

Public Art Advisory Committee
Thursday, January 10, 2019
3:30 PM

Helling Lobby Conference Room
410 E Washington St

AGENDA

Call to order

Election of Officers – Chairperson and Vice Chairperson

Public discussion of any item not on the agenda

Consideration of minutes of the December 6, 2018 meeting

City Hall Public Art Project – Tim Adams

Tim will be available to update the committee on the project design and respond to questions.

Public Art Program Funding Proposal Discussion

The attached proposal was presented to the City Council at their December 18 meeting. The committee will discuss follow up to the process.

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
DECEMBER 6, 2018 – 3:30 PM
LOBBY CONFERENCE ROOM – CITY HALL**

MEMBERS PRESENT: Tam Bodkin Bryk, Vero Rose Smith, Steve Miller, Ron Knoche, Juli Seydell Johnson, Andrea Truitt

NOT PRESENT: Wendy Brown

STAFF PRESENT: Marcia Bollinger, Morgan Musselman

PUBLIC PRESENT: Thomas Agran, Eddie Boyken

WELCOME TO NEW MEMBERS: ANDREA TRUITT AND EDDIE BOYKEN

The Committee introduced themselves to and welcomed the new members Andrea Truitt and Eddie Boyken. Andrea Truitt is the Volunteer and Community Relations Manager for Summer of the Arts. Eddie Boyken is a recent college graduate and has been a resident of Iowa City for 31 years.

FAREWELL TO TAM BODKIN BYRK

Marcia Bollinger presented Tam Bodkin Bryk with a certificate of recognition to thank her for her participation on the Public Art Advisory Committee.

PUBLIC DISCUSSION OF ANY ITEM NOT ON THE AGENDA

There was no public discussion of items not on the agenda.

CONSIDERATION OF MINUTES OF THE NOVEMBER 1, 2018 MEETING

Juli Sydell Johnson moved to approve the November 1, 2018 meeting minutes. Ron Knoche seconded. Motion passed unanimously.

DISCUSSION RELATED TO FUNDING OF PUBLIC ART PROGRAM

Steve Miller informed the Committee that he had spoken to Marcia Bollinger about the history of the Public Art Program and its funding. Miller stated that the funding has fluctuated from \$100,000 when it first began to \$6,000 and now to this fiscal year's allotment of \$25,000. Miller told the Committee there are different ways they could ask to increase the Public Art Program's budget, but they must first address the program's strategic plan and the question of why they want the budget to be increased. Miller presented the Committee with a draft of a strategic plan from six years ago that was developed by a subcommittee of the Public Art Advisory Committee.

To provide background information, Bollinger presented the Committee with a 2012 memo of a proposal for funding FY14 Public Art Program through Hotel and Motel tax revenue. Tam Bodkin Bryk stated that she remembers the Committee discussing this proposal because the Riverfront Crossings District was under development and the Committee wanted adequate funding for new

public art installations in that district. Bollinger noted that the program's increase in funding following this proposal was ultimately not provided through use of the Hotel/Motel Tax.

Miller stated that he thinks the Committee should draft a strategic plan and collaborate with the Downtown District on what the Committee supports as a source of funding, whether it's Hotel/Motel Tax or a percent out of construction projects, or other possibilities.

Thomas Agran asked Juli Seydell Johnson what the restrictions on funding through the Hotel/Motel tax are for Parks and Recreation. Seydell Johnson replied that it goes into the Mercer/Scanlon budget to help with ballfield and swimming pool maintenance because when tournaments are hosted there, out of town teams stay at local hotels. Seydell Johnson stated that whatever Parks and Recreation uses the funding for has to be connected to generating more hotel stays. Seydell Johnson stated that she does not know of any formal restrictions, but that is how the Iowa City Parks and Recreation Department uses the funds. Bollinger stated that she is also gathering information as to how the Hotel/Motel tax is regulated and allocated.

Bollinger distributed a list of potential public art projects for the future that consists of a number of ideas that the Committee has discussed in the past. Bollinger stated that the Hotel/Motel tax is used by public art programs in many cities including San Antonio and San Diego, and that Phoenix uses state lottery revenue. Miller asked if the City had given Bollinger a reason for not approving the proposal to use some of the Hotel/Motel tax to fund the Public Art Program. Bollinger stated that the City had not given the Committee a yes or no, but had observed that the program could use more funding and raised program's budget to \$15,000. Miller asked Seydell Johnson how stable the amount received through the Hotel/Motel tax is. Seydell Johnson replied that she believes the amount the Parks Department receives each year is fairly stable.

