

**Urbandale Public Arts Committee
Annual Planning Meeting Minutes
May 13, 2021**

I. Call to Order - Character Counts Statement: Mindy read the Character Counts Statement as follows:

Urbandale is a national leader in CHARACTER COUNTS! endeavoring at all times to promote and model the principles of trustworthiness, respect, responsibility, fairness, caring, and citizenship. In conducting this afternoon's meeting, we expect that all participants will act in a respectful manner consistent with these principles.

II: Roll Call

Present: Rob Hilbert, Mindy Sauer, Carol Holmquist, Terri Steinke, Susan Rhodes, Jim Reese, Doug Adamson, Amy Croll, Susan Patterson-Plank, Blake Rozendaal

Absent: Cate Newberg

Advisory: Jan Herke, Bruce Bernard

III: Consent Agenda

- A. Approval of Previous Meeting Minutes and Financials: Moved and passed to approve Minutes and Financials.

IV. Director's Report – Jan Herke, Urbandale Director of Parks and Recreation:

Jan's items will be covered in Reports/Updates.

V. Reports/Updates

- A. Proposed End of Fiscal Year Spending: Jan would like to move outstanding project costs (splash art, tunnel painting) and Ottocast costs out of the general funds as those funds need to be spent by June 30th. Jan proposed we could pay Kate, Dana, Jan H and Terri to do more butterfly wings as they have been widely received by the public. These projects would need to be done by June 15th with a matching grant from the city with the \$2500 Bravo grant. It was moved by Blake to moved forward with this funding and seconded by Mindy.
- B. Art in the Medians in Urbandale: Per Jan the City Council and CIP committee discussed median art for street beautification and what falls within their criteria. The PAC has been tasked with coming up with ideas for something consistent and repetitive to represent Urbandale. The cubes at 142nd and Douglas are distinctive of Urbandale. There are some site restrictions and can't involve lighting. Something replicable that provides for branding. We will need to revisit this and come up with some ideas in the next couple months. Jan will find out a more definite timeline and Rob suggested a small group to brainstorm. If the budget for this branding art comes from the PAC then additional funds can possibly be allocated from the City.
- C. DART Art Bus Shelter Project Representative: DART has reached out to Jan and invited us to participate with them as they have received funding from BRAVO to do art installations as part of their bus shelters. They are doing a call to artists and would like a PAC representative to be on their panel. The panel will meet June 24th. Doug volunteered to be the representative. Mindy will be the alternative if Doug is not available.

- D. Strategic Planning Sessions Discussion (Projects/Priorities for 2022): Rob suggested we plan ahead for a fall meeting and make sure as many can participate as possible. Bruce will get last year's notes to everyone to look over and give ideas for what would like to be discussed. Please give feedback to Bruce by the end of May. Think about your passions and level of commitment. The four themes are what we base our ideals on so please review those as well (a review of those will be in the documents Bruce sends out to committee members).
- E. Walnut Creek Regional Park Commissioned Art Update (if needed): Artist Interviews are to be set for the week of July 12th. It was suggested we don't have our July 8th meeting or combine any meeting items with the interviewing day. Jan will invite community representatives to the interviews. The end of July there will be public input and displays at the Library and social media posts. It was determined to have artist interviews on July 15th from 8AM-12PM. Jan will let the artists know. At our August 12th meeting we will make our final recommendations.
- F. Splash Art Update: Rob asked if there was additional need for the PAC to do any more projects. Doug is finishing up some manhole covers and more butterfly wings will be done. Amy talked about seeing a city wide project up north in which citizens can pay for and participate in the artwork pieces for their yards and neighborhoods. She will find out more details for us.
- G. Ottocast Update: It was proposed for adding 2 new sculptures at \$50 a piece to make a total of \$400 (8 pieces). Moved by Carol and seconded by Mindy.

VI. New or Other Business:

It was moved and seconded to adjourn. Motion passed and meeting adjourned at 1:10.

Next Meeting: June 10, 2021 at City Hall 12:00 -1:30

Other Items on Deck or on Hold:

- *Mural*
- *High School Student Representative*

Submitted by Susan Rhodes