

Public Art Advisory Committee

Thursday, August 6, 2020

5:30 PM

Electronic Meeting
ZOOM MEETING PLATFORM

AGENDA

Electronic Meeting

(Pursuant to Iowa Code section 21.8)

An electronic meeting is being held because a meeting in person is impossible or impractical due to concerns for the health and safety of Commission members, staff and the public presented by COVID-19.

You can participate in the meeting and can comment on an agenda item by going to via <https://zoom.us/meeting/register/tJUtd-ypqjMqGtaiw64jOvKyUd7NDXXWLNkp> the internet to visit the Zoom meeting's registration page and submit the required information.

Once approved, you will receive an email message with a link to join the meeting. If you are asked for a meeting or webinar ID, enter the ID number found in the email. A meeting password may also be included in the email. Enter the password when prompted.

If you have no computer or smartphone, or a computer without a microphone, you may call in by telephone by dialing (312) 626-6799. When prompted, enter the meeting or webinar ID. The ID number for this meeting is: 910 0514 8002.

Once connected, you may dial *9 to "raise your hand," letting the meeting host know you would like to speak. Providing comments in person is not an option.

Call to order

Public discussion of any item not on the agenda

Consideration of minutes of the July 2, 2020 meeting

Introduction of new members recently appointed by the City Council – Tonya Kehoe and Dominic Dongilli

Presentation by Public Space One and the Center for Afrofuturist Studies - Black Lives Matter Mural on Capitol Street Parking Ramp – The committee will be asked to consider approval of the project proposal and recommend approval to proceed with the project to the City Council. The City Council will review the proposal at their August 18, 2020 meeting.

Public Art Strategic Plan – Subcommittees will be developed to work on developing methods to respond to Community Arts/Artists Outreach/Participation and Community Collaboration.

Attached to the agenda is the Goals and Strategies Section from the Public Art Strategic Plan. Portions of these page have been marked to assist in determining what would be the focus for each subcommittee:

Highlight – Community Arts/Artists Outreach/Participation

Red Box - community collaboration

Green Underlined – Completed/near completion

Continued discussion regarding Parks/Trails and Sculpture Garden Projects for FY21

Committee announcements or Committee reports

Staff reports - Artists Database

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. Early requests are strongly encouraged to allow sufficient time to meet your access needs.

Goals and Strategies Work Plan

Goal 1 Review the existing Public Art Program. Adjust its policies, priorities and practices to better reflect our dynamic community. Devise creative ways to deliver a wide range of art opportunities—from performance art to permanent installations, participatory programs, and more—to stimulate a vibrant public art environment that will enrich us all.

Action Steps	Tasks	Timeline
<p>A <u>Review and update existing policies and procedures for selection, installation, maintenance and conservation of artworks in public spaces and civic facilities</u></p>	<ul style="list-style-type: none"> ● <u>Review existing policies and procedures - update as necessary</u> ● <u>PAAC adoption and City Council presentation</u> 	<p><u>November 2019</u> <u>December 2019</u></p>
<p>B <u>Evaluate structure, size, practices and accessibility of the Public Art Advisory Committee</u></p>	<ul style="list-style-type: none"> ● <u>Review existing by-laws</u> ● <u>Consider expansion of committee membership</u> ● <u>Consider meeting time in the evening to encourage more public participation</u> ● <u>Reevaluate location of meeting</u> 	<p><u>November 2019</u> <u>December 2019</u></p>
<p>C Encourage people to see art in new ways, in unexpected places and spaces</p>	<ul style="list-style-type: none"> ● Develop projects/programs/criteria that encourage these opportunities ● Expand opportunities to create functional art installations ● Expand opportunities to engage public in unexpected ephemeral art experiences 	<p>Ongoing</p>
<p>D Collaborate with other community arts entities to encourage innovative projects and public arts activities that make Iowa City a public art destination</p>	<ul style="list-style-type: none"> ● Incorporate opportunities that encourage fresh ideas/creative interpretation ● Ensure programming draws new audiences and generates helpful feedback 	<p>Ongoing</p>