Seydell Johnson stated that she thinks the first step is to determine how much the Committee needs based on projects they want to pursue and ask for that amount in the budget process, and let the specifics of where the money comes from be worked out as a result. Agran noted that this is a project he has been working on individually and that he understands that right now is a good time to ask for money because the City is doing its budgeting. Agran stated that he believes there is no wrong time to ask for more money or to advocate for new projects. Agran stated that there are other neighboring communities that have public art programs whose funding comes from 1% to 2% of the respective city's capital construction costs, so there is a lot of precedent for this policy, including programs that have adopted it without a strategic plan, or with a strategic plan as a contingency. Agran noted that if the Public Art Program wanted to get a \$100,000 budget, which would be lower than what they used to receive, it would be about a third of a percent. Agran stated that he thinks it makes sense for the Committee to make a clear ask for more funding based on general goals that align with the City's general goals, versus individual projects, as related to the health of neighborhoods and equity in how money is spent, etc., and that he thinks the Committee could do so by suggesting a tiered approach. Agran stated that he encourages the Committee to draft a proposal to submit to Council at any time. Agran stated that Iowa is number 41 in the lowest state spending on art and that there are a lot of compelling political reasons that Iowa City should be a leader in prioritizing public art in the state. Ron Knoche stated that the City does provide a lot of support to the arts in Iowa City outside of the money that is specifically allocated to the Public

Art Program, and that he thinks the Committee needs to remain aware of the funding that goes on outside of the funds the Committee has specific control over. Vero Rose Smith asked if it would be more advantageous to talk about increasing public art funds through the Committee as supporting other economic development initiatives that the City has undertaken. Seydell Johnson stated that she would also add community engagement initiatives to that.

Bollinger stated that the budget public hearings process begins in January and that would be the time to propose an increase in funding. She agreed that it is important to bring it up to Council, and state that the Committee will get back to Council with specifics at a later date. Bollinger suggested creating a subcommittee.

Miller motioned to form a subcommittee to discuss increasing the Public Art Program's funding and develop a proposal to be considered by City Council. Rose Smith seconded. Motion passed unanimously. Miller, Smith and Boyken agreed to participate on the subcommittee.

UPDATE ON CITY HALL LOBBY ART PROJECT

Bollinger stated that the subcommittee selected one of Tim Adams' proposed designs, which features the woodlands effect, as a general starting point, because they liked the finish and the simplicity. Bollinger stated that Adams was initially simulating a birch tree in the proposal, but because birch is not native to Iowa, he then suggested shagbark hickory which is a native tree. Bollinger stated that the subcommittee had also talked about how to incorporate a connection to Iowa City in the piece and that they have decided to use the tree design to replicate the population growth of Iowa City from the 1850s to today. Rose Smith stated that the piece will have feature sections of metal that peel back to mimic the appearance of shagbark hickory. Bollinger stated that the piece will feature a forest that begins with smaller trees that then transition into larger, more mature trees to reflect the diversity and population growth of Iowa City. Bollinger asked the Committee if they had any suggestions, ideas, or general comments. Bodkin Bryk asked if Adams is excited about the project. Bollinger responded that he is excited and that he has been very easy to work with and supports all of the suggestions that have been provided. Bodkin Bryk asked if the initial proposed timeline is still in place. Bollinger responded that Adams will be attending the January meeting to present the final design and respond to questions. Once the design is finalized, there will be a six-week production period and then he will install it at the end of March. Rose Smith stated that Adams has been very easy to work with, that she is confident the timeline is feasible, and that Adams has been very receptive to feedback and suggestions as well, both in terms of aesthetics and ideas as well as practical considerations. Bollinger stated that Kumi Morris had a conversation with her son in which he mentioned that the Japanese term "Komorebi" describes the way sunlight filters through trees, and that this could be the title of the finished piece. Bollinger stated that they had also discussed using colored lighting, and that blue was suggested due to how it matches the aesthetics in the lobby. The committee discuss various lighting color options. Bollinger stated that the Committee will be receiving more information on this project during the next meeting in January.

