



**Des Moines Arts Commission
Meeting Minutes
July 9, 2018 • 6:00 p.m.
Beach Park Dining Hall**

Present: Sheri Verburg, Michelle Fawcett, M. Anne Sweet, Fred Andrews, Alfonso DeAnda, Nicholas Fannin, Marcus Williams, Shannon Kirchberg, Luisa Bangs, Susan Cezar.

Absent: Patricia Clark (resigned), Beverly Reich (excused).

The meeting was called to order at 6:00 p.m. by Chair Sheri Verburg.

Verburg announced that Clark as resigned. We now have another DMAC opening, which should be announced at the concert and all commissioners are asked to help seek recruits.

Minutes Approval

Approval of the July 2018 minutes was deferred until next month.

Budget Report

Kirchberg presented the budget. She will request marketing dollars, per Williams' proposal.

Letter from Des Moines City Manager Michael Matthias

Cezar read and presented an e-mailed letter from Matthias stating that he and the City of Des Moines support the arts and DMAC; that they will recommend that DMAC be appropriately funded; that Cezar, Kirchberg, and Bangs will continue to support DMAC; and that DMAC should ask for whatever they would like to propose and it will be considered.

Cezar noted that the first cut of the budget would take place this week, then there will be a budget retreat on August 2, with final budget approval in the fall. The sooner budget requests can be submitted, the better. Additional funding thoughts that were mentioned: marketing plan, mural replacement, Key Bank mural, and extra concerts. Commissioners should send their ideas to Verburg by Friday, July 13.

Quarterly Update to City Council

It was suggested that the update be scheduled for later in August or September, so that the update could include a report about Shakespeare in the Park, the concerts, event donations, as well as the marketing plan from Williams. A copy of the marketing plan will be provided for inclusion in the City Council's packet at that time.

Marketing/Social Media

Williams reported on the marketing plan, which had been e-mailed to commissioners for review prior to the meeting. The emphasis was on expanding digital marketing, while also including existing print marketing. The total estimated cost of the proposal is \$1,600, which includes hosting of the website and Facebook advertising. Williams also noted some experimental marketing that could be explored, such as

a new platform called “Musically.” He also noted that webhosting for the new site would usually be \$170, but we are eligible for a 50 percent discount.

Williams had volunteered to create the new website, which he presented via projection at the meeting. Several new and updated features were pointed out and reviewed. Williams will send the URL for commissioners to more closely review the site. Any suggestions should be submitted to Williams by Friday, July 20.

Andrews suggested that he would like to see an online art gallery that would feature a new artist for a couple of months and that any art sales could generate a percentage back to DMAC.

Summer Concert Series

Fawcett presented the proposed survey for review. She has a photographer scheduled for the first concert. Food trucks for the first concert will be Donuts and Dogs and Stacks Burgers. They should be setup and ready to sell by 6:00 p.m. Kirchberg noted that any volunteers must sign a volunteer release form.

In order to encourage people to fill out the surveys, there will be a drawing (from the surveys submitted) at the last concert for one of three prizes: two tickets to Blues & Brews (Rotary), two tickets to the Legacy brunch, and two tickets to the Arts Gala. We will request two tickets each from Rotary and Legacy for their events. *Fawcett made a motion that up to \$300 may be spent to purchase tickets if we are unable to obtain the tickets by donation. Williams seconded the motion, which was unanimously approved.*

Arts Gala

Clark, who is chairman of the Arts Gala committee, has resigned from DMAC, but she is still a member of the Legacy Foundation board and will continue to act as chairman of the Gala committee. Packets of tickets have been prepared for sponsors and others. All DMAC commissioners has been given a packet of five tickets to sell, or they may buy them as a donation and then give the tickets away. Tickets are \$50 each.

Sculpture Project/Mural Replacement/Totem Poles

Andrews reported as follows.

Sculpture Project (Art on Poverty Bay): Completed, just waiting for more plinths.

Mural: Andrews has been in communication with a nonprofit organization that connects street artists with the community for mural projects. That group has been working on a proposal. The project has been estimated at \$5,000, which includes everything.

Totem Poles: There are two 20-foot poles with an old marina sign that are in need of restoration. The totem poles were not made by Native Americans, but are historic, quirky Americana. Pat McVey has offered to work with others to have them restored. However, there was some discomfort expressed with this idea, unless we could get some input from the area Native American Tribes. Andrews spoke with a representative of United Indians of All Tribes, who said that if the totem poles had already been up, maybe it would have been okay, but since they had been taken down, restoring them and putting them back up would probably cause lots of problems. There was some discussion about the possibility of

them being put up on private property. However, it was decided that DMAC would not pursue anything further regarding these totem poles at this time.

Spanish Castle Magic: While not a DMAC event, Andrews has received a grant for the event and reported that he currently has an exhibit on display at the Des Moines Historical Museum, which is open on Saturdays during the summer. He has been working on creating a video, including an interview with Little Bill and the Blue Notes. There will be music and dance events over the weekend of October 5-6 at the Oddfellows Hall, with swing one night and rock the next night. There will also be music and dancing on Sunday afternoon at the Windsor Terrace Apartments.

First Saturdays at Des Moines Farmers' Market

The idea was to have a DMAC table and presence at the Farmers' Market on the first Saturday of the month in order to promote the concerts, the Arts Gala, Shakespeare in the Park, Squid-A-Rama, etc. It was later learned that if DMAC wanted to have a booth, the attending commissioners would have to do all of the setup and takedown, so the idea was tabled. *[It has since been learned that the Farmers' Market is willing to setup a table for us.]*

Waterland Parade

Verburg, Andrews, Fannin and Sweet were available and volunteered to ride in the parade on Saturday, July 28. Verburg has a friend who has agreed to chauffeur the group in his 1961 Cadillac convertible. The parade gathers at the Highline College parking lot. It will then proceed from the Landmark, down Marine View Drive, ending at the Dollar Store. Fawcett has a speaker she will loan so that music representing the concert series can be played during the parade. Kirchberg will create signs for the group to carry.

12 Minutes: 1 Minute Commercial Around the Room

Fannin: Is excited about the upcoming concert series.

Williams: Has been selected to be on the commission to select art work at the light rail stations. They have met and narrowed it down to three finalists, which will then go down to one artist who will create an art work for the Federal Way station, plus one for a smaller project inside.

Bangs: Retired last week and looking forward to bringing guests to the concerts. She also noted that Highline College now has a new president, Dr. John Mosby.

Andrews: Is excited about the new website. He does a lot of research on nonprofits, so he has particular things he is looking for from websites, including articles, history, accomplishments, and mission.

DeAnda: Has a project in progress – He is working on finding out more about artists in the area's 50-plus residences, and he would like to put an exhibit together.

Fawcett: Has been traveling more and recently visited the art museum in Salt Lake City. She noted the interesting dichotomy between the more conservative side and the underground movement, exemplified by SLUG (Salt Lake UnderGround) magazine, in that area.

Verburg: Expressed gratitude to the City for all of their help and also thanked City Manager Michael Matthias for his letter.

Sweet: Reminded that all are invite to the Preview Party for the Equine Art Show coming up on Thursday, July 12, at Emerald Down. Also, those interested in viewing the art show over the weekend during live racing hours should let her know and she would put their names on Will Call for admission to Emerald Downs.

Cezar: The City has been working on the plinths, but they are having trouble finding available contractors. She expressed appreciation for all that the commissioners and DMAC do for the City of Des Moines.

Kirchberg: Reminded all that their quarterly volunteer hours sheets need to be turned in. Also, Des Moines will be on KING 5 News.

Fannin made a motion to adjourn, which was seconded by Williams, and the meeting was adjourned at 7:30 p.m.