

**Public Art Advisory Committee**  
**Thursday, July 11, 2019**  
**3:30 PM**

**Helling Lobby Conference Room**  
**410 E Washington St**

**AGENDA**

**Call to order**

**Public discussion of any item not on the agenda**

**Consideration of minutes of the June 6, 2019 meeting**

**Review of “Hit the Ground Fitness” art project proposal by Sayuri Sasaki Hemann**

**City Hall Art Project Update**

**Discuss Draft Public Art Strategic Plan**

**Committee announcements or Committee reports**

**Staff reports**

**Adjournment**

*If you will need disability-related accommodations in order to participate in this program/event, please contact Marcia Bollinger, Neighborhood and Development Services at 319-356-5237 or [marcia-bollinger@iowa-city.org](mailto:marcia-bollinger@iowa-city.org). Early requests are strongly encouraged to allow sufficient time to meet your access needs.*

**MINUTES  
PUBLIC ART ADVISORY COMMITTEE  
JUNE 6, 2019 – 3:30 PM  
LOBBY CONFERENCE ROOM – CITY HALL**

**MEMBERS PRESENT:** Eddie Boyken, Vero Rose Smith, Juli Seydell Johnson, Wendy Brown, Andrea Truitt, Ron Knoche, Steve Miller

**NOT PRESENT:** Sarah Helmer

**STAFF PRESENT:** Marcia Bollinger

**PUBLIC PRESENT:** Steve Schuette

**CALL TO ORDER**

Vero Rose Smith called to order

**PUBLIC DISCUSSION OF ANY ITEM NOT ON THE AGENDA**

There was no public discussion of items not on the agenda.

**CONSIDERATION OF MINUTES OF THE MAY 2, 2019 MEETING**

Marcia mentioned typos that she noticed after sending out the minutes and these would be correct. Juli Seydell Johnson moved to approve with typo changes, Ron Knoche seconded. Motion passed unanimously.

**ARTIST STUDIO TOUR PROPOSAL – STEVE SCHUETTE**

Steve Schuette introduced himself. He was formerly an artist and is getting back into it and trying to find what is going on in the area. He travels to Galena with family and friends, and discovered Twenty Dirty Hands; a collection of ceramic artists who designate a few days when people come to see them and their work in their studios. Shuette explained that there are similar events in northeast Iowa and southwest United States. From an artist's perspective he described the different venues where artists can display their work; in a gallery it takes time and money and galleries take between 25-50% of the sales proceeds. In a craft fair you contend with weather and attendance and you must commit a lot of time. There are other options, where artists can set up galleries in their work spaces, home, yard and garage and have people come see them. He has been contacting artists, and there is interest within the artist community for an event like this. He wants it to be a positive experience and he wants to avoid duplication if something like this has already been organized. Shuette explained that he was reaching out to the City to determine who would be interested in helping with this event, or be a part of this event. He has one or two events in mind this fall. And wanted to gather information from the City, when should the event occur, he did not want it to conflict with other community events.

Seydell Johnson described a Saturday event last December that included the holiday market at the rec center, the Eastside Artisans Market at the Masonic Lodge, the Library Holiday Market and another at Merge on that same Saturday. She said they played off each other well.

Vero Rose Smith asked Steve Shuette what kind of support would you need from this committee specifically. Shuette suggested he was sure what is available, but hearing your ideas and advice would be helpful. Potentially signs, maybe an interactive map, disseminating information and promotion. He also suggested a website would be helpful.

Marcia Bollinger explained that the Public Art Advisory Committee could sponsor this event as it would be meeting goals that are established in the strategic plan such as supporting the private art community and providing opportunities. Bollinger suggested that City could help with promotional work, signage and printing. Shuette being willing to organize the event would be very helpful and appreciated.

The committee discussed possible dates for the event and determined that looking at fall 2019 weekends was best. Shuette agreed to start working on details for an online registration form. Bollinger suggested the City could provide assistance. The need to provide accessible space for persons with disabilities as well as safety needs was discussed.

Rose Smith stated that the University of Iowa Art school may be interesting in open student and faculty studios as well as Public Space One which has artist studios.

The committee discussed the geographic area to consider for the studio tour and determined that keeping it in the immediate Iowa City area for this first attempt seemed reasonable. Shuette explained that he had 12 studio artists interested in participating in his neighborhood on Sunset. He suggested that more would always be welcome. Charging a fee to the artists was discussed as well as time frame. Bollinger stated that Project Green was hosting an Open Gardens Weekend this year on July 13/14 and using much the same format of allowing any gardener to participate that was interested. They are seeking sponsorship from businesses rather than charging the gardeners or the visitors. She suggested she would touch base with them after the event to see what suggestions they may have based on their first experience. Rose Smith also suggested Friends of Historic Preservation have hosted house tours.

Shuette explained that he would be working on details of the tour in the next few weeks and would stay in contact with Bollinger regarding progress and needs.

Seydell Johnson moved that the Public Art Advisory Committee partner with and support the Safari Art Tour of local studios. Miller seconded. Approved unanimously.

***All Members moved to the City Hall Stairwell to View the Public Art Piece.***

## **REVIEW OF PERFORMANCE ART REQUEST FOR PROPOSAL**

The committee reviewed the Performing Art Request for Proposal draft. Wendy Brown stated she send Bollinger her comments via email stating that the change she suggested was removing the second sentence as it wasn't needed. Brown asked about the phrase "site should

be secured” and what that meant. Bollinger explained that frequently she received applications for funding that have not received a commitment from the property owner to host the event/artwork.

Andrea Truitt asked if the application would allow for applicants to submit videos as part of the application and Bollinger said that would be an option.

Miller suggest the phrase in the Ineligible Event section “Events or performances that are a part of the applicant’s regular programs” was limiting artists such as Jason Snell who performed but the matching fund grants provided the opportunity for the public to see free performance. It was agreed to remove that comment.

Truitt asked about the phrase under Ineligible Events “Those that advertise or promote a for-profit business” and how sponsorships play a role in that and if acknowledgement of the sponsorship was advertising. It was decided that acknowledging other sponsors was not actively promoting a for-profit business.

Bollinger suggested given this is the first time that funding has been made available for Performing Arts, it will be a learning experience and there will be questions.