UPDATE ON SNELSON SCULPTURE RELOCATION

Seydell Johnson stated that they are continuing to move forward with the traffic circle design and that they have experimented with up lighting for the sculpture. Seydell Johnson stated that they had a few other concepts involving more hardscaping around the sculpture, but that the budget doesn't allow that, and that she prefers the green around the sculpture anyway. Miller asked if the sculpture could be lowered. Seydell Johnson stated that the Summerwill's and Paul's who are invested in the relocation of the sculpture are adamant that it be high because much of Snelson's work is suspended, as well as to avoid interference with the sculpture. Bollinger showed the Committee photos from the experimentation with lighting for the sculpture. Bollinger stated that they will use white light. Seydell Johnson stated that the park is currently open but that they are planning on having the grand opening in late July.

COMMITTEE ANNOUNCEMENTS OR REPORTS

There were no committee announcements or reports.

STAFF REPORTS

Bollinger stated that an online submission process has been put in place for Poetry in Public this year. Bodkin Bryk asked if Bollinger will also be allowing physical submissions in addition to online ones. Bollinger replied that is a printable version that will allow participants to write out their poems if they prefer that format.

ADJOURNMENT

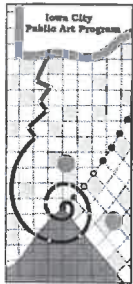
Knoche motioned to adjourn. Miller seconded. Meeting adjourned at 4:25 pm.

**Public Art Advisory Committee
Attendance Record
2018**

Name	Term Expires	4/5	5/3	6/7	7/12	8/2	9/6	10/4	11/1	12/6
Bodkin Bryk, Tam	01/01/19	x	x	x	x	x	O/E	O/E	x	x
Brown, Wendy	01/01/20	x	x	x	x	x	x	x	x	O/E
Erin Fitzgerald	01/01/20	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	x	x	O/E	x	O/E	x	x	x	x
Steve Miller	02/01/21	x	x	O/E	x	x	x	x	x	x
Andrea Truitt	01/01/22	--	--	--	--	--	--	--	--	x

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

12/18/18
(Date)



Date: December 18, 2018
To: Geoff Fruin, Ashley Monroe, Iowa City City Council
From: Thomas Agran, Director of Public Art for the Iowa City Downtown District;
Funding Committee of the Iowa City Public Art Advisory Commission
Re: Proposal for funding FY19 Public Art Program through Hotel and Motel Tax revenue

FILED

DEC 18 2018

City Clerk
Iowa City, Iowa

Introduction:

"Iowa City is defined by its flourishing arts and culture scene. We recognize the important role that arts and culture play in engaging our increasingly diverse population. We seek to promote arts and cultural programs and projects that educate, entertain, and inspire the public and that preserve cultural heritage and enhance economic development." – 2013 Iowa City Comprehensive Plan

At the most basic level, public art enhances the attractiveness of Iowa City and adds to the cultural vibrancy of the community. However, public art can also be a vehicle for community engagement and investment both emotional and financial, with far reaching ripple effects. The recent and projected growth of hotel capacity in Iowa City presents an opportunity to re-establish funding for public art programs and broaden the mission and impact of city-wide cultural resources. This proposal is designed to avoid any dramatic decrease in funding for other departments, and may serve as a new strategy towards ultimately increasing the revenue source it stems from, which is in flux. Public art pays dividends every time Iowa City shows up on a top-10 quality of life index, helps achieve complementary City objectives, and improves the real, day to day life of our citizens. We appreciate your consideration of this proposal during preparation of the FY19 budget.

Background

Since funding for the Public Art Program was eliminated from the Capital Improvements Program in FY 2010, the annual budget for Public Art has decreased from \$100,000 annually in FY 1994-1997, \$50,000 in Fiscal Years 2004-2009, \$14,750 in Fiscal Years 2010-2012 and \$2,750 for FY 2013. Recent upticks have brought the budget for Public Art up to its current level of \$25,000.

- From 1999 to 2001, the annual public art budget was \$100,000. In today's dollars that would be \$147,000
- Iowa City's population in 1999 was about 61,000 people, amounting to \$1.63 per capita-spending on public art. Adjusted to today's dollars that would be \$2.45 per person
- Today, Iowa City's population is about 75,000 people, but even after a modest increase last year, the public art budget is only \$25,000 – just 33¢ per person.
- This amounts to an inflation adjusted drop of 87% in per-capita spending on art.

