



INDIANOLA PUBLIC ARTS COMMISSION

Agenda

Thursday, February 23, 2023

6:00 p.m.

City Hall Council Chambers

110 N 1st St, Indianola, IA

1. Call to Order
2. Approval of January Minutes
3. Art Festival Planning
 - a. Artists and deadline
 - b. Sponsorships
 - c. Committee Updates
4. Arts Master Plan
 - a. Focus Areas
 - b. Policy
5. Bravo Public Arts Grant
6. Upcoming Project
7. Agenda items for February 23 meeting
8. Adjourn

Indianola Public Arts Commission
Meeting Minutes – Thursday, January 26, 2023
City Hall Council Chambers, 110 N 1st St, Indianola, IA

Members Present: Bob Kling, Grant Darrah, Tim Wilson, Monica Weinman, Justin Nostrala

Members Absent: Megan Shipley, Hayden Keeney

Also Present: Jackie Raffety

Bob called the meeting to order at 6:03 p.m.

Motion to approve November minutes: Moved by Grant, APPROVED

Volunteer needs for each task were discussed, using a list Bob had prepared. Justin recorded needs for each category, which we can revisit at each meeting. He will set up a Signup Genius based on the various tasks/needs. The needs related to security will depend on the final plan. Bob will check with organizers of art events in other communities. Simpson may also be increasing staff, which could help. Volunteer needs for marketing are not great, other than hanging banners. We agreed to purchase T-shirts for volunteers, with sponsors listed on back. Jackie has a list of permit requests she will be submitting. No need for volunteers except to carry out permit-related tasks such as moving street barricades. Similarly, contacting food trucks will not require volunteers but setting up chairs and tables will. Bob is using last year's map as a guide to the layout, assigning returning vendors to the same spot as 2022 unless they request otherwise. He will mark off the spaces prior to the event. A handful of volunteers will be needed for set up and breakdown. Restrooms/trash will not need volunteers except to haul the trash cans to where we want them. General one-time and periodic tasks as described will be assigned to volunteers. Justin is contacting service groups. Monica will also recruit volunteers from Indianola High School, as students can use this service credits. The registration tables/tent will serve several functions and will require at least a few steady volunteers to be available to drive the golf cart as needed and to sit for vendors who need to temporarily leave their exhibits. Jackie and Bob will not need volunteers for maintaining contact with artists but may need assistance with assembling packets, depending on the number of items donated by local businesses. Monica will make arrangements for the high school's popcorn popper to be available, but volunteers will be needed to operate it. It will be placed near the children's arts activities which will also require volunteers, likely students. Hayden was not able to attend but sent the following notes covering her areas of responsibility:

Entertainment

- Piano (s)
- Yard Games
- Live Musicians - 4 as of now, depending on if the budget will allow for a couple of paid players. I have another musician I'm going to talk to who plays ukelele.

Volunteers

- 4 needed - tentatively one per musician
- A couple can help with hauling/setting up any equipment the musicians need, another can help with keeping track of each time slot and helping the other volunteers with transition between entertainers
- I will be one of the volunteers, of course, and will help be an info source to the entertainers

Discussion then focused on sponsorships, using the draft letter and proposed level description Tim had prepared. The proposed levels of sponsorship were accepted (\$3,000, \$1,000, \$500, and \$250). Since T-shirts will be created, printed logos and names will be added as a benefit of the top three levels. The benefit of a purchase discount on an art item purchased will not be included. Tim will update the letter; Grant will forward the Festival logo. Jackie will check with the Chamber of Commerce to see if they would send the information to members electronically. The list of members is lengthy and it was decided that mailing to all via USPS was not practical in terms of cost or time. Several potential sponsors were identified and Tim will reach out to each of these with assistance from Bob in a few cases. If we can't get assistance from the Chamber in reaching out to members, we can evaluate the success of the in-person efforts and review the membership list to determine what businesses should receive a mailing.

Review of the Arts Master Plan was tabled until the next meeting in the interest of time.

Jackie reported that the Comprehensive Plan has been amended to include more public space including the walking/bike trails. The idea of a living wall was again discussed, with several ideas depending on location. Monica had reached out to someone familiar with Iowa State University's role in working with community projects. This individual recommended starting a conversation with the ISU Landscape Club, which includes upper level students, many of whom need to design projects in public spaces. Trail sculpture is another possible project. These have become quite popular along the region's extensive and growing trail system.

Motion to adjourn by Grant, APPROVED. The meeting ended at 7:28.

PROGRAM OVERVIEW

Bravo Greater Des Moines offers financial support to its local government partners for new public art plans and projects that generate more artistic and cultural expression in Greater Des Moines. Bravo defines “public art” as semi-permanent or permanent artwork that is free and accessible to the public. Artwork may include, but is not limited to, sculptures, murals and installations.