The question of “Coordination of the event” being an ineligible expense was also discussed. Bollinger explained that the goal was to provide funds to the performers as well as to other expenses such as food, etc. to expand the event rather than to pay for someone to coordinate. It was decided to keep that language and see how it impacts applicants.

Various methods of promotion and distribution were discussed and all agreed to share the opportunity with those who may be interested.

Miller motioned to move forward on release the Performing Arts Request for Proposal with changes mentioned. Truitt seconded. Motion unanimously approved.

## **DISCUSS DRAFT PUBLIC ART STRATEGIC PLAN**

Rose Smith suggested that it be most effective to spend this meeting discussing major organizations or formatting structure issues related to the draft strategic plan rather than getting into the details. She suggested that all committee members could take time to individually read and provide written comments and no later than 2 weeks from now.

Miller agreed with Vero’s approach. He stated that he noticed the draft is missing the concept of the City having a financial stake in artist studio or gallery as was discussed extensively at the last public input meeting. Rose Smith agreed that this should be included particularly as it relates to the Riverfront Crossings District which has areas dedicated as an artist district and the building that previously housed the Bochner chocolate factory was being pursued as an art center space. Miller suggested it be separate goal.

Brown brought up the original memo from Karin Franklin that established the program and mention of including public art as parts of buildings, tree gates, gates, paving designs, manhole covers landscaping murals, etc. She referred to the suggestion by Thomas Agran to embed a

City artist in these projects similar to what is in place in Minneapolis. Bollinger stated that the Action Plan includes that potential to be explored.

Bollinger stated that she needs to integrate all the feedback that was received from the public meetings in more detail but also to consider if specific points were made by more than one individual

Rose Smith suggested that it would be useful to have a more graphical presentation included as part of the plan such as bar graph that were put up for the public meeting. Bollinger added that there is a lot that can be visually enhances to make the plan more interesting and easier to digest.

The committee discussed the time schedule for the review and decided that further revision needed to occur on the draft plan. The public input meeting would be pushed out to an August meeting and the committee would review the revised draft at their July 11 meeting. The Art Professional committee would be sent the document for their input 2 weeks prior to the July 11 meeting asking for their input by July 11. The input would be incorporated and the document would then be posted on the website for public review and feedback. The committee decided that the final public input meeting will be discussed and scheduled at the July 11 meeting based on feedback and further review needs. As previously discussed, it was decided to have the committee members spend some time reviewing the document, providing feedback to Bollinger and reviewing this draft at the July 11 meeting.

Knoche verified that the Strategic Plan would need to be adopted by the City Council prior to expending any FY20 funding.

### **COMMITTEE ANNOUNCEMENTS OF COMMITTEE REPORTS**

Seydell Johnson updated the committee on the Riverfront Crossings Grant Opening art project that was discussed at the May meeting. Kite kits have been purchased in two different styles and staff is experimenting with ways to decorate them. The kites will be made available to anyone who is interested in decorating them at the event.

The committee discussed the option for artists to become involved in the project but it was decided that such a project might be something better planned for a later event.

Bollinger updated the committee about discussions between the two students who attended the meeting in May to present their concept for a mural in the Capital Street Parking Ramp. Darian Nagle Gamm, the Transportation Services Director met with the students and suggested that she would prefer to wait until the process was established for review of these types of proposals for public facilities. Nagle Gamm stated that the students were comfortable with that approach. Bollinger stated that this process will be included as part of the action plan of the strategic plan

Rose Smith handed out flyers for the project [r]amp event that was funded with the public art matching grant to be held Sunday, June 9.

Bollinger stated that the Longfellow Front Porch Music Festival is scheduled for Saturday, June 8. Miller stated that his 7-year-old daughter is playing in their front yard.

Bollinger added that the College Hill Neighborhood is hosting the Eulenspiegel and Community Band on Sunday, June 9.

## **ADJOURNMENT**

Knoche moved to adjourn, Truitt seconded. Meeting adjourned at 4:45 P.

**Public Art Advisory Committee  
Attendance Record  
2018-2019**

Name	Term Expires	8/2	9/6	10/4	11/1	12/6	1/10	3/7	4/4	5/2	6/6
<b>Wendy Brown</b>	01/01/20	x	x	x	x	O/E	O/E	x	x	x	x
<b>Erin Fitzgerald</b>	01/01/20	x	x	x	--	--	--	--	--	--	--
<b>Ron Knoche</b>		x	x	x	x	x	x	x	x	x	x
<b>Juli Seydell-Johnson</b>		x	x	x	x	x	x	O/E	x	x	x
<b>Vero Rose Smith</b>	01/01/21	O/E	x	x	x	x	x	x	O/E	x	x
<b>Steve Miller</b>	02/01/21	x	x	x	x	x	x	x	x	x	x
<b>Andrea Truitt</b>	01/01/22	--	--	--	--	x	x	x	x	x	x
<b>Eddie Boyken</b>	01/01/22	--	--	--	--	--	x	x	x	x	x

Key:  
X = Present  
O = Absent  
O/E = Absent/Excused  
-- = Not a member

# IOWA CITY PUBLIC ART STRATEGIC PLAN (DRAFT)

*JULY 2019*

## **EXECUTIVE SUMMARY**

The Iowa City Public Art Program was established by the Iowa City Council in 1997. The purpose of the Public Art Program in Iowa City is to enhance our public spaces, to capitalize on Iowa City's reputation as a cultural center, and to build on Iowa City's image as a vital place to live and work. By providing Arts and Culture programs that educate, entertain, stimulate and engage the public, Iowa City works to support the vitality of its diverse population, preserve and interpret Iowa City's rich heritage, and enhance the desirability of Iowa City as a residence and destination.