Iowa State law requires that the City allocate 50% of all Hotel and Motel Tax revenues to activities promoting tourism. Currently, police services receive 47.5% of Hotel/Motel Tax revenue, Parks and Recreation receives 27.5% and the Iowa/Coralville Convention and Visitors Bureau receives 25%.

"While more rooms can be a boon for consumers, the metro has little in the way of new "demand generators" — Once the nine hotels come online, they will represent about a 35 percent increase in the number of hotel rooms available in the Iowa City metro."— Gazette, Sept 30 2017

2018 hotel demand growth (through October 31) is running at 4.2% which is about 1.2% higher than 2017 and about 1.5% higher than state average. 2018 hotel supply growth is at 19.5%, and over the next 18 months supply will have increased by more than 34% from 2017 levels.

By enhancing the identity and character of a community, public art directly supports cultural tourism and economic development strategies, including attracting new visitors.

Pertinent Guidance from the Comprehensive Plan:

- "Explore new funding sources for Arts and Culture projects and programs such as **Hotel/Motel tax revenue**, crowd-funding, a "percent for art" ordinance, and new grant funding."
- "Seek the participation of diverse populations (e.g. young and old) when developing cultural programs."
- "Increase visibility and awareness of Arts and Culture programs."
- "**Explore opportunities for new Arts and Culture venues that will attract visitors to Iowa City.**"
- "Seek representation of diverse populations on the Public Arts Committee."
- "**Develop an Arts and Culture plan that includes all neighborhoods.**"
- "**Continue to provide opportunities for Neighborhood Art.**"

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Proposal

The recommendations from the 2013 Comprehensive Plan solicit reflection on public art funding in Iowa City as it currently stands. With current funding levels, the Public Art Program will not have adequate funds for purchases of new public art installations such as sculptures, murals, or other potential projects. Additionally, the Public Art Program does not have funds to adequately maintain and conserve existing public art works. External grant opportunities are also limited as most require some level of matching funds. The only current opportunity for growth in funding is tied to development bonuses, but those can only be generated and spent in the Riverfront Crossings District. No other district has these provisions or opportunities, and even if this manner of funding was implemented more broadly, it is regressive in nature.

This proposal would allow the City to follow through on its goals set forth in the Strategic Plan by allocating the needed funding for our Public Art Program to continue to provide high-quality public spaces *throughout* our city, enhancing both economic development efforts and the quality of life for Iowa City residents. Most importantly, this restoration of funding would allow for a paradigm shift in public art in Iowa City from a soft benefit to one of civic infrastructure, empowering and lifting neighborhoods with a bottom-up approach to public art, as opposed to top down.

"The haphazard and makeshift nature of a project marks it as truly local. The more makeshift it is, the less intimidating it becomes to mimic or interact with the art. When it's clear that art has come from "the people," it puts the onus on "the people" to create more. It becomes a call and response kind of interaction that fills a place with a human touch. In the [top down] case, the public become consumers of art projects that formal groups are then expected to deliver. [The City she loves] did not come prepackaged or designed by

City Clerk
Iowa City, Iowa

government policy, [but] was built slowly by good neighbors going a little above and beyond ... The most successful public art is the result of community desires and goals, not top-down planning." – Gracen Johnson, Strong Towns

Public art programs are recognized both across the country and in Iowa City as a contributor to the quality of life and the attraction of businesses and visitors. Public art helps establish the sense of place that creates the unique character of Iowa City.

"Citizens see public art as promoting the city and individual neighborhoods as desirable places to live, work and visit, and improving the attractiveness and pedestrian friendliness of city streetscapes. Planning studies articulate the potential of public art for expressing neighborhood history, identity and sense of place, and for fostering intercultural harmony and understanding in our increasingly diverse city. They embrace public art as a partner in promoting the vitality of commercial nodes." "[Public art is a] powerful tool that places artists at the core of civic action in shaping the form and experience of the city." – St. Paul Public Art Plan

Proposed Recommendation:

We recommend budgeting a percentage of the newly accrued Hotel/Motel Tax to the Public Art Program. Included in this memo is a recommended ratio designed to restore the funding of public art roughly to 1999 levels, adjusted for inflation, implementing the instructions from the 2013 Comprehensive Plan.