Goal 1 *Continued*

Action Steps	Tasks	Timeline
<p>E Develop a method by which the public can provide ongoing input.</p>	<ul style="list-style-type: none"> • Evaluate digital media opportunities to solicit feedback. • Incorporate audience feedback for programs/projects where possible. • Conduct annual survey for general public input. • Initiate annual gathering of arts organizations/professionals to optimize coordination among partners. 	<p>January 2020</p>
<p>F Seek opportunities to prioritize the involvement of our large pool of talented local artists.</p>	<ul style="list-style-type: none"> • Determine geographic area for the term “local artists”. • Develop a baseline of information about activities in which local artists have participated. • Determine needs of local artists that can be addressed by public art programs and activities. • Ensure that programs that respond to these needs are developed and involve local artists. 	<p>Ongoing</p>
<p>G Develop criteria to define what determines progress; quantitative and qualitative. Review annually.</p>	<ul style="list-style-type: none"> • Programming outcomes are reviewed annually and this information is used to refine programming for the year. 	<p>January 2020/ongoing</p>

Goal 2 Expand opportunities to use public art to enliven and enhance areas throughout Iowa City to ensure that everyone in the community has a chance to enjoy it.

Action Steps	Tasks	Timeline
<p>A <u>Conduct an inventory and prioritize potential areas for future consideration of public art and arts activities throughout Iowa City, particularly underserved areas; update annually.</u></p>	<ul style="list-style-type: none"> • Sites identified and prioritized including interior and exterior. • Seek out non-traditional locations. • Each site/location evaluated for arts options encouraging fresh ideas for opportunities. • Information used to refine projects and activities for next year. 	February 2020/ongoing
<p>B Create a framework to define how these locations can be made available for temporary art exhibits as well as an evaluation process by which an artist can propose a project in an undiscovered public location.</p>	<ul style="list-style-type: none"> • Revisit draft of Temporary Art Installation Policy. • Research Art on Loan program and determine how or if to pursue this option. 	February 2020/ongoing
<p>C Generate community involvement with art projects:</p> <ol style="list-style-type: none"> <u>1. Reinstitute the Neighborhood Art Program which enables neighborhoods to work with local artists to develop public art installation/s that reflects the identity of the neighborhood.</u> 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 artists by providing opportunities to showcase their work through studio tours, neighborhood art festivals, etc. 	<ul style="list-style-type: none"> • <u>Review Neighborhood Art Program guidelines, adjust as necessary.</u> • <u>Determine method of implementation/level of funding.</u> • Develop program/methods for expanding interactive/performing arts/events. • Evaluate existing Public Art in Private Places program to encourage private investment in visual arts on private property. Evaluate incentives/consider funding programs to encourage involvement. • Evaluate opportunities for hosting private artist exhibits/events including City facilities, parks, coordination opportunities with existing programming, etc. Consider funding directed towards coordination/administration costs. 	March 2020/ongoing

Goal 2 *Continued*

Action Steps	Tasks	Timeline
<p>D Expand the concept of public art with spontaneous arts experiences in non-traditional settings.</p>	<ul style="list-style-type: none"> • Develop special arts experiences in unique settings designed and/or organized when feasible. 	<p>Ongoing</p>
<p>E <u>Develop and implement a policy for soliciting and accepting donations, memorial gifts or loans of artwork.</u></p>	<ul style="list-style-type: none"> • <u>Review existing policies and amend/add as necessary.</u> • Promote opportunities on regular basis. 	<p>February 2020/ongoing</p>
<p>F <u>Continue to seek opportunities for temporary exhibitions of artwork</u> throughout the community both in public and private locations.</p>	<ul style="list-style-type: none"> • Develop program/process that encourages these opportunities. • Promote on a regular basis. • Consider establishment of sculpture garden, annual rotating art exhibit or other. 	<p>February 2020/ongoing</p>

Goal 3 Secure and manage funding for the public art program and the care and maintenance of public art assets.

Action Steps	Tasks	Timeline
<p>A Develop a staffing and resource model to ensure the goals of the Public Art Program are achieved.</p>	<ul style="list-style-type: none"> • Develop Public Art Program goals and outcomes. • Determine programming priorities for five-year period. • Determine estimate of administrative requirements. • Determine funding sources/opportunities for administrative costs. • Revisit draft of Temporary Art Installation Policy. • Research Art on Loan program and determine how or if to pursue this option. 	July 2020
<p>B Identify and secure funding sources that will provide for a sustainable, reliable resource to ensure the realization of the Public Art Strategic Plan. Options could include:</p> <ul style="list-style-type: none"> • 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. • Percent for public art – Consider including percent of capital project costs 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 	<ul style="list-style-type: none"> • Evaluate options, develop recommendation and propose to the City Council. • Continue to evaluate supplementary funding sources and/or partnerships as they become available. • Evaluate funding annually and incorporate strategic increases as necessary. 	March 2020

Goal 3 *Continued*

Action Steps	Tasks	Timeline
C Identify strategies to cover maintenance and conservation of public art.	<ul style="list-style-type: none">• Conduct a regular condition assessment of all the artworks in the City's public art collection to determine which pieces need maintenance or conservation, or should be evaluated for deaccessioning.• Prioritize conservation needs.• Identify and secure funding to provide the necessary treatment, and secure those funds in a revolving fund accessible when needed.• Secure the services of a professional conservator for assessment and/or conservation if necessary. Conditional assessments of the entire public art collection conducted and priorities developed.	Ongoing

Goal 4 Collaborate with municipal, civic, nonprofit and private sector organizations to create opportunities for public art.