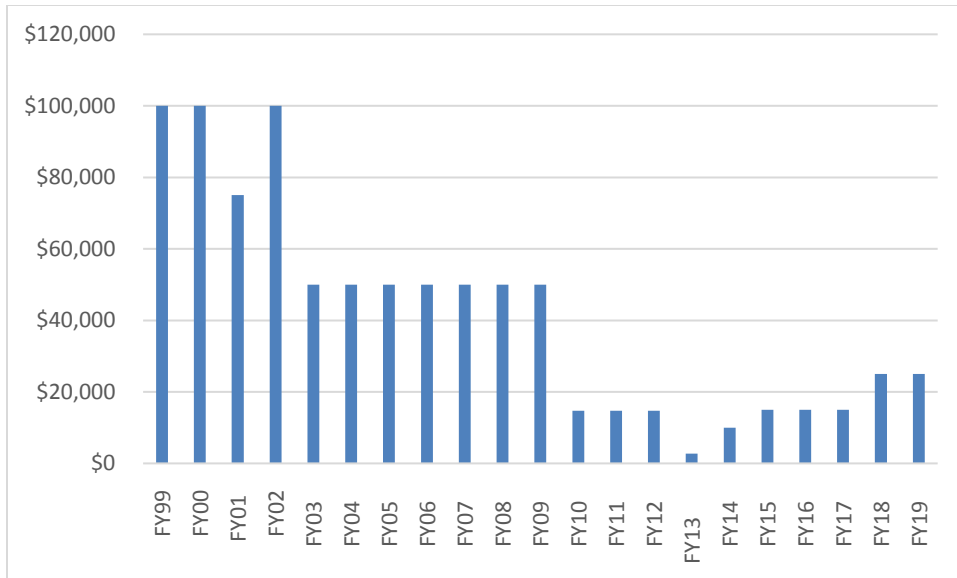
The Public Art Advisory Committee (PAAC) was established to oversee the operations and budget of the Public Art program, to determine potential sites that can be enhanced by the addition of public art and seek proposals and recommend various pieces of artwork. Since the establishment of the program 22 years ago, there has been artwork valued over \$1,000,000 installed throughout the community. Matching Funds totaling approximately \$24,000 have been allocated to local artists to assist in arts programming, installations and activities.

Sponsored programs such as the annual Poetry in Public program have expanded opportunities to our local literary talent to have their work featured in buses, City facilities and other public venues. Kidztent, an annual Iowa Artsfest favorite hosted by PAAC offers donated original artwork from Artsfest artists for sale to youth for \$5 or less.

Iowa City's Public Art Advisory Committee developed their policies and procedures in 1998. These specific procedures have governed the process by which the Public Art Advisory Committee makes decisions. These have been expanded as programs are added and updates are necessary.

The Iowa City Public Art Program has sustained activity over the past 20 years despite regular adjustments to the funding levels.





Recent proposals to develop a funding model that would provide for a sustainable and vibrant budget for a city the size and cultural vitality of Iowa City resulted in an increase of recommended funding through a one-time allocation for Fiscal Year 2020. The goal of this Strategic Plan is to outline a broader approach to create a robust public art program that meets the interest and the needs of our growing community as well as secure the necessary funding to meet those interest and needs.

## HISTORY

Iowa City has a rich history of public art projects that have increased the economic vitality of the city. In 1999 - 2001, projects such as the Weatherdance Fountain, five Pedestrian Mall sculptures and the Iowa Avenue Literacy Walk were made possible through a yearly budget of \$100,000. The following five years (2001-2006) moved beyond downtown to parks and neighborhoods. The neighborhoods of Longfellow, Goosetown, Northside, Wetherby, Washington Hills and Grant Wood participated in the popular Neighborhood Art program – determining an art project that best represented the history/essence of each neighborhood and selecting an artist to orchestrate the work that would best envision their ideas. The projects included the Goosetown and Northside Street Markers, Longfellow Historic Markers, Wetherby Park Shelter project, the Pheasant Hill Park mosaic bench and plinth project and the Grant Wood Neighborhood of Seasons mosaic column on Lakeside Drive.

The Public Art program has funded three murals at Fairmeadows and Mercer Park as well as under the College Street bridge near the Chauncey and partnered with others to sponsor the Goosetown Mural on North Dodge Ace Hardware, the Welcome to Downtown Iowa City mural on the public library, and the Co-Exist mural on the Beadology building.

Since 1999, 11 sculptures have also been installed in 5 City parks; Kicker's Soccer Field, South Sycamore Greenway Trail, Willowcreek, Benton Hill, and the Peninsula Park. Dancing Waters, the glass panel art project was also installed at the Robert A Lee Recreation Center. Two projects; the Court Street Transportation Center Way-finding/Daycare Fence and the North Marketplace Literary Walk were funded through other public grants but administered and overseen by the Public Art Advisory Committee.

A complete inventory of permanent art installations is included in the appendix need to update

## **VISION**

Iowa City is defined by its flourishing arts and culture scene. We recognize the important role that arts and culture play in engaging our increasingly diverse population. We value how the arts can help build that community by providing opportunities to participate in experiencing and creating art that will enhance the environment and nurture creative placemaking. By promoting the arts, and developing programs and projects that educate, entertain, and inspire the public, we will work towards preserving the cultural heritage and enhance economic development of our community.

## **MISSION**

The mission of the Public Art Advisory Committee (PAAC) is to advise and assist the City Council with the selection, promotion, and integration of Public Art within the city's physical environment and public spaces. Our objective is to create a stimulating environment that reflects and celebrates Iowa City's distinctive history, culture, diversity and character.

Our goals include:

- Through development of a Public Art Strategic Plan, seize the opportunity to review the existing Public Art Program; its policies, priorities and practices and adjust to better reflect our community of 2020. Devise creative ways to more effectively provide art opportunities; permanent, temporary and performance/programming, etc. that

cultivates a vibrant public art environment and reflects Iowa City's current diversity, talents and resources.

- Expand opportunities to enliven and enhance spaces throughout Iowa City to ensure that all the community and its visitors can enjoy public art and arts activities.
- Secure and manage funding to ensure an ongoing vibrant, sustainable Public Art Program as well as ensure the care and maintenance of existing public art assets.
- Collaborate with municipal, civic, nonprofit and private sector organizations to create opportunities for public art.
- Build awareness and promote understanding about public art and the benefits of the arts in general.

## **STRATEGIC PLAN PURPOSE**

What is Public Art?

“Public art is not an art “form.” Its size can be huge or small. It can tower fifty feet high or call attention to the paving beneath your feet. Its shape can be abstract or realistic (or both), and it may be cast, carved, built, assembled, or painted. It can be site-specific or stand in contrast to its surroundings. What distinguishes public art is the unique association of how it is made, where it is, and what it means. Public art can express community values, enhance our environment, transform a landscape, heighten our awareness, or question our assumptions. Placed in public sites, this art is there for everyone, a form of collective community expression. Public art is a reflection of how we see the world—the artist’s response to our time and place combined with our own sense of who we are.” (The Association of Public Art website)

We also see public art as an opportunity to entertain, educate, build community, or otherwise engage our community and its visitors through performances, programming or participatory events.