Economic Impact:

The adoption of this approach to funding will borrow from the allocation for Parks and Rec and Police, but might be viewed as a new strategy to achieve the same goals. Cultural investments have broad reaching impacts that overlap with the goals and objectives of other departments. We know the power of renovating the Englert to drive the revitalization of downtown, and the power of an artistic bus stop to encourage public transit and walking, or the after school art program that contributes to a reduction in crime. We know the power of a few homemade benches that transform the right of way into a pocket park, or the power of a mural to change the entire perception of a community. Because public art benefits the local economy by stimulating foot traffic and sales tax revenue in commercial areas and enhances the attractiveness of all of Iowa City as a place to live and locate new businesses, we believe that the long-term economic impact of this allocation would be positive, resulting in an increase over time to the budgets of all organizations or departments receiving Hotel/Motel revenue. As the CVB agrees, *growth will not come by running the same playbook.*

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Below is the scenario proposed for budgeting Hotel/Motel Tax revenue, based on a 13.5% allocation to Public Art programs:

FY 2018 Hotel Motel Tax Revenue: \$1,045,696

Currently revenues are then divided according to these proportions:

- 25% to CVB = \$261,424
- 47.5% to Police = \$496,705
- 27.5% Parks = \$287,566

Suggested reallocation:

- 25% to CVB = \$261,424
- 41.5% to Police = \$433,964 (6% reduction of \$62,741)
- 20% to Parks = \$209,139 (7.5% reduction of \$78,426)
- **13.5% to Public Art Fund \$141,169**

FY 2019 Budget Impact

- Public Safety Budget: \$24,574,756 ⇒ new budget would be \$24,512,015 ⇒ **0.25% drop in revenue**
- Parks and Recreation Budget: \$7,003,110 ⇒ new budget would be \$6,924,683 ⇒ **1.1% drop in revenue**
- Public Art Budget: \$25,000 ⇒ new budget would be \$166,169 ⇒ **565% increase in revenue**

Recommended Contingencies of Funding:

- Immediate development before the start of the fiscal year of a new 5 year strategic plan for public art that ensures spending is equitable across all districts and outlines vision, goals, and objectives.
- In line with the Comprehensive Plan, a plan should be developed to increase diversity on the PAAC, possibly through a degree of district based and at large representation, similar to the HPC.
- Consider ways to increase community access, awareness, and participation in PAAC meetings.
- A required annual report by the PAAC, outlining where funding was spent and how spending aligned with strategic goals and objectives.
- A percentage of annual funding to be determined should be set aside to support a maintenance fund for projects, until a reserve amount is met.
- An increase of funding to the grant program and removal of matching fund requirement under a certain high threshold. Close monitoring of where grants are disbursed
- To help manage this funding, a portion of the budget might support a part time staff member, consultant, City Artist in the spirit of St. Paul's residency program, or alternatively a re-envisioning of the role of the PAAC.

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Select Municipal Programs for Comparison

The recommended 13.5% of Hotel/Motel Tax funding would be roughly equivalent to a 0.5% "Percent for Art" program based on Iowa City's FY19 CIP budget.

Municipality	Population	Program	Ratio
Lawrence, Kansas	97,000	Percent for Art	2% of CIP
Lexington, Kentucky	321,000	Percent for Art	1% of CIP
Missoula, Montana	73,000	Percent for Art	1.5% of CIP
Columbia, Missouri	121,717	Percent for Art	1% of CIP
St. Paul, Minnesota	306,000	Percent for Art	1.5% of CIP
Iowa City, Iowa	75,000	Hotel/Motel Tax	Equivalent to .5% of CIP

References and Resources:

All planning documents associated with the St. Paul Public Art Ordinance Program:
<https://www.stpaul.gov/departments/financial-services/public-art-ordinance-program>

Gracen Johnson's Strong Towns articles about public art and the strength of communities:
<https://www.strongtowns.org/journal/2017/5/15/public-art-project-vs-process>
<https://www.strongtowns.org/journal/2015/7/15/call-and-response>

Basic tenets and strengths of municipal art programs as outlined by Americans for the Arts:
https://www.americansforthearts.org/sites/default/files/PublicArtAdvocacy_talkpnts.pdf

FILED

DEC 18 2018

City Clerk
Iowa City, Iowa