Action Steps	Tasks	Timeline
<p>A 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.</p>	<ul style="list-style-type: none"> • 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. • Identify and meet with key departments where public art partnerships and collaboration can be developed, and identify opportunities for partnerships and collaboration on public art projects at the time of construction or later. • Work with existing City departments/committees considering wayfinding projects that may incorporate artwork. 	<p>April 2020/ongoing</p>
<p>B 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 Hospitals and Clinics Project Art, etc.) to assist with acquisition of artwork and spaces for artwork and/or arts activities.</p>	<ul style="list-style-type: none"> • Determine all potential partners. • Include in all meeting notifications and planning processes. • Consider annual joint meeting to share projects/ideas/etc. 	<p>January 2020/ongoing</p>
<p>C 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.</p>	<ul style="list-style-type: none"> • Encourage and maintain ongoing communication with involved entities. • Evaluate and seek out funding opportunities as available. • Act as resource/advocate as appropriate. 	<p>Ongoing</p>
<p>D Promote incorporation of public art in private development.</p>	<ul style="list-style-type: none"> • Encourage City staff to work with private developers on the potential value of public art and possible opportunities to include art as part of their developments. • Explore the feasibility for an ordinance requiring public art in private development; provide incentives as possible. 	<p>March 2020/ongoing</p>

Goal 5 Build awareness and promote understanding about public art and the benefits of the arts in general.

Action Steps	Tasks	Timeline
<p>A Develop a promotional campaign about the City's public art collection that targets all available media and reaches all segments of the population:</p> <ol style="list-style-type: none"> 1. Identify and implement community awareness strategies for every public art project installed. 2. Identify new ways to get the word out about arts events and opportunities. 3. Highlight specific artworks, telling the story of the artist and the history of the work . 4. Explore using digital media application to create a self-guided tour of the City's public art, including the opportunity to crowdsource feedback by the public regarding art installations. 	<ul style="list-style-type: none"> • Identify target audiences and develop promotional campaign. • Develop community awareness strategies and implement for all public art projects. • Capture and utilize other promotional opportunities. • Identify and widely publicize events and/or opportunities. • Explore digital media opportunities that would enable the public to learn about public art through a self-guided tour application. 	March 2020/ongoing
<p>B Assemble and maintain a variety of communication and/or media networks to target audiences of all ages and backgrounds.</p>	<ul style="list-style-type: none"> • Identify various communication and/or media networks, and cultivate and activate for promotional efforts. 	March 2020/ongoing
<p>C Coordinate with other arts organizations to sponsor regular events to showcase art projects/programs/opportunities.</p>	<ul style="list-style-type: none"> • Develop artists database to feature local artists and their work. Make publicly available. • Create an e-source bank of programming opportunities, networks and contact information for communities to access if desired. 	June 2020/ongoing
<p>D Develop annual report to be presented to the City Council detailing accomplishments and spending over the past year.</p>	<ul style="list-style-type: none"> • Reinstitute an annual report. 	Ongoing

MINUTES
PUBLIC ART ADVISORY COMMITTEE
JULY 2, 2020 5:30 PM
ZOOM MEETING FORMAT

MEMBERS PRESENT: Steve Miller, Nancy Purington, Andrea Truitt, Eddie Boyken, Jan Finlayson, Ron Knoche

MEMBERS ABSENT: Juli Seydell Johnson

STAFF PRESENT: Marcia Bollinger, Wendy Ford

PUBLIC PRESENT: Jason Snell, Sophia Lusala, Kim Cassisa, Mazahir Sahil

Electronic Meeting

(Pursuant to Iowa Code section 21.8)

An electronic meeting was held because a meeting in person was impossible or impractical due to concerns for the health and safety of Commission members, staff and the public presented by COVID-19.

CALL TO ORDER

Miller called the meeting to order at 5:34 p.m.