### **Why Public Art?**

Public art has the power to energize our public spaces and profoundly transform the places where we live, work, and play. It generates community identity by granting a unique atmosphere and enhancing a sense of place.

In functioning both as destination and embellishment, public art plays an important role in sustaining the local economy. This correlation is directly tangible through PAAC projects like the Weatherdance Fountain on the pedestrian mall, the Literary Walk on Iowa Avenue, and the countless other murals, sculptures, events, and other public art initiatives PAAC has fostered over the years. In short, since its inception in 1997, the Public Art Program has played a huge role in crafting Iowa City's sense of place. More generally, a 2011 (update) study by Americans for the Arts found that nonprofit arts and culture generated \$79.8 million in total economic activity within the Iowa Cultural Corridor in 2010, where Iowa City and Cedar Rapids are the dominant players. "Within the corridor study area, nonprofit arts and culture organizations support 2,761 full-time equivalent jobs. That figure amounts to \$52.4 million in household income to residents and delivers \$7.4 million in local and state government revenue." [Arts & Economic Prosperity IV, 2011 Americans for the Arts.]

The impact of public art on a community is priceless and immeasurable. Public art is an essential component of our distinctive cultural identity. It is the purpose of the Public Art Advisory Committee to continue to sustain and grow our investment in the arts, the artists and their audiences in our city.

## **CITY OF IOWA CITY COMPREHENSIVE PLAN AND STRATEGIC PLAN**

The IC2030: Comprehensive Plan Update Adopted May 14, 2013 includes an extensive discussion related to Arts and Culture (see Exhibit A). Some specific references to the arts and the public art program included in the plan are:

- "Explore new funding sources for Arts and Culture projects and programs such as Hotel/Motel tax revenue, crowd-funding, a "percent for art" ordinance, and new grant funding."
- "Seek the participation of diverse populations (e.g. young and old) when developing cultural programs."
- "Increase visibility and awareness of Arts and Culture programs."
- "Explore opportunities for new Arts and Culture venues that will attract visitors to Iowa City."
- "Seek representation of diverse populations on the Public Arts Committee."
- "Develop an Arts and Culture plan that includes all neighborhoods."

- “Continue to provide opportunities for Neighborhood Art.”

This Public Art Strategic Plan was developed to align with and provide more deliberate Action Plans to move towards reach the Goals and Strategies for Arts and Culture as outlined in the Iowa City Comprehensive Plan.

## COMMUNITY ENGAGEMENT AND RESPONSE

### Steering Committee

The Public Art Advisory Committee convened a group of local arts professionals to act as a steering committee to help guide the process for developing the Public Art Strategic Plan. The Steering Committee met twice. At the first meeting, the group helped fine tune the mechanisms used to solicit ideas and feedback from the public. At the second meeting, members helped evaluate the public input received. They also reviewed proposed goals and action plans and provided insights and suggestions of additional areas to be considered for inclusion in the strategic plan.

### Public Meetings

The Public Art Advisory Committee hosted two public Input meetings. The first meeting provided opportunities for general feedback regarding topics such as:

- **Where should public art be located?**
- **What should public art do?**
- **What form should public art take?**
- **What other types of art would you like to see?**

At the second meeting, the PAAC solicited comments on the results of the public survey outlined below.

### Online Survey

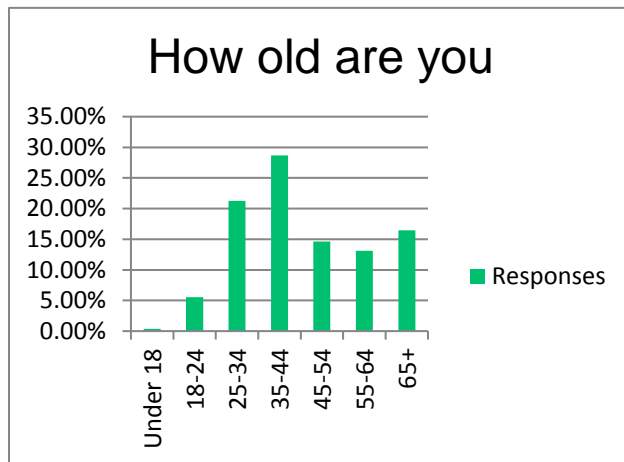
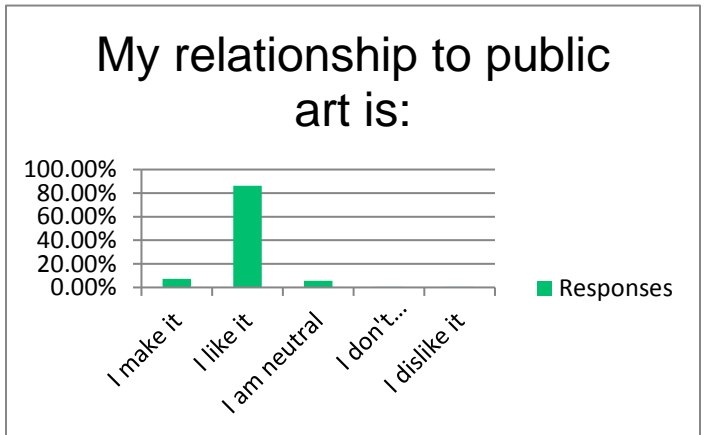
The feedback received at the public meetings was used to guide development of a Public Art Survey that was made available online for public responses over a three-week period in April 2019. A public

display was also placed in the Iowa City Public Library that provided the opportunity for visitors to respond. Members of the Public Art Advisory Committee also participated in one-on-one canvassing of visitors to the Iowa City Pedestrian Mall one Saturday afternoon.

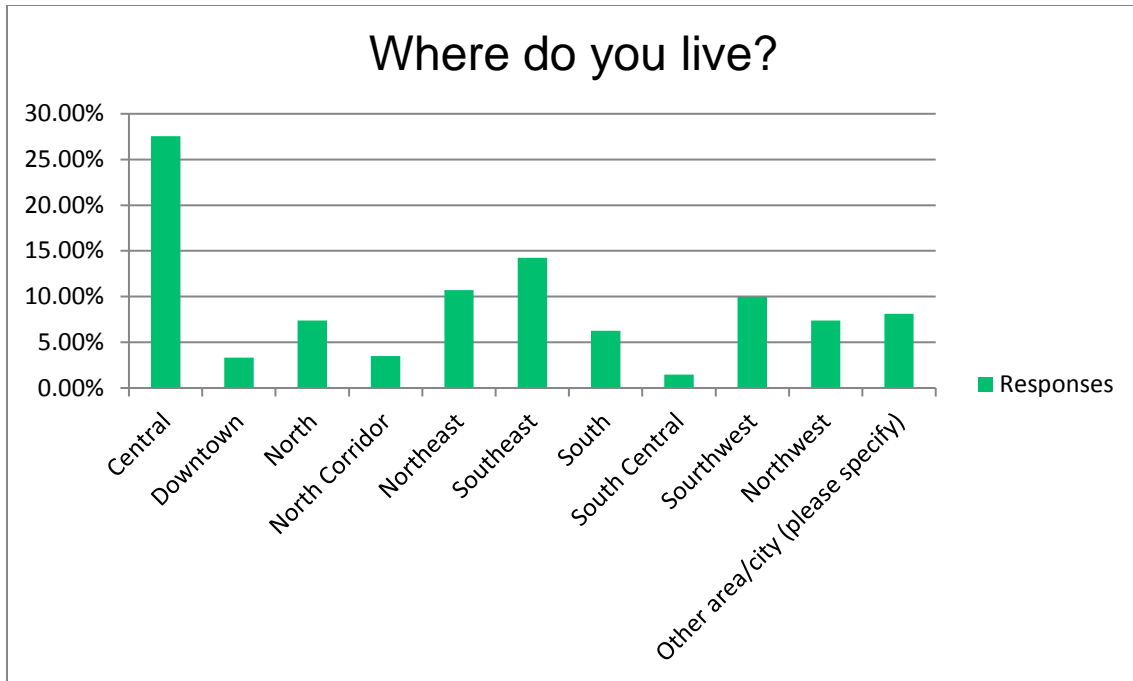
## SURVEY RESULT SUMMARY

### Demographics

Overall response rate and interest in the survey process was excellent. 500 responses were received to the online survey with almost 100% completion of each survey. Visitors to the library completed 22 surveys and pedestrian mall visitors completed another 23 surveys. Most respondents identified themselves as someone who likes/appreciates art. The age groups included a nice balance with the lowest percentage (4.41%)

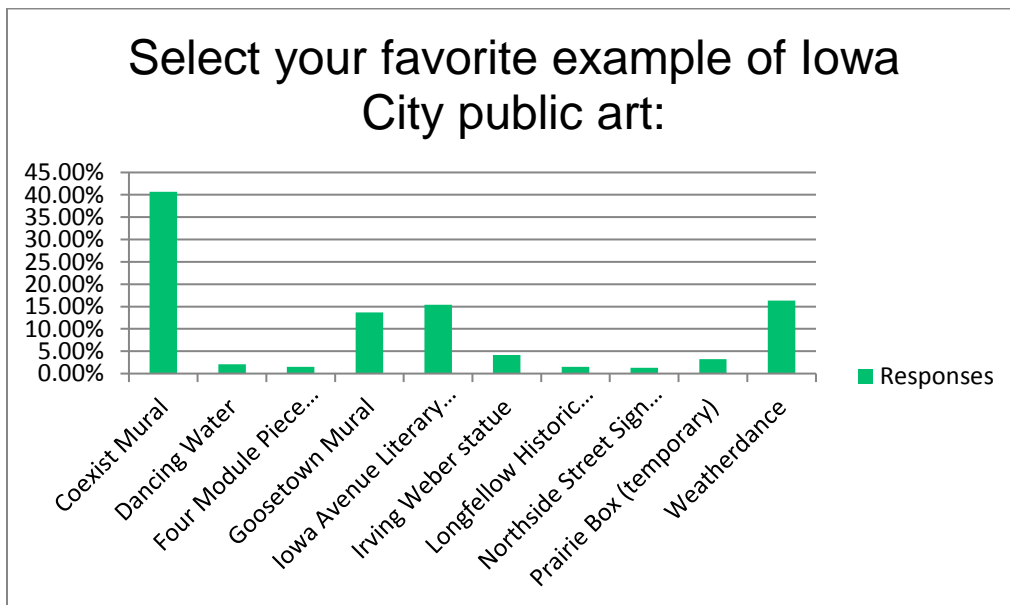


being the 18-24-year-old range and the highest percentage (27.66%) being the 35-44-year-old age group. Respondents also lived throughout the community with most living in the Central District (27%) and lowest percentage (1.4%) being from the South-Central District. 7.8% of the respondents were from outside of Iowa City.

