

**Public Art Advisory Committee
Thursday, December 6, 2018
3:30 PM**

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

AGENDA

Call to order

Welcome new members – Andrea Truitt and Eddie Boyken

Farewell to Tam Bodkin Byrk

Public discussion of any item not on the agenda

Consideration of minutes of the November 1, 2018 meeting

Discussion related to funding of Public Art Program

Update on City Hall Lobby Art Project

Update on Snelson Sculpture Relocation

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

**MINUTES
PUBLIC ART ADVISORY COMMITTEE
NOVEMBER 1, 2018 – 3:30 PM
LOBBY CONFERENCE ROOM – CITY HALL**

MEMBERS PRESENT: Tam Bodkin Bryk, Vero Rose Smith, Wendy Brown, Steve Miller, Joe Welter (for Ron Knoche), Juli Seydell Johnson

NOT PRESENT:

STAFF PRESENT: Marcia Bollinger, Morgan Musselman

PUBLIC PRESENT: Thomas Agran, Kumi Morris

PUBLIC DISCUSSION OF ANY ITEM NOT ON THE AGENDA:

Thomas Agran stated that he would like to discuss the BenchMarks program and the de-installation of the benches on the Ped Mall in response to the concerns raised by Vero Rose Smith on the behalf of the Blue Stockings art collective during the October 4 meeting. Agran works for the Iowa City Downtown District and has managed the BenchMarks program for the last few years and has also participated in it himself. Agran stated that the Downtown District was aware of the benches' de-installation for a while and that they had been talking with the City for a long time about how that de-installation would be handled. Agran stated that the Downtown District had solicited feedback from the BenchMarks artists which they submitted to the City along with their recommendations. Agran stated that the artists' feedback involved an understanding that the benches were impermanent and there was a desire for the money made through the sale of the benches to go back into the public art fund or to go back to the artists. Agran stated that the Downtown District's full recommendation was that if the benches were marketed as painted benches and gave credit to the artists, that the public could interpret the sale as supporting public art, therefore, if the money from the sold benches could not go towards public art, then the benches should not be advertised as pieces of art in order to not mislead the public. Agran stated that, because the benches were going to be sold as just a City asset, the Downtown District's recommendation was that the benches not be advertised as art in order to not mislead the public as to where the money from the sale of the benches was going. Agran said it felt unfair to credit the artists and leverage the value of the benches accordingly without any of that money going towards serving a similar project or program.

Agran stated that his current understanding of the future of the BenchMarks program, given the Ped Mall renovations, is that the Downtown District has reallocated their title sponsor for the Benchmarks program to the downtown mural program. Agran stated that the last he was aware of, in regard to the Ped Mall renovations, benches were being set aside in order to be part of this program once the renovations are complete. Agran believes the benches will be installed near the playground area. Agran stated that he is not sure how things will pan out, but that as far as he knows right now, the program will continue as a funded opportunity.

Tam Bodkin Bryk noted that she believes the concern over the de-installation and how it was handled centered around the artists feeling disenfranchised by not receiving credit for their artwork. Agran responded that he understands this frustration but that his view of the situation is that, in this specific context, he sees it as an issue of artist rights and that exposure is not necessarily a fair way of promoting the benches. Agran also mentioned that the Downtown District asked the City to be notified of when the benches went up on the auction site so that he could communicate with the artists, and that he was not ever notified of this.

Vero Rose Smith arrived at 3:40 p.m.

Rose Smith stated that the conversations she is aware of through her involvement with Blue Stockings was that there was miscommunication of professionalism in dealing with contracts and how much an artist should expect to hear after their work has fulfilled a contract. Agran stated that there had been a lot of conversation about how credit is given and how credit is leveraged for financial gain and that the Downtown District had taken the position of discouraging the City from using the artists' names because they did not think it was something that actually benefited the artists. Rose Smith thanked Agran for coming to clarify and discuss the situation with the Committee.