INTRODUCTIONS

Members of the committee introduced themselves to the public that were present at the meeting.

PUBLIC DISCUSSION OF ANY ITEM NOT ON THE AGENDA

There was none.

CONSIDERATION OF MINUTES OF THE JUNE 4, 2020 MEETING

Bollinger noted that she updated the attendance chart on the minutes as the version included in the agenda packet were not updated. She explained that she added Jan Finlayson to the roster as she was a new member and added the June meeting. Knoche made a motion to accept the minutes and amended attendance chart. Purington seconded the motion.

PUBLIC ART MATCHING FUND REVIEW

The committee reviewed the individual applications:

Wild Prairie Winds - Bollinger mentioned that the locations and schedule identified in the application would need to be adjusted due to COVID limitations and limited parking. She also mentioned that although the application included a Des Moines address, the performers were all from Iowa City. The proposed locations were discussed briefly. Truitt mentioned encouraging parks that are accessible to public transit. Purington encouraged expanding outdoor performance space in parks to encourage a comfortable setting for these types of

performances. Miller expressed his support of the application. Knoche confirmed that approval of the application would be without specific location identified.

Bloomington Head Start HACAP Mural – Truitt felt the building could benefit from the mural. Finlayson made a motion to approve the application.

Sprites – Knoche asked how the lighting might be impacted by vehicles going through the alley since it is motion activated. Miller stated that the original light concept was going to be dynamic rather than motion activated and that the alley would be better lit with the art installation and safer for drivers. Purington asked about the nearby apartments and if the lighting might bother those living in the apartments. Miller stated that the lights would be pointed away from the windows and low enough not to directly impact the residents. Ford asked Miller about the ropes and how they were lit. Miller clarified that the robes carried the light that was projected on them from narrow LED spotlights attached to the pole.

Open Air Media Festival – Purington again mentioned her concern about having to travel to see these installations and the need to have a permanent location for these types of events. Bollinger stated that a focus of the project was to bring the events into a variety of locations in the community. Miller mentioned that the application emphasized that the pop-up locations would provide an element of surprise in these unexpected locations.

Tour de Farm History Kiosk and Art – Purington expressed concern about the wood fence and long-term maintenance. Bollinger mentioned the fence would primarily be located on private property and did not think that it would be eligible for public funds. She added she has discussed the application with the applicant Judy Nyren and feels that the historic marker component of the application would best be funded through a Neighborhood Art Project. Nyren has already accomplished much of the research for the project and has coordinate many historic events related to the neighborhood. Ford suggested that a recommendation could be made to set this application aside for consideration as a Neighborhood Art Program.

Truitt made a motion to accept all of the projects at their full funding request except for the Tour de Farm History Kiosk and Art which should be considered as a Neighborhood Art Project. Knoche seconded the motion. Approved unanimously.

DISCUSSION OF FY21 FUNDING ALLOCATION

Ford displayed the results of the survey that she sent out to the committee members which was included in the agenda packet.

Miller asked about the results for the Parks/Trails category and if the committee should be deciding the exact location for such artwork. Ford suggested that the funding level should be determined but determining the location is not necessary at this time.

Purington mentioned that the Quad Cities had a sculpture garden. Installation of the pads was discussed and the cost involved. Bollinger added that if the installations were temporary, an honorarium would need to be paid to the artist for the exhibit. Past temporary installations had provided \$1000 per honorarium. Truitt added that she was questioning how we would scale a sculpture garden as she is more familiar with larger exhibits. Miller asked about locations for a sculpture garden. Purington mentioned College Green Park. Ron added that there may be some plans for bocce ball courts in the park which could impact any installation. It was estimated that installation of a pad might be a minimum of \$500. Adding in the honorarium, a reasonable

budget for a 3-4 pad sculpture garden would cost \$7000 -\$10,000. A budget of \$10,000 was included in the spreadsheet.

Bollinger suggested that a budget of between \$10,000-\$15,000 would be adequate for a Neighborhood Art Project. A budget of \$12,000 was included in the spreadsheet.

The committee discussed Matching Funds for FY21. Bollinger stated that the committee committed \$7000 at the meeting so there was \$13,000 still available of FY20 funds It was decided to add another \$5000 for FY21.

Knoche asked about the Artist's Registry and if there would be cost associated. Bollinger thought that she the Info Technology staff were responsible. It was decided to put aside \$2000 to cover costs if any.