A total of up to \$150,000 available for Public Art Grant (PAG) awards in grant cycle 2023 (GC23). This is a competitive grant program; it is likely not all funding requests will be approved.

APPLICANT ELIGIBILITY

Eligible PAG applicants must have a current 28E Agreement with Bravo Greater Des Moines. A local government may submit only one PAG application per grant cycle.

All applicants must meet with Bravo staff about their project before March 31, 2023. Failure to meet with staff by this date will result in ineligibility for funding in this grant cycle.

PROJECT ELIGIBILITY

Eligible PAG projects include concept development and the creation and/or installation of works of public art. Eligible artwork must have a useful life of at least 6 months. The artwork may be part of a building, bridge or other permanent infrastructure, but grant funds are restricted to the costs associated with the artistic enhancement of the infrastructure project.

The creation of a comprehensive public art plan is also an eligible PAG project. A comprehensive public art plan is an actionable tool used as a road map for a city, including its commissions, city departments, program staff, artists and stakeholders, to maximize public art in supporting the goals, needs and future of its community.

Projects ineligible for PAG funding include, but are not limited, to the following:

- Maintenance/repair of existing public art collection
- Landscapes and gardens that do not have a life of at least 6 months
- Signage, including welcome and wayfinding signs
- Projects previously funded by Bravo Public Art Grant
- Public Art projects at water trail access points that are eligible for the ICON Public Art Grant
- Amphitheaters
- Events & Programs
- Freedom Rocks
- Bus shelters

Grant funds must be spent within the GC23 funding period (July 1, 2023-June 30, 2024) and the project must be completed by June 30, 2025. PAG funding may be used for the following:

- Artist fees and stipends or other eligible costs for project concept development, which can include the creation of detailed proposals for public art projects in the applicant city.
- Costs to create and to install public art, including land and site development.
- Consultant fees for the development and creation of a new or updated comprehensive public art plan.

Ineligible expenses include, but are not limited to the following:

- City/County staff salaries and wages
- Equipment and fixtures that are not integral to the structure or operation of the artwork
- Endowment
- Sponsorship
- Existing obligations, debts or liabilities
- Operational expenses related to marketing, promotion and merchandise

GRANT AWARDS

Applicants may request up to 50% of eligible projects costs. Bravo may, at its discretion, award partial funding requests. It is unlikely Bravo would award more than \$50,000 to a single project.

IMPORTANT DATES

March 6, 2023

Application available by 10:00 a.m.

July 1, 2023

Grant term begins

March 31, 2023

Deadline for applicants to meet with Bravo staff

August 7, 2023

Signed Grant Agreements & Resolutions due by 3:00 p.m.

April 7, 2023

Application due by 3:00 p.m.

June 30, 2024

Grant term ends; Bravo funds must be expended

June 16, 2023

Award notifications sent

June 30, 2025

Project must be completed

APPLICATION ATTACHMENTS

Applicants will be asked to attach supplemental materials to their application. Failure to submit required documentation may result in disqualification from consideration. All attachments must be in PDF format. Documentation will include:

- **Budget** – One-page budget that details the costs to fully complete the project. Clearly identify any expenses already incurred and any contingency funds. Public art expenses must be clearly separated from other, non-public art-related expenses and fees paid to artists should be clearly called out.
- **Fundraising** – List all confirmed and likely potential sources of funding to complete the project. Include the donor/source name, amount of funding and date of donation/funding decision.
- **Timeline** – One-page detailed timeline of major milestones for the project. Use specific dates when possible and include milestones already reached. Opportunities for community input and engagement should be included.
- **Images** (if available) – Up to three images for the project. These can be artist's renderings, sketches, photos of the site or equipment or stock photos of the materials to be used. Make the images compelling and part of the case for funding. Although specific artist renderings of the final installation are not required, projects that create a clear and compelling picture of the planned public art generally perform better.

APPLICATION REVIEW

Bravo's Community Investment Committee will evaluate eligible applications. The Bravo Board of Directors will make the final funding decisions. Meetings of the Community Investment Committee are not open to the public. Applicants should not contact committee members or Bravo Board members directly to discuss applications or funding amounts. Priority may be given to communities that have not received PAG funding in a previous grant cycle.

GRANT AWARD PROCESS

Award notifications will be sent via email. Applicants awarded a GC23 Public Art Grant will be required to sign a Grant Agreement and submit a resolution approving the Grant Agreement by August 7, 2023. Grant awards will be disbursed after submission of these documents.

Bravo is committed to a transparent, fair and consistent grantmaking process. There is no appeal of final funding decisions made by the Bravo Board of Directors.

QUESTIONS

Contact Bravo staff at grants@bravogreaterdesmoines.org or 515.243.0388 with any questions.