CONSIDERATION OF MINUTES OF THE OCTOBER 4, 2018 MEETING

Wendy Brown moved to approve the minutes of the October 4, 2018 meeting. Juli Seydell Johnson seconded. Motion passed unanimously.

REVIEW OF SUBMISSIONS FOR THE PUBLIC ART MATCHING FUNDS

Marcia Bollinger announced the first applicant is Jenna Larson, the editor-in-chief of Fools Magazine. Larson distributed copies of Fools Magazine's most recent publication, which was released in Spring 2018. Larson stated that Fools Magazine releases publications once a semester and has been in operation for a little over two years. Larson stated that Fools Magazine is a student organization that serves as an arts and culture magazine for students who are interested in expressing their creativity and for the city as well. Larson stated that they have both student and community members and that the entire editorial board for Fools Magazine is made up of students.

Bodkin Bryk asked Larson where the magazine is distributed. Larson responded that Fools has their release days every semester and that this semester's release day is December 7. Larson stated that their location changes each semester and that last semester it was Merge and the semester before that was at the IMU. Larson stated that because the magazine is free and there are limited copies, the magazine is distributed very quickly. Brown asked if the libraries receive copies. Larson responded that as of now, Fools Magazine does not provide copies to the libraries. Bodkin Bryk asked how many copies are typically printed. Larson responded that they usually print around 300 to 400 copies and that last semester was the magazine's largest release, of around 450 copies, which was possible due to funding from the University of Iowa Student Government (UISG). Larson stated that they expect a smaller printing this semester due to financial reasons, which is also why she has applied for the Public Art Matching Fund.

Bodkin Bryk asked how Fools Magazine's story is driven for each edition and where they get their ideas from. Larson stated that the theme of the magazine changes each semester, along with the cover. Larson stated that the editorial board works with the members throughout the entire semester to not only decide on the pieces that will go in the magazine but also to workshop and edit those that will be published on Fools' website, as well as pair members with a visual artist. Larson stated that the editorial board finalized the twenty literary pieces that will be included in this semester's publication and that the rest of the photo stories, illustrations, and other similar elements will be decided soon by the visual team. Larson stated that the story for each edition depends on the submissions they receive, and that they love a mix of different literary genres and photo stories, illustrations, etc. Larson stated that they try to find a place for every member of Fools Magazine.

Bodkin Bryk asked what Larson's role is in the magazine. Larson responded that she is the editor-in-chief and that her responsibility is to make sure that the magazine happens and the rest of the editorial board stays on track and she works with the treasurer to manage the budget and to look for financial support, which they currently receive from UISG, JMC, and the Magid Center. Larson stated that Fools also works with UI Printing to create the magazine, which is managed by the design editor. Larson stated that she is the overseer for the work created by the other members of the editorial board and the members of Fools Magazine.

Bollinger asked what the hard costs of producing the magazine were. Larson responded that the overall cost of printing for Volume IV was around \$7,000 and that the cost has been much lower in previous printings. Larson stated that the fourth volume has more pages than normal that they printed around 400-500 copies, which is much higher than normal. Larson stated that this semester, Fools is looking to print 400-450 copies with editions of around 52-56 pages. Larson stated that the cost ranges from \$11-\$13 per copy. Bodkin Bryk asked if UI Printing priced per issue or per page. Larson responded that UI Printing prices per issue and that the price per magazine generally ranges from \$11-\$13 and that if there are more pages, it tends to gravitate more towards the \$13 mark. Larson stated that Fools works with the Journalism School and the Magid Center for Undergraduate Writing to secure this funding, in addition to funds they have received from the University of Iowa Student Government. Larson stated that UISG provided Fools Magazine with a grant of \$5,000 for 2018, and that Fools used half of this grant for last semester's edition and will use the other half for this semester's edition.

Bodkin Bryk asked if the magazine was also published online. Larson stated that they do publish an online edition as well, because physical copies are so limited. Larson mentioned that the virtual edition is also convenient as an archive.

Bodkin Bryk commented on the many members involved with Fools Magazine. Larson stated that Fools' editorial board consists of 10 members and their assistants, and that this semester they wanted to become more efficient in how time during meetings is managed, and so they have been integrating workshops into their meetings which are run by workshop leaders. Larson stated that Fools has been working on cultivating a reputation as an empowering organization that helps its members develop and expand their leadership abilities, which has motivated changes in their meetings and workshops. Larson stated that the editorial board has recently been redesigned to

include assistants, so that editor's assistants are prepared to take on the editor's role when the time comes, if interested. Larson stated they also encourage editors, if they are in an editor role for more than one year, to take on a new role in their second year rather than stay in their current position in order to foster a deeper connection with and understanding of the organization. Larson also stated that Fools has members from many different colleges within the University, including STEM majors, which makes for more well-rounded and exciting content in the magazine.

Bollinger asked how Larson found out about the matching funds. Larson responded that Chosie Titus, the Design Editor for Fools Magazine, knew about the matching funds because her boss had informed her, and Titus had then informed Larson. Bodkin Bryk clarified that Fools was requesting \$2,000 in matching funds. Larson confirmed. Bodkin Bryk asked if the requested amount was specifically for publication costs. Larson responded that Fools would use the \$2,000 for printing. Larson stated that Fools Magazine also receives funds from UISG, which they use to support their visual artists in projects that are unrelated to the publication, but that the matching funds money will specifically be used towards printing costs. Bollinger asked if there will be more opportunity in the future to get the magazine out into the public with the money from the matching funds. Larson responded yes, that Fools wants to place more editions in bookstores and coffee shops and become broaden its reach, which goes hand-in-hand with having the funding to produce more copies. The Committee thanked Larson for speaking with them.

Bollinger brought in the second applicants for the public art matching funds, Green Iowa AmeriCorps, represented by Megan Hill, the Outreach Coordinator, Sheri Deal-Tyne, the Education Coordinator, and Rachel Oswald, the Logistics Coordinator. Oswald stated that their project is inspired by a project done by Green Iowa / Land and Water Stewards AmeriCorps of Cedar Falls where they organized an event in which they provided rain barrels for people to paint, which was open to the public and organized on a first-come, first-served basis, and then sold the barrels to cover the costs of materials used. Oswald stated that the Iowa City Green Iowa AmeriCorps plans to organize their event a bit differently and needs to account for only the costs of brushes and paints for the community painting event, and that they plan for the sale of the rain barrels to account for the cost of conversion kits. Hill stated that they have 25 conversion kits already provided by the River Network and 9 which were provided by the Cedar Falls Green Iowa AmeriCorps, therefore the Iowa City Green Iowa AmeriCorps needs 16 more kits to reach their goal of 34 conversion kits. Hill stated that the funds requested in their application would go towards purchasing brushes and paints so that community members would not have to take on those costs themselves. Hill stated that they already have the barrels, which were donated by Coca Cola. Brown asked what the barrels are like. Hill responded that they are white plastic barrels. Hill stated that the Cedar Valley AmeriCorps painted the barrels and used a sealant afterwards, which works well to ensure that the paint stays on the barrels. Hill stated that the Cedar Valley AmeriCorps group found that sealant worked better than using primer. Bodkin Bryk asked what kind of paint the group would be using. Hill stated that they are planning to use exterior paint because it is more durable and long-lasting. Bollinger asked about displaying the barrels so the general public could view the painted barrels. Hill responded that they had considered displaying barrels and having informational tables about the importance of rain harvesting at the Farmers' Market or displaying it at an Earth Day Festival. Welter asked if they had considered contacting Channel 4 News about the project. Hill responded that they had not considered that. Rose Smith asked how the Cedar

Valley barrels look now, a year after they were painted. Hill responded that the barrels still look good. Bodkin Bryk asked for clarification on the specific paint that will be used and how it will be distributed. Hill responded that the group would hold a day event in the beginning of April to have the painting event, and that they would have pre-confirmed painters who could register online due to the finite supply of rain barrels. Hill stated that they would supply the paint, brushes, cups for mixing paint, etc. Bodkin Bryk asked what kind of sealant would be used and who would be applying it. Hill responded that they haven't finalized the type of sealant yet but that the AmeriCorps group will be the ones applying it. Hill stated that the painting event is separate from the event in which they will sell the barrels, which they plan to put on once the barrels have been finished and sealed. Hill stated that the barrels will be sold at a low rate to just cover the cost of the conversion kits and that any profit made will go back into the Outreach and Education Fund for Green Iowa AmeriCorps. Brown asked if they had thought about soliciting designs. Seydell Johnson stated that the group just intended on having people come to paint. Hill confirmed this and stated that guidelines will be provided for painters. Steve Miller asked what the plan was concerning painters wanting to buy the barrels they had painted. Hill responded that she had been thinking that painters could have first choice on their barrel if they wanted it. Bodkin Bryk asked what the requested \$600 would be used for. Hill responded that it would be used for paints, sealant, and brushes only. The Committee thanked the Green Iowa AmeriCorps group for speaking with them about their project.

Miller asked how much the Committee has allocated for matching funds. Bollinger responded that they have \$8,000 dedicated to matching funds and that the next deadline is in the middle of March. Miller asked if others had applied, or if it was only the two applicants who appeared before the Committee today. Bollinger responded that they put out a press release in August that announced both of the deadlines for matching funds but that they should send out another reminder in the middle of January. Bodkin Bryk stated that Fools Magazine requests \$2,000 from the Committee. Seydell Johnson stated that she liked Fools' project but she questions whether it is too University oriented to be considered public art. Bodkin Bryk stated that Larson had informed the committee that she intends to spread the magazine within the Iowa City community more. Brown stated that doing so is difficult when the run is so small. Miller asked the Committee members to remind him where Larson said the copies are distributed. Seydell Johnson responded that Fools distributes copies through a pop-up event. Miller asked if the committee could stipulate that with the provision of funds from the Public Art Action Committee, Fools Magazine could be required to put copies of future editions in more public places. Bollinger responded that the Committee could do this, but expressed concern on how limited that coverage may be. Seydell Johnson suggested that the Committee offer Fools Magazine \$1,000 now with the provision that copies be made more publicly accessible and then Fools could re-apply for the Spring issue. Bodkin Bryk stated that she loves the magazine but that she is hesitant to provide the full \$2,000 because the magazine feels very University driven, especially because few Committee members had heard of Fools before this proposal. Welter stated that if the Committee did not provide any funds to Fools there is a significantly lesser chance of it getting out into the community, therefore providing them with some funds with the stipulation that the publication is more publicly accessible in the future is the best option for the Committee. Rose Smith asked if Larson had said whether there are copies at Prairie Lights Bookstore. The Committee agreed that she had. Rose Smith stated that having copies at

Prairie Lights but not at the Iowa City Public Library indicates that the magazine needs a more fleshed-out distribution plan.

Seydell Johnson motioned to provide \$1,000 to Fools Magazine with the stipulation that Fools Magazine provides the Public Art Advisory Committee with a distribution plan and that the copies produced with the \$1,000 from the public art fund are distributed at a non-University location or locations. Miller seconded. Motion passed unanimously.

Seydell Johnson stated that she would encourage the Green Iowa AmeriCorps group to re-apply for matching funds in the Spring with more information on the event. Brown and Miller expressed concern over whether the AmeriCorps proposed project could be considered public art. Bollinger stated that she would like the painting to be done by professional artists instead of randomly-selected community members. Miller stated that he agreed. Welter asked if the Committee could require that the barrels be placed in public areas. Seydell Johnson responded that they would have to discuss where those public places would be. Seydell Johnson stated that they had also spoken with her about painting around storm drains, which is a project Seydell Johnson has more interest in than the rain barrels. Bollinger stated that she knew about the storm drains project as well but that she questioned the longevity of that project. Seydell Johnson stated that she liked the idea of commissioning a few local artists to come to the community painting event to offer guidance or ideas. Bollinger stated that there also needs to be the opportunity for the public to see the rain barrels after they are completed and that she is concerned the barrels will just end up in people's backyards where they will not be visible. Welter stated that he agrees that the project needs to be expanded on more in order to be considered public art. Miller agreed that the project has a lot of potential. Seydell Johnson stated that Green Iowa AmeriCorps is always welcome to come back with another proposal but that, as of now, the project seems more well-suited to receiving a sustainability grant than public art funds.

Miller motioned to not provide public art matching funds to Green Iowa AmeriCorps and to inform them that the Committee chose not to provide funds for the rain barrel project because they did not see a connection between the proposed project and public art. Welter seconded. Motion passed unanimously.

DISCUSSION OF CITY HALL LOBBY ART PROJECT

Tim Adams was present from Stony Creek Landscapes to discuss the City Hall Lobby Art Project with the Committee. The Committee introduced themselves to Tim Adams.

Bollinger stated that the Committee's intention in having Adams attend this meeting was to have a conversation about what the Committee likes about Adams' other work, such as "Freebird" in Cedar Rapids, and to discuss other design expectations for the City Hall Lobby project. Adams asked the Committee if they had thought his first proposal was too busy. Brown responded that the Committee had thought it was too focused on the University and writing, and not enough on the other aspects of Iowa City. Bodkin Bryk stated that she believes the Committee is looking for something elegant and simple for the lobby. Seydell Johnson stated that the Committee does want color, but also simplicity. Bollinger agreed that color is desired, though the vividness of the colors used is up for discussion, and that the Committee is also interested in including lighting

with the design. Adams reviewed that elements of his past proposal for the Committee members. Brown stated that she would like Adams to create a beautiful piece of art more than something that has a strong conceptual link to the Iowa City community. Bodkin Bryk stated that there are a lot of challenges with the space to keep in mind as well. Adams responded that he got familiar with the space during the time of his first proposal and understands its limitations and challenges. Adams asked the Committee for their opinions on the florescent colors he had proposed earlier. Rose Smith responded that she likes them but would perhaps prefer just using one to keep a streamlined design. Brown responded that Adams should feel free to explore other materials as well. Bodkin Bryk and Miller stated that they liked the colors as well. Bollinger stated that the piece needs to appeal to the wider Iowa City population and should include elements that reflect the community. Adams stated that he appreciates the Committee's opinions and feedback. Adams asked if the Committee wanted to stay away from literary elements. Brown responded that because City Hall is used by so many different people, the Committee wants a piece that a lot of people can relate to and that it doesn't need to be so literally tied into Iowa City so much as it needs to be beautiful. Bollinger reminded the Committee and Adams that the City Manager had requested the piece demonstrate an attachment to Iowa City. Rose Smith suggested a piece that has a broad concept but still relates to something like civic life and what it means to be a participant in the Iowa City community. Seydell Johnson suggested building off elements of the physical world. Adams stated that one of his earlier concepts was an abstract piece that involved maps of Iowa City and its waterways. Bodkin Bryk and Bollinger stated that they like that concept. Bollinger stated that there is a piece in the Johnson County Auditor's Building that also involves the river and that they should be careful that the City Hall piece does not look too similar.

Adams asked the Committee why they had stopped working with the artist who was initially chosen for this project. Bollinger responded that there had been a lot of continual redesign and that the Committee could not get a finalized concept of the piece that would be installed. Seydell Johnson stated that this is why the Committee thought it was important to discuss things with Adams before he begins on the project.

Rose Smith asked what the process for the next steps of the proposal should be. Adams stated that he could provide the Committee with concepts and sketches within a week. Adams asked the Committee when they want to have the project installed. Bollinger responded that they want it to be installed by June 2019. Adams stated that he would like to have the project installed by the first part of March because Spring and Summer are busy seasons for his company. Adams stated that he would need a lot of time to install it. Seydell Johnson stated that Adams could install over a weekend. Adams provided the Committee with a break-down of those involved in his team and informed the committee that they fabricate their own projects in-house. Adams stated that they complete around four to five projects a year.

Brown asked if the Committee had included information about where the piece should be oriented on the wall in order to avoid interference from passersby. Bollinger stated that the original call suggested making sure the piece is stable and sturdy in case it was interfered with. Bollinger stated that as long as the piece is out of arms reach and is maintainable it should be good. Bollinger stated that they also need the piece to not take away from the light fixture which is

currently installed in the lobby. Kumi Morris stated that the project would also need to be easily removed in case there is construction or a remodeling project happening in the area in the future.

Bollinger stated that she wants to propose a process for going forward and confirmed that Adams could provide the Committee with initial concepts and designs within the next week, then suggested that the Committee forms a subcommittee to review the designs and come back to the Committee with more fine-tuned designs. Adams stated that he will email sketches to Bollinger and then the subcommittee, which will be decided among Committee members, can get back to him on their thoughts. Adams stated that by November 30th they could finalize a concept. Adams also suggested that he could email the Committee a time table for his own process that the Committee could agree upon. Bollinger stated that she and Adams can work together more on those details. Bollinger stated that the Committee members need to decide on when they want a final decision to be made as well. The Committee thanked Tim Adams for taking the time to speak with them.

Bollinger asked the Committee members who would like to be on the subcommittee to work with Adams more directly. Miller stated that he would. Bodkin Bryk stated that she would as well, but reminded Committee members that her term ends in January 2019. Rose Smith stated that she would also like to be on the subcommittee.

COMMITTEE ANNOUNCEMENTS OR REPORTS

Brown asked Rose Smith when the pop-up exhibition she has been organizing with architecture firms will open. Rose Smith stated that the grand opening begins Friday, November 2, from 4-6 p.m. Bodkin Bryk asked for more information on the event. Rose Smith replied that she has been coordinating a pop-up exhibition with four architecture firms—OPN, Heery, Shive-Hattery, and Neuman Monson—that will occupy the pop-up spaces on the Ped Mall that were developed by Sanjay Jani from AKAR Architecture. Rose Smith stated that the pop-up event is in response to an exhibition she curated at the Figge in Davenport and that they will present ideas of home in the twenty-first century. Rose Smith stated that during the opening on Friday there will also be a costume contest and that there will be an opportunity to receive a free drink from the Dandy Lion for the first 50 people to visit the two pods on the Ped Mall.

STAFF REPORTS

Bollinger stated that she will be meeting with the Summerwill's and the Paul's to update them on the Snelson sculpture and get their feedback. Brown asked how the development of Riverfront Crossing Park is going. Seydell Johnson responded that it is going well.

ADJOURNMENT

Welter moved to adjourn. Rose Smith seconded. Motion passed unanimously. Meeting adjourned at 5:15 pm.

**Public Art Advisory Committee
Attendance Record
2018**

Name	Term Expires	2/1	4/5	5/3	6/7	7/12	8/2	9/6	10/4	11/1
Bodkin Bryk, Tam	01/01/19	x	x	x	x	x	x	O/E	O/E	x
Brown, Wendy	01/01/20	x	x	x	x	x	x	x	x	x
Erin Fitzgerald	01/01/20	x	x	x	x	x	x	x	x	--
Knoche, Ron		x	x	x	x	x	x	x	x	x
Seydell- Johnson, Juli		x	x	x	x	x	x	x	x	x
Vero Rose Smith	01/01/21	O/E	x	x	O/E	x	O/E	x	x	x
Steve Miller	02/01/21	x	x	x	O/E	x	x	x	x	x

Key:

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