering a summer option.

Ullestad is scheduling reservations for the 2024 season at the Jamie Hurd Amphitheater. Bands are currently being selected for Summer Sundaze.

On Item 8B. Superintendent of Recreation

Murphy stated that the Arts, Culture, and Enrichment Coordinator position was recently approved to post. The job posting will be open for three weeks and anyone who has a background in program coordination, venue/vendor experience, and marketing is encouraged to apply.

On Item 8C. Director of Parks and Recreation

Penning discussed the importance of the Arts, Culture, and Enrichment Coordinator position and the impact it has on the Department. By approving this position to be filled, it shows that the City of West Des Moines supports the arts and understands how it benefits residents.

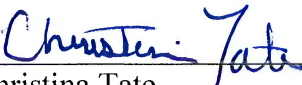

On Item 9. Other Matters

Receive, File and/or Refer

On Item 10A. City Council Communications


Tate moved to adjourn the meeting. Barrette seconded. Motion carried unanimously. The meeting adjourned at 6:36 p.m.

Respectfully submitted,

Christina Tate
Administrative Assistant

ATTEST:



Jeff Phillips
Public Arts Advisory Commission Secretary

2/22/2024