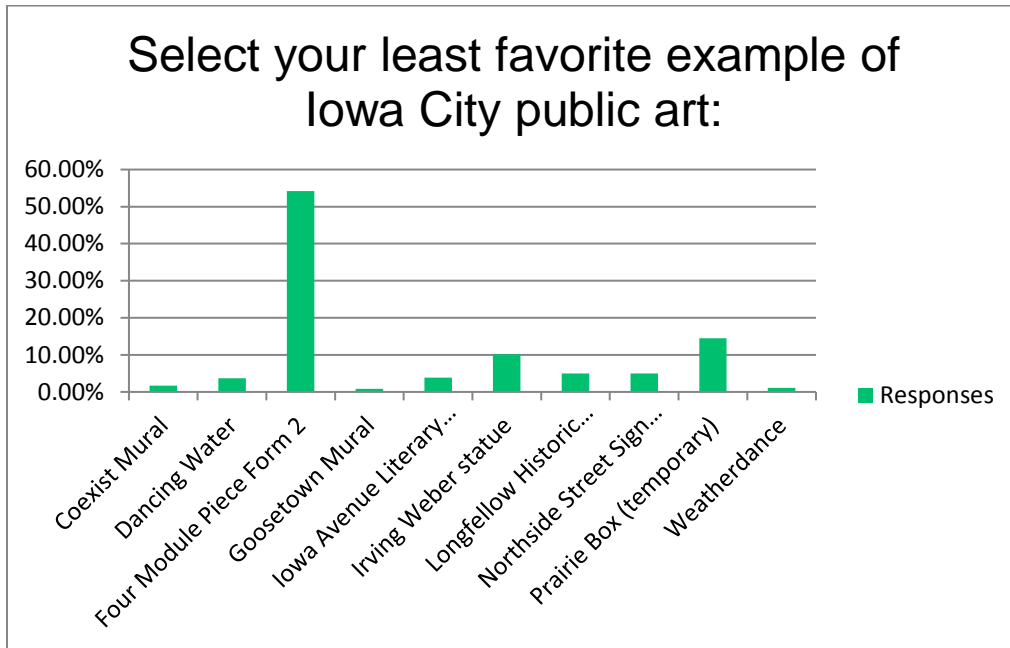


### Most Favorite and Least Favorite Public Art Installations in Iowa City

The **most favorite** by far with over 40% of the vote was the “Co-Exist” Mural on the Beadology Building on Washington Street. The Weatherdance Fountain, Iowa Avenue Literary Walk and Goosetown Mural were all close seconds. Write-in comments included the Pedestrian Mall Benchmarks project and murals in general.

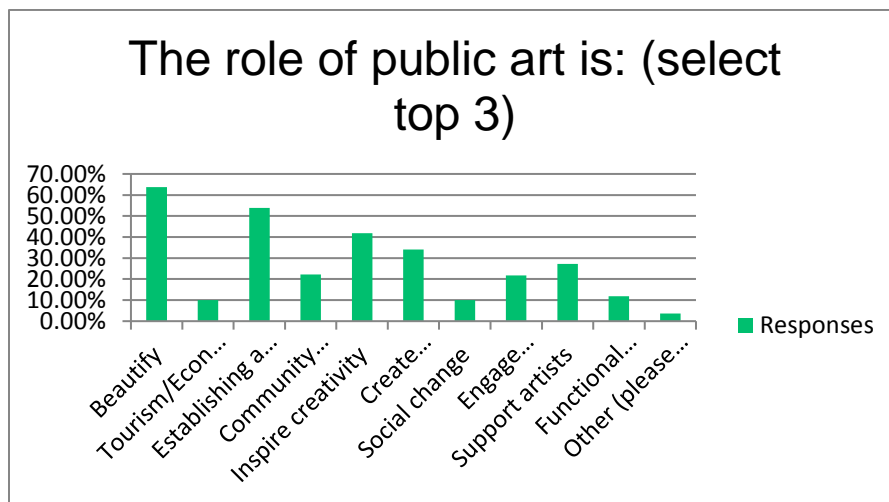


The **least favorite** public art installation (according to 56% of the respondents) was Four Modular Piece by Kenneth Snelson which is currently located in Terrill Mill Park. The sculpture will soon be relocated to Riverfront Crossings Park – a setting that will better showcase the work which is one of the more valuable pieces of the Public Art inventory. Write-in comments included a dislike of the Iowa Avenue Literary Walk- respondents said the bronze plaques were slippery in the winter and on rainy days.



### Role of Public Art

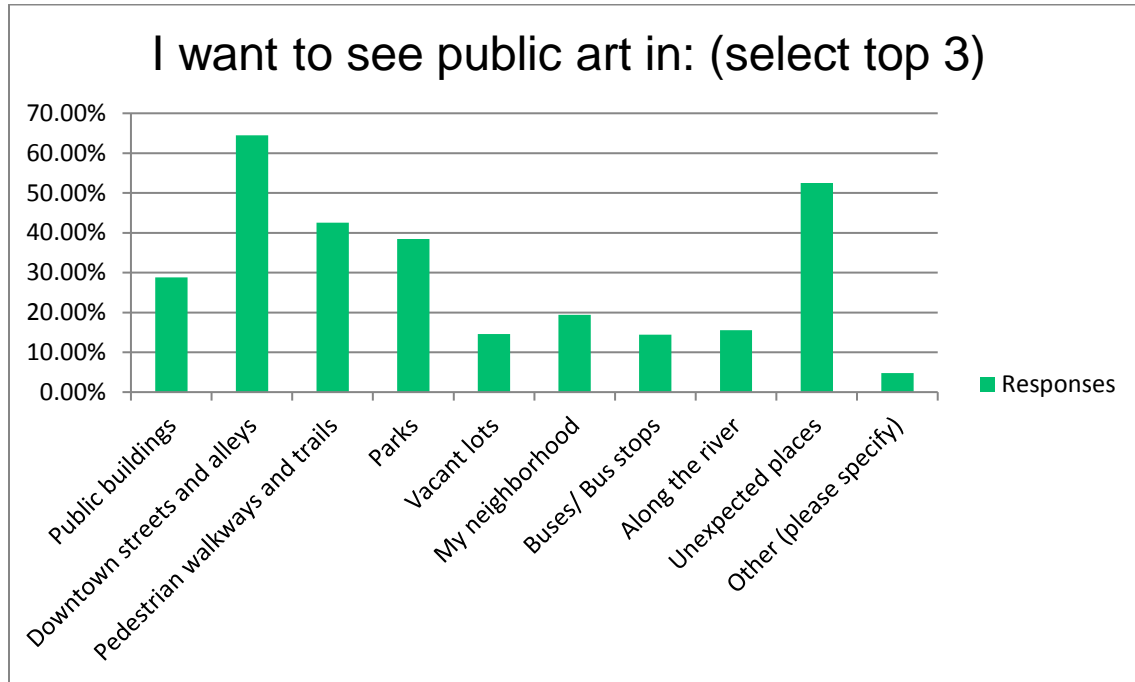
Almost 64% of the respondents said it should “beautify” the area. Another 54% felt it should “establish a sense of place”. Least important were to enhance tourism/economic development and create social change.





## Location of New Public Art

People wanted to see public art in a variety of **locations** particularly the downtown area, “unexpected places”, parks and trails as well as public buildings. Buses and bus stops and along the river were least preferred.



