Urbandale Public Arts Committee
Annual Planning Meeting Minutes
January 16, 2020

1. Welcome, Roll Call and Character Counts Statement and approval of December 2019 minutes:

Present: Rob Hilbert, Mindy Sauer, Carol Holmquist, Cate Newberg, Susan Rhodes, Doug Adamson, Paul Burkett, Jim Reese
Absent: Terri Steinke
Advisory: Jan Herke, Bruce Bernard

Rob 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.

Approval of Minutes: Carol moved to approve December 2019 minutes. Mindy seconded. Motion passed.

2. Overview of the Day – Rules of Engagement:
Rob reviewed the Rules of Engagement as a reminder for today’s meeting.

3. General Responsibilities, Updates and Housekeeping: (Rob)
   a. Committee Responsibilities (Meetings/Attendance), Recruitment, and the City: Monthly attendance of meeting is encouraged. The PAC is always open to new applicants as positions open. Reminder that as board members we are representatives of the City of Urbandale.
   b. Interchange & Mural Project Updates: Interviews are set for Jan 21st for the three finalists. We are including a member of the City, Continental Western, Homemakers, Sally Dix from BRAVO and an UHS student. Each of the three interviews will last about 45 minutes. Print work of the artists will be on display at the library and public input will be accepted until 2/17. We will also have various marketing pieces put together for public input. For the mural at the Legion Hall, the Legion is reaching out to the VFW to continue talking about fund raising/grant possibilities.
   c. Ribbon Cuttings: It was determined that future ribbon cuttings will be mainly the Council and the PAC and possibly the artist for photos instead of doing a public event.
   d. Art Splashes: Buck Jones and Cate Newburg: We’ll table this discussion for when the weather warms up.
   e. Des Moines Register Article: Rob suggested we think about messaging input for the article. We will need to put together some talking points and photos for an article submission on the Interchange sculptures. Let Jan know of ideas by Wednesday. Rob suggested including the economic impact, how it was funded and the PAC process in determining the selected artist.

4: A Quick Review of the Basic Assumptions: (Jan)
   a. UPAC Structure and Sub-Committee Structure: Larger projects have taken precedence so subcommittees due for re-grouping.
   b. Key relationships: Keep in mind our relationships with the Library, Senior Art Center, and other Public Art Committees.
   c. Funding Sources: Reminder to take a look at what grants are available and their timelines for submittal.
5. Painting a Picture of Where We Want to be as the UPAC in relation to the Four Pillars from our Community Input: (Bruce):
   a. Things we do/What have we done/completed: We now have a grant schedule and have been awarded a BRAVO grant, we are looking to engage students more and add a student as a committee member, we are exploring splashes of art, have some neighborhood art projects completed and the Douglas interchange project is well underway.
   b. What should we put on hold or take off the table:
   c. Ideas of future projects, large or small: Keep in mind the energy, passion and time available to put into projects. Continue developing neighborhood art projects and rethink how to engage students and the seniors. Possibly create a marketing plan based on events. We’ll continue Art Day participation as well. The Regional Park (152nd and Meredith) concepts will move forward once the space is further along. There is also the potential for a Natural Playground/Playscape like in Jester Park.
   d. What do we want to do: develop a database of volunteers, continue engaging the public, develop consistent and targeted marketing (Susan, Mindy and Terri), update the project calendar, keep working with our key relationships listed above including Friends of the Park and Parks and Rec. Once the Douglas interchange project is complete there will be a larger ribbon cutting and press coverage. How other communities incorporate murals in their community will continue to be discussed and researched. It would be beneficial to update our power point and visit various groups to talk about the PAC. Jan mentioned the Lioness club needing a speaker and that we could possibly do a City Council Lunch and Learn to let them know what we have done. Do we look more into performance art as well? Other non-brick and mortar art and non-installed art? We could also look to engage more with other community art committees. What about an Art Fair with vendors as other communities do?
   e. What resources do we need (human, cash, etc…): Bruce is available to assist with action plans for subcommittees. Jan is a valuable resource and available as needed. Volunteers are untapped, as of yet, as well as other grants for when we have specific projects in mind. We also have the option of private sector funding.

6. The Wrap Up:
   a. Areas of agreement or decision: Subcommittees will regroup for 2020. Rob and Carol will tackle participation in Art Day. Cate and Mindy will work on Splash Arts (possibly a kit for community member purchase). Doug and Cate will continue community mural research. Susan, Mindy and Terri will work on a marketing program and presentation for community groups as well as social media coverage.

7. Adjourn: Jim moved to adjourn, Paul seconded. Motion passed, meeting adjourned at 9:59.

Next Meeting February 20th at Noon at City Hall.

Submitted by: Susan Rhodes