The Iowa City Municipal Airport was discussed. Several opinions were discussed. Some felt it was an inviting location to visit to watch planes or provide an exhibition space for artwork. Ford mentioned that the inside area of the airport was fairly small and an interior exhibit may not be possible. Bollinger suggested perhaps an exterior sculpture garden may be an option – or possibly a mural on a hanger wall. It was mentioned that it was ranked high overall for a public facility but as an individual project it was ranked mediocre by individual commission members.

Bollinger also mentioned the relocation of Dorothy sculpture to the Chauncey Swan Park. Costs associated with that were not specific but it was suggested to put the leftover funds of \$9600 into a Maintenance/Opportunities fund that could cover that expense, maintenance and other projects that may come up over the next several months.

Knoche made motion to a approve the budget as outlined (below) at this time. Purington seconded. Approved unanimously.

Public Art Program Funding Distribution					
Fiscal Year	FY17	FY18	FY19	FY20	FY21
Budget Allocation	\$15,000	\$ 25,000	\$ 25,000	\$50,000*	\$50,000
Project Categories					
Large Projects					
Public Facilities	\$ 7,500	\$ 10,600	\$ 2,000		
Parks/Trails		\$ 6,000	\$ 7,600		\$ 10,000
Parking Ramps				\$ 30,000	
Sculpture Garden					\$ 10,000
Longfellow Tunnel	\$ 400	\$ 395	\$ 425	\$ 400	\$ 400
Other projects					
Neighborhood Art					\$ 12,000
Performance	\$ 3,520	\$ 2,500	\$ 7,500		
Matching Funds	\$ 3,900	\$ 3,700	\$ 500	\$ 19,600	\$ 5,000
Maintenance/Opportunity		\$ 600			\$ 9,600
Community Involvement			\$ 2,000		
Temporary					
IT (artist registry)					\$ 2,000
Other (Dorothy, currently)			\$ 2,000		\$ 1,000
Totals	\$ 15,320	\$ 23,795	\$ 22,025	\$ 50,000	\$ 50,000

PUBLIC ART STRATEGIC PLAN – ESTABLISH SUBCOMMITTEES TO ADDRESS GOALS AS OUTLINED IN STRATEGIC PLAN

Miller reviewed the goals and objectives of the Strategic Plan and highlighted opportunities for subcommittees to discuss further.

Bollinger suggested that many of the items were staff related tasks and that they might best be discussed between staff who would then develop a process to address. She added that PAAC members would be very helpful in providing input into two areas; community collaboration and artists outreach/participation. Miller suggested that the development of the subcommittees would best wait until the August meeting when the two new members were at the meeting. All agreed.

UPDATE ON BLACK LIVES MATTER MURAL ON CAPITOL STREET PARKING RAMP

Bollinger summarized that she and Ford have been working with Loyce Arthur, a Theatre Arts professor at the University of Iowa to lead the coordination of the mural. Bollinger stated that Arthur was very well connected with the community and had coordinated several community participation art projects over the years. Arthur contacted the Center for Afrofuturist Studies and Public Space One to develop a proposal including what artists will be involved, how the community outreach component will be handled – particularly including the Black community – and how the project will be installed. The project is planned on beginning in August and be completed by October. She stated that PAAC will be responsible for reviewing the proposal and concept for the mural and provide a recommendation to the City Council. This could require a special meeting and she would be reaching out if necessary.

SUBCOMMITTEE DEVELOPMENT COMMITTEE UPDATES

There were no updates.

STAFF UPDATES

There were no updates.

ADJOURNMENT

Knoche made a motion to adjourn. Truitt seconded. Meeting was adjourned at 7:25 PM.

**Public Art Advisory Committee
Attendance Record
2019-2020**

Name	Term Expires	9/5/19	11/7/19	12/5/19	1/16/20	2/6/20	3/5/20	4/2/20	4/20/20	5/7/20	6/4/20	7/2/20
Nancy Purington	12/31/22	--	--	--	X	X	X	X	X	X	X	X
Ron Knoche		X	X	X	X	X	X	X	X	O/E	X	X
Juli Seydell-Johnson		X	X	X	X	X	X	X	X	X	X	O/E
Vero Rose Smith	12/31/20	X	X	X	X	X	X	X	O/E	X	-	-
Steve Miller	12/31/20	X	X	X	X	X	O/E	X	X	X	X	X
Andrea Truitt	12/31/22	X	X	X	X	X	O/E	X	X	X	X	X
Eddie Boyken	12/31/21	X	O	X	X	X	X	X	X	X	X	X
Jan Finlayson	12/31/20	--	--	--	--	--	--	--	--	--	X	X

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