## General Write-In Comments

The survey provided an opportunity for people to make any comment they wished related to public art. Over 150 people -approximately 30% of the respondents- provided comments. These comments were compiled into common themes and provide an even broader sense of how people feel about public art in Iowa City. The top 10 topics/comments included:

1. More public art outside of downtown/in neighborhoods – 26
2. More engaging/interactive public art -13
3. More art by local artists – 13
4. More public art in Iowa City’s marginalized/lower income neighborhoods – 12
5. Public Art should reflect a community’s cultural diversity - 11
6. Concern over cost of public art – particularly if taxes are used to fund it – 10
7. Concern over a large “iconic” piece of public art – 10

8. More murals – 10
9. Involve community members/kids in creation of art – 10
10. Creation of a community art center – 8

The amount of input and enthusiasm that was exhibited in the responses to the survey demonstrates that the citizens of Iowa City consider public art to be an important, if not critical component to the quality of life in the community.

## **GOALS and ACTION STEPS**

### **GOAL 1:**

**Through development of a Public Art Strategic Plan, seize the opportunity to review the existing Public Art Program; its policies, priorities and practices and adjust to better reflect our community of 2020. Devise creative ways to more effectively provide art opportunities; permanent, temporary and performance/programming, etc. that cultivates a vibrant public art environment and reflects Iowa City's current diversity, talents and resources.**

#### **ACTION STEPS**

- 1A. Review and update existing policies and procedures for selection, installation, maintenance and conservation of artworks in public spaces and civic facilities.
- 1B. Encourage people to see art in new ways, in unexpected places and spaces
- 1C. Encourage innovative projects and public arts activities that make Iowa City a public art destination particularly by collaborating with other arts entities in the community.

### **GOAL 2:**

**Expand opportunities to enliven and enhance spaces throughout Iowa City to ensure that all the community and its visitors can enjoy public art and arts activities.**

#### **ACTION STEPS**

- 2A. Conduct an inventory and prioritize potential areas for future consideration of public art and arts activities throughout Iowa City, particularly in underserved areas; update annually.

1. Exterior sites include, but are not limited to, City parks, trails, the spaces surrounding City buildings along city streets and in medians, and entrances to the city.

2. Interior opportunities include recreation centers, the library, and other City buildings and gathering places.

2B. Create a framework by which these locations can be made available for temporary art exhibits as well as an evaluation process by which artist can propose a project in an undiscovered public location.

2C. Generate community involvement with art projects.

1. Reinstigate the annual Neighborhood Art Program which enables neighborhoods to work with local artists to develop a public art installation/s that best reflects their energy and identity in their neighborhoods.

2. Encourage interactive or performance arts activities or workshops in various locations for all ages.

3. Encourage private property owners to incorporate art on their own property for public enjoyment.

4. Promote our local artist talent by providing opportunities to showcase their work through studio tours, neighborhood art festivals, opportunities to use facility space for the display of artwork, etc.

2D. Expand the concept of public art with spontaneous arts experiences in non-traditional settings.

2E. Develop and implement a policy for soliciting and accepting donations, memorial gifts or loans of artwork and memorials.

2F. Continue to seek opportunities for temporary exhibitions of artwork throughout the community both in public and private locations.

2G. Develop and prioritize opportunities to involve our large pool of talented, local artists.

### **GOAL 3:**

**Secure and manage funding to ensure an ongoing vibrant, sustainable Public Art Program as well as ensure the care and maintenance of existing public art assets.**

## ACTION STEPS

3A. Develop a staffing and resource model to ensure that the goals of the Public Art Program are achieved.

3B. Identify funding opportunities for supporting public art coordination, projects and programming including, but not limited to, a line item for an annual appropriation for realization of the Public Art Strategic Plan.

- HOTEL/MOTEL TAX SET-ASIDE
- PRIVATE DEVELOPMENT PERCENT FOR ART- Enables development bonus (density/height/etc.) if private developers provide a percent of total development costs to be utilized for the arts. Currently available in the Riverfront Crossings Redevelopment Area.
- PUBLIC CAPITAL PROJECTS - PERCENT FOR PUBLIC ART – Consider including percent of capital project costs to project to install public art as part of the project (bridges, streetscapes, etc.) if deemed appropriate.
- GENERAL FUND ANNUAL ALLOCATION
- ENDOWMENT FUND (Community Foundation of Johnson County)
- GRANTS
- PRIVATE FUNDRAISING

3C. Identify strategies to cover maintenance and conservation of public art.

1. Conduct a regular condition assessment of all the artworks in the city's public art collection to determine maintenance, conservation or deaccessioning needs.
2. Identify and secure funding to provide the necessary treatment and make those funds accessible in a revolving fund to be available as needed.
3. Secure the services of a professional conservator for assessment and/or conservation if necessary.

#### **GOAL 4:**

**Collaborate with municipal, civic, nonprofit and private sector organizations to create opportunities for public art.**

##### ACTION STEPS

4A. Develop a process to incorporate public art program staff, the PAAC and/or artists into early design discussions and planning for capital projects including infrastructure, public facilities and open spaces.

1. Inform and involve City departments about the plans and potential for implementation of the Public Art Master Plan and the Guidelines and Procedures for Public Art.
2. Identify and meet with key departments where public art partnerships and collaborations can be developed, and identify opportunities for partnerships and collaboration on public art projects at the time of construction or later.
3. Work with existing City committees considering wayfinding projects that may incorporate artwork.

4B. Cultivate partnerships in all sectors of the community (Artifactory, Public Space One, Summer of the Arts, Iowa City Downtown District, Stanley Art Museum University of Iowa School of Art, University of Iowa Hospital and Clinics Project Art, etc.) to assist with acquisition of artwork and spaces for artwork and/or arts activities.

4C. Support efforts by local arts organizations to create a community art center that provides a place for the public to learn, practice, and exhibit fine arts and crafts by continuing engagement and providing resources as available.

4C. Promote incorporation of public art in private development.

1. Encourage private developers to work closely with City staff on the potential value of public art as part of their developments.
2. Explore the feasibility for an ordinance requiring public art in private development.

#### **GOAL 5:**

**Build awareness and promote understanding about public art and the benefits of the arts in general.**

## ACTION STEPS

5A. Develop a promotional campaign about the City's public art collection that targets all available media and that will reach all segments of the population.

1. Identify and implement community awareness strategies for every public art project installed.
2. Identify and widely publicize events and/or opportunities associated with or in proximity to artworks and highlight the artwork, its unique history and the artist.
3. Explore using digital media application to create a self-guided tour of the City's public art including the opportunity to crowd source feedback by the public regarding other art installations.

