

CHRIS KRAMER, DIRECTOR

## Iowa Great Places Citizen Advisory Board Meeting

Friday, December 2, 2022

1:00-3:00 p.m.

### Video Conference Information

Join online: <https://us06web.zoom.us/j/82453345223>

Or join via telephone: 1-312-626-6799

Meeting ID: 824 5334 5223

### AGENDA

- I. Call to Order**
  - A. Welcome
  - B. Roll Call
  - C. Review Meeting Agenda
  
- II. Approval of Minutes**
  - A. September 28, 2022
  
- III. Report from Chair**
  - A. Next Board Meeting - TBD
  - B. Vice Chair nomination
  
- IV. Report from Department Director**
  - A. Department Updates
  - B. Celebrate Iowa Gala
  
- V. Report from Division Administrator**
  - A. IAC Program Updates
  
- VI. Program Updates**
  - A. 2023 Designation cycle timing
  
- VII. Board Discussion**
  - A. FY23 Full Application Discussion
  
- VIII. Public Comment**

A public comment period will be held at 2:45 p.m. Advance notice to Board Administrator Sarah Florian ([sarah.florian@iowa.gov](mailto:sarah.florian@iowa.gov) or 515-281-5773) is encouraged, but all public comments will be heard.
  
- IX. Adjournment**

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### **Iowa Great Places Citizen Advisory Board Meeting**

September 28, 2022 - 1:00 p.m.

**Board Members Present:** Barbara Determan, Joseph Hrdlicka, Mark Jackson, Tammy McCoy

**Board Members Present via Zoom:** Alexis Fleener, Darryl High, Danna Kehm (arrived at 1:17 p.m.), Angel Wallace

**Board Members Absent:** Aaron Burnett, Duane Hagerty, Jacque Rahe

**Public Present:** None

**Staff Present:** DCA Director Chris Kramer, Administrator David Schmitz, Arts in Community Development Program Manager Jon Berg, and Board Administrator Sarah Florian.

#### **Call to Order**

Determan called the meeting to order at 1:02 p.m.

#### **Welcome**

Determan welcomed board members to the meeting.

#### **Roll Call**

Florian called the roll and deemed a quorum present.

#### **Review Meeting Agenda**

Determan reviewed the September 28, 2022 meeting agenda. No comments or additions noted.

#### **Approval of Minutes**

Hrdlicka moved to approve the June 28, 2022 Minutes. Jackson seconded and the motion carried unanimously.

#### **Report from Chair**

Determan shared that the next board meeting will be December 2, 2022 at 1 p.m. in Des Moines. Determan noted that funding decisions will be made at this meeting, so full board participation is important.

Determan also mentioned that the Vice Chair position is open. Board members should let Determan know if they are interested in this position before the next board meeting.

#### **DCA Director's Report**

Kramer shared that we were excited to announce the four new Iowa Great Places, which include Oskaloosa, Jefferson, Woodbine and Washington. Berg and Kramer were able to attend a celebration of this announcement in Oskaloosa, which included lots of arts and culture. Kramer shared her gratitude for the work that this board does because it is making an impact in these communities.

Kramer shared a few updates from various Great Places communities. Marshalltown just reopened the Marshalltown Arts and Civic Center after major weather events. Additionally, the Stanley Museum of Art just had its reopening in Iowa City after the 2008 floods. In Winterset, we are celebrating the 125th anniversary of George Stout's birth with a new historical marker. We are planning for next year's Preserve Iowa Summit in Sioux City. The Warrior hotel will be the summit's

headquarters and has recently been completely restored.

Kramer also shