



6:05 PM- Meeting brought to order

Present: Nick Fannin, Ashley Young, Nicole Nordholm, Council Member Luisa Bangs, Katy Bevegni

Excused: Jim Fullwiler, Eduardo Mendonça

Guests:

Kory Batterman- Code Enforcement, Des Moines Police Department

Meagan McGuire- VP of Sales and Marketing, Seattle Southside Regional Tourism Authority

Minutes Review and Approval: Approved

SCENE- Meagan McGuire with Seattle Southside RTA Presentation

Meagan presented on a new program with the SSRTA called SCENE. This program will involve arts, history, and culture in the South King County Region about the unheard stories about art from each of the Cities and will include a 3-7 minute video about the work.

Topics/work are picked off of two criteria, that they are story driven (have history behind the work/piece) and location based so that people can travel to the location of the work.

The SSRTA is asking the Commission to keep their ears to the ground discovering more work/pieces that can be incorporated into future videos and by spreading the work of the campaign through social media and online platforms.

The first three videos will be about

1. Big Catch Plaza
2. Earth Works
3. Spice Bridge

They hope to also include:

1. Maury Island Incident
2. Des Moines Bootlegging
3. Any other pieces/work that would be relevant to the campaign

Questions:

Luisa Q: How long until the program will take to get off the ground?



Meagan A: Another 3 weeks until the first round of videos are complete

Nick Q: How much website traffic does the RTA expect to see from this campaign?

Meagan A: Not sure at this time, but am happy to share when the data comes.

Utility Box Wrap Program- Kory Batterman with the Des Moines Police Department

Kory presented on the benefits of implementing a utility box wrap program in the City of Des Moines. Graffiti in neighborhoods cause several problems for community members and City Staff such as:

- ▶ **Resident / public perception**
 - ▶ **Unsafe**
 - ▶ **Don't care**
- ▶ **Higher crime rates in neighborhoods with graffiti**
- ▶ **"Tagger wars"**

A box wrap program would create many benefits such as

- ▶ **Increased visibility**
- ▶ **Improved community perception**
- ▶ **Reduction in graffiti**
- ▶ **Sense of ownership**

Kory has identified five locations to begin the program based on

- ▶ **Graffiti history**
- ▶ **Visibility**
- ▶ **City owned (working with other utility boxes is very expensive, we can work towards those boxes as the program gains momentum)**

The goal would be to wrap five boxes annually and continue the program as long as needed. The cost of the program could range between \$10,700 to \$19,000 annually depending on the vendor and artists selection.

Ashley and Kory have been receiving quotes from vendors who work in other municipalities to see whom each one is pleased with.



Ashley has reached out to Highline Colleges Fine Arts Department (specifically the graphic design department) to see if they would be interested in teaming up with the Commission on a curriculum based Public Call for their students. The idea is that this will provide students with real work public art experience while keeping costs of design down to execute long term programming. Call is out to Highline College

Proposed Timeline for program:

Call for Art- February
Work Due- April
Instillation- May/June

Questions:

Luisa Q: Is there money in the CPTED budget to assist in the program so the Commission is not responsible for all of the costs?

Nick Q: How difficult is it to clean graffiti that occurs on the wrapped boxes?

Answer: The material that is used with the wrapping companies makes cleaning the boxes extremely easy. This would be the Cities costs on cleaning these boxes over time.

Box wraps may have to be replaced or repaired before next wrapping due to:

- Crashes
- Extreme Vandalism
- Maintenance Done on Boxes

Luisa Q: Could a public art piece be done on the Des Moines Creek Trail Wall by the bridge?

Kory A: Potentially, but the trick is that the area is not surveillanced at night and vandalism of the piece could still be done.

2021 Programming Proposal and Budget

Virtual Music Session

Ashley presented two options to move forward with the 2021 virtual music session.

Option A

Twelve monthly virtual music sessions

Each session recorded at a different location presumably a Des Moines business

Recordings will be a single band in each location to reduce time and interference at the business

Option B

Twelve monthly virtual music sessions

Recording will be in three sessions at the Beach Auditorium Stage with an intimate stage set



provided by production company

Four bands will be recorded at each session

Small business activations (commercials) will be recorded at storefront and added to live session prior to band playing.

The small business activation could help secure funding for ongoing programming. Currently there is enough money in the budget to do a first wave of recording under Option B with just enough time in the year to pull it off.

The program could also evolve over time to where they are recorded with the commercials for the first set, are recorded in a small business for the second set, and *maybe* held live for the third set at the end of 2021 provided restrictions would allow it.

Pursuing sponsorship dollars will also allow for this program (and others) to move forward.

As we move forward with virtual music, we should consider the length of the concerts and the time and date of the shows to gain a larger viewing audience. Overall, the program is out for community members to enjoy at any time if marketed correctly and directly impacts the artists community as they struggle. For future programming, the Commission will want to strategically market for a larger benefit to the community viewers.

Other Programs

There were other programs on the list. Several programs will have to wait to see if they will be able to run as usual for 2021. Ashley has been working on creative ways to make them digital if we need to pivot in the future.

2021 Executive Board Nominees

Without the majority of the Commission present at the meeting, the nominees for 2021 Executive Board were not able to happen. Nominations and voting could be done over Slack before the next meeting date on **December 14th**.

It is strongly encouraged that the existing Commissioners get together to come up with a game plan for 2021 as we welcome more people to the Commission.

Current Program Updates

- Virtual Concerts have two shows left and will be up on social media and the Commission website for future viewing.
- Squid a Rama is Saturday 11/14 at 4PM with the Highline College MaST Center and will be Virtual.
 - o Des Moines Students submitted art pieces online. Those pieces were voted online and the winners will be announced on Saturday.



DMAC MEETING MINUTES
11/09/2020 6:00 PM
VIA Zoom

- No new business

Reminder: Nick Fannin is presenting at December 3rd City Council Meeting via Zoom at 5PM – Ashley is creating Power Point to share. Show and Tell will have to be next week!

7:30 PM Meeting Dismissed



DMAC AGENDA
11/09/2020 6:00 PM
Via Zoom
6:00 PM Welcome

- 6:00 PM Welcome**
- Adoption of Minutes
- 6:05 PM Seattle South Side Regional Tourism Authority Presentation**
- Megan McGuire, Vice President, Sales & Services will present
- 6:20 PM Utility Box Art Wrap Program**
- Office Kory Batterman with DMPD will present
- 6:40 PM 2021 Programming Schedule and Budget**
- 2021 Budget
 - Grant/Funding Opportunities
- 6:50 PM DMAC 2021 Executive Team Nominations**
- Voting will be at December meeting on December 14th
- 7:10 PM Current Program Updates/ New Business**
- Virtual Concerts
 - Squid a Rama
 - New Business
- 7:25 PM Show and Tell**
- Bring an item to show off to the Commission that is bringing you joy!
- 7:30 PM Meeting Adjourn**

Reminder: Nick Fannin is presenting at December 3rd City Council Meeting via Zoom at 5PM – Ashley is creating Power Point to share

DES MOINES ARTS COMMISSION IN PARTNERSHIP WITH
DES MOINES POLICE DEPARTMENT

UTILITY BOX WRAP PROGRAM

Reduce vandalism and graffiti on utility boxes, provide up and coming artists with experience with public calls for art, and provide community with vibrant artwork through out the City.

ARTISTS COMMISSION- \$500 TO \$800
BOX WRAP AND INSTILLATION- \$10K TO \$18K
ANNUAL ESTIMATED \$10,700 TO \$19,000

Frequency in Wrapping-

Wrap five locations each year with an estimated budget (that is approx. 12 cabinets) with 32 locations total that is a turn around of 6-7 years

Maintenance and Repair-

Box wraps may have to be replaced or repaired before next wrapping due to:

- Crashes
- Extreme Vandalism
- Maintenance Done on Boxes

Artists-

Higher Education Programs specifically in Graphic Design to pull from our call for artists. Provides students with real work public art experience while keeping costs of design work down to execute long term programming. Call is out to Highline College

Proposed Timeline:

Call for Art- February

Work Due- April

Instillation- May/June

2021 Program Budget Draft

Name	Program Type	Date(s)	Program Detail	Projected Budget
Virtual Music Session A	Virtual Event	Monthly Jan- Dec	Monthly Virtual Music Session Series recorded in small businesses around Des Moines and Live Streamed via YouTube- 12 sessions- 1 artists each session -3 sessions recorded in 2020. Budget reflects for 9 sessions	\$ 50,000.00
Virtual Music Session B	Virtual Event	Monthly Jan- Dec	Monthly Virtual Music Session Series recorded at the Beach Park and Live Streamed via YouTube. Includes Small Business Commercial before each video- 3 sessions, 4 artists each sessions- 1 session recorded in winter of 2020. Project budget reflects for 2 sessions	\$ 29,500.00
Kindness Rocks	Event	March 2021 (?)	Family Friendly affirmation based rock painting event with entertainment. In partnership with The Kindness Rocks Project	\$ 500.00
Midway Public Art	Public Art	Summer 2021	Commissioned Art Piece with inclusive youth program.Incorporating local artist, young artists concept submissions, and teen painting project	\$ 1,700.00
Utility Box Wrap	Public Art	Early Spring 2021	Yearly Beautification Program wrapping defaced utility boxes and promoting graffiti prevention in the City- 5 Boxes per year	\$ 10,700.00
Artist Sculpture Stipens	Public Art	Late Spring 2021	Commission sculpture pieces that rotate through the City each year. Eight Artists are paid a yearly \$500 stipend for their work on display	\$ 4,000.00
Summer Concerts	Event	Wednesday Nights Jul-Aug 2021	Eight week concert series at the Des Moines Beach Park Meadow. Event is free to the public and includes a beer garden, food trucks, and night market	\$ 27,000.00
Theater in the Parks	Event	2 Sundays in August 2021	Live summer theater performances brought by Seattle Shakespeare and Burien Actors Theater. Performances located in the Beach Park and at Wooten Park	\$ 3,500.00
Squid a Rama	Event	2nd Weekend in November 2021	Partnership with/at the Highline Colleges MaST Center. DM Student Squid Art Competition, Live Squid Release, Squid Dissection	\$ 450.00

Total Budget with Virtual Session Option A

\$ 97,850.00

Total Budget with Virtual Session Option B

\$ 77,350.00

Art on Poverty Bay Wayfinidng Program	Public Art	Year Round (2022)	Creating a wayfinding program to drive tourism to Des Moines to walk the City and learn about our sculpture program. This will include marketing,	TBD
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DES MOINES ARTS COMMISSION PRESENTS:

VIRTUAL MUSIC SESSIONS

LIVE FROM DES MOINES, WA MONTHLY SESSIONS IN 2021

The Virtual Music Sessions will be more intimate than the Virtual Concert Series. Think Tiny Desk Sessions... This will allow our overall budget to decrease in order to produce more recordings to stream throughout the year.

[Link to Virtual Concert Series YouTube](#)

[Link to NPR Tiny Desk Website](#)

With funding challenges to execute all programs in 2021, we are looking to expand the small business support element of the program to seek out funding and support the struggling businesses in Des Moines.



Option A Estimated Cost \$53,749.92

- Twelve monthly virtual music sessions
- Each session recorded at a different location presumably a Des Moines business
- Recordings will be a single band in each location to reduce time and interference at the business

Option B Estimated Cost \$44,149.98

- Twelve monthly virtual music sessions
- Recording will be in three sessions at the Beach Auditorium Stage with an intimate stage set provided by production company
- Four bands will be recorded at each session
- Small business activations (commercials) will be recorded at storefront and added to live session prior to band playing

[RSPND Small Business Activation Concept](#)

DMAC 2020 BUDGET

	START	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	BAL
001.580.587.573.20.10.00 SALARIES & WAGES	\$ -														\$ (317.67)
ARTS PROGRAM SALARIES		\$ 317.67												\$ 317.67	
	\$ 317.67	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 317.67	
001.580.587.573.20.20.00 PERSONNEL BENEFITS	\$ -														\$ (67.86)
ARTS PROGRAM BENEFITS		\$ 67.86												\$ 67.86	
	\$ 67.86	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 67.86	
001.580.587.573.20.31.00 OFFICE AND OPERATING SUPPLIES	\$ 2,200.00														\$ 1,343.07
SQUID A RAMA		\$ 35.90										\$ 107.64		\$ 143.54	
KINDNESS ROCKS			\$ 20.89	\$ 513.22										\$ 534.11	
SLACK				\$ 52.80	\$ 26.39	\$ 4.09	\$ 8.80	\$ 8.80						\$ 100.88	
GSUITE					\$ 6.60	\$ 6.60	\$ 6.60	\$ 6.60	\$ 6.60	\$ 6.60	\$ 6.60	\$ 6.60	\$ 6.60	\$ 59.40	
SR3 CALL FOR ARTISTS							\$ 19.00							\$ 19.00	
	\$ 35.90	\$ 20.89	\$ 566.02	\$ 32.99	\$ 10.69	\$ 15.40	\$ 34.40	\$ 6.60	\$ 6.60	\$ 6.60	\$ 6.60	\$ 114.24	\$ 6.60	\$ 856.93	
001.580.587.573.20.41.00 PROFESSIONAL SERVICES-ARTS COMMISSION	\$ 20,000.00														\$ (2,004.03)
GSUITE		\$ 6.60		\$ 6.60										\$ 13.20	
KINDNESS ROCKS				\$ 150.00	\$ 175.00									\$ 325.00	
SCULPTURE STIPEND						\$ 3,500.00								\$ 3,500.00	
ARTIST STIPEND- ETHAN TUCKER										\$ 2,500.00				\$ 2,500.00	
ARTIST STIPEND- ELENA MARQUE										\$ 2,500.00				\$ 2,500.00	
ARTIST STIPEND- BUZZ BRUMP										\$ 2,500.00				\$ 2,500.00	
ARTIST STIPEND- WINEHOUSE										\$ 2,500.00				\$ 2,500.00	
WAMSAUDIO LLC										\$ 1,200.00				\$ 1,200.00	
MADRID EVENTS										\$ 5,250.00				\$ 5,250.00	
ACT 3 CATERING										\$ 659.78				\$ 659.78	
FACEBOOK ADVERTISITNG- VIRTUAL CONCERTS										\$ 556.05				\$ 556.05	
GOOGLE ADVERTISING- VIRTUAL CONCERTS										\$ 500.00				\$ 500.00	
	\$ 6.60	\$ -	\$ 156.60	\$ -	\$ 175.00	\$ 3,500.00	\$ -	\$ -	\$ -	\$ 18,165.83	\$ -	\$ -	\$ -	\$ 22,004.03	
001.580.587.573.20.46.00 INSURANCE	\$ 1,500.00														\$ -
INSURANCE													\$ 1,500.00	\$ 1,500.00	
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,500.00	\$ 1,500.00	
001.580.587.573.20.49.00 MISCELLANEOUS	\$ 800.00														\$ 400.00
SMALL BUSINESS ACTIVATION										\$ 400.00				\$ 400.00	
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 400.00	\$ -	\$ -	\$ -	\$ 400.00	
001.580.587.573.20.49.22 DUES, SCHOOLS, & CONFERENCES	\$ 200.00														\$ 118.40
GSUITE			\$ 6.60											\$ 6.60	
GRADLEADERS			\$ 75.00											\$ 75.00	
	\$ -	\$ 81.60	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 81.60	
001.580.587.573.20.99.00 GF ADMIN CHARGES	\$ 4,851.00														\$ 270.00
ADMIN CHARGEBACKS		\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 4,581.00	
	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 381.75	\$ 4,581.00	
001.580.587.573.20.99.05 INTERFUND INSURANCE	\$ 2,465.00														\$ -
INTERFUND INSURANCE		\$ 2,465.00												\$ 2,465.00	
	\$ 2,465.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,465.00	
001.580.587.594.73.64.00 ARTWORK-ARTS COMMISSION	\$ 20,000.00														\$ 15,000.00
SR3 FENCE										\$ 5,000.00				\$ 5,000.00	
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ -	\$ -	\$ -	\$ 5,000.00	
RECEIVED GRANTS AND FUNDS	\$ 52,016.00	\$ 3,274.78	\$ 484.24	\$ 1,104.37	\$ 414.74	\$ 567.44	\$ 3,897.15	\$ 416.15	\$ 388.35	\$ 388.35	\$ 23,954.18	\$ 495.99	\$ 1,888.35	\$ 37,274.09	\$ 14,741.91
4CULTURE LAA SUSTAINED SUPPORT GRANT														\$ 7,500.00	
														TOTAL REMAINING BUDGET	\$ 22,241.91