5B. Assemble and maintain a variety of communication and/or media networks to target audiences of all ages and backgrounds for these messages.

## IMPLEMENTATION

**WORK PLAN – TO BE FINALIZED BY PAAC**

## Arts and Culture

**Iowa City is a small city with big-city arts and culture.** At no time is this more evident than during the summer when Iowa City comes alive with the Summer Concert Series, Artsfest and Jazzfest, the University of Iowa's Summer Writing Festival, Riverside Theatre's Shakespeare Festival, the Iowa City Farmer's Market, and the Outdoor Movie Series. Add to this year-round offerings of local galleries, restaurants, theatres, and entertainment venues as well as the Public Library and the University of Iowa and it is understandable why more than one attendee at planning workshops made the statement: *There is almost too much going on—I find it hard to choose!*

In recognition of our community's substantial support for arts and culture, the state of Iowa awarded Iowa City a unique cultural distinction with the designation of two cultural districts: The Old Capitol Cultural District and the Iowa River Cultural District. In 2008, the United Nations designated Iowa City as the world's third City of Literature after Edinburgh, Scotland and Melbourne, Australia. The University of Iowa Writers Workshop along with the University of Iowa's departments of Dance, Music, Theatre, Art, and Film, help foster a widespread appreciation for creative expression. When the 2008 flood severely damaged the arts campus—closing the facilities for the School of Music, Hancher Performing Arts Center, and University of Museum of Art—the community rallied, finding new spaces within the Downtown and elsewhere for hosting performances and housing exhibits. In doing so, the community has become even more engaged with the arts. Plans for replacing UI arts facilities will bring the Music School and its performance halls to Downtown Iowa City. There is discussion about relocating the Museum of Art within the Downtown as well.

Arts and culture also play an important role in sustaining the local economy. A 2011 study by Americans for the Arts found that nonprofit arts and culture generated \$79.8 million in total economic activity within the Iowa Cultural Corridor in 2010, where Iowa City and Cedar Rapids are the dominant players. "Within the corridor study area, nonprofit arts and culture organizations support 2,761 full-time equivalent jobs. That figure amounts to \$52.4 million in household income to local residents and delivers \$7.4 million in local and state government revenue." (Arts & Economic Prosperity IV, 2011 Americans for the Arts.)

As we move forward with planning for the future, Iowa City should continue to recognize the important role that arts and culture plays in making Iowa City a distinctive and attractive place to live and do business.



Photo by Dan Williamson © Iowa City Press Citizen.

The free Friday Night Concert Series, which runs from late Spring into early Fall, draws huge crowds, including families with children, to the Pedestrian Mall in Downtown Iowa City. Participants in the planning workshops and the on-line Good Ideas survey listed the concert series and the Pedestrian Mall as two of their favorite things about Iowa City.



Installed in Downtown Iowa City in the winter of 2012, Tree Huggers was a public art project brought together knitters of all ages and abilities from across the community. In all, 135 trees were outfitted in designs that attracted widespread attention in the media and, as its organizers intended, added a little color and fun to an otherwise long, gray season.

## Vision:

Iowa City is defined by its flourishing arts and culture scene. We recognize the important role that arts and culture play in engaging our increasingly diverse population. We seek to promote arts and cultural programs and projects that educate, entertain, and inspire the public and that preserve cultural heritage and enhance economic development.

## Arts & Culture Goals and Strategies:

### Recognize the economic development potential of Arts and Culture for Iowa City.

- Increase visibility and awareness of Arts and Culture programs.
- Explore opportunities for new Arts and Culture venues that will attract visitors to Iowa City.
- Work with the Iowa City/ Coralville tourism board on new opportunities to promote Iowa City as an arts and culture destination.
- Work with the University of Iowa, the Iowa City Chamber of Commerce, and the Downtown District to raise awareness of Iowa City's arts and culture scene in recruitment efforts.

### Support Arts and Culture programs that reflect and serve Iowa City's changing demographics.

- Seek the participation of diverse populations (e.g. young and old) when developing cultural programs.
- Seek representation of diverse populations on the Public Arts Committee.
- Develop an Arts and Culture plan that includes all neighborhoods.
- Continue to provide opportunities for Neighborhood Art.

### Work to increase funding for Arts and Culture programs.

- Identify grants and private donations for Arts and Culture projects and programs.
- Explore new funding sources for Arts and Culture projects and programs such as Hotel/Motel tax revenue, crowd funding, a "percent for art" ordinance, and new grant funding.

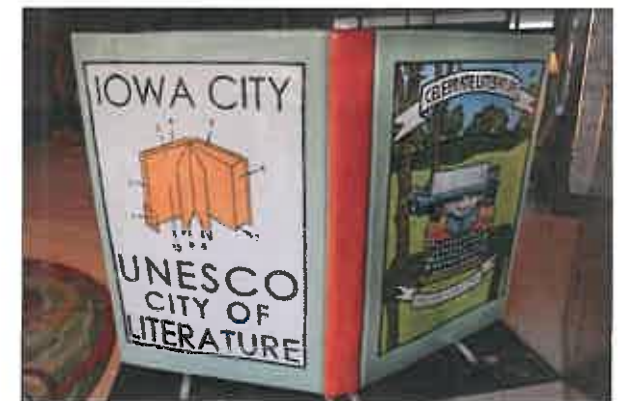


**Develop partnerships that build community support for and access to Arts and Culture.**

- Collaborate with the University to promote development of venues that provide students with alternatives to alcohol use.
- Collaborate with the school district, businesses, and other organizations to expand the reach of Arts and Culture resources in our community.
- Explore the creation of a community arts center with A Home for the Arts (AHA) or other organizations.
- Support non-profits involved in arts programming, such as the City of Literature and Summer of the Arts.



Public art projects, such as the Iowa City Literary Walk celebrate Iowa City's unique culture. Above, a bronze panel installed in the sidewalk along Iowa Avenue celebrates the work of Paul Engle, long-time director the world renowned Iowa Writers Workshop and founder of the International Writing Program at Iowa.



Iowa City's designation as a world City of Literature has brought much attention to the important role that the arts play in Iowa City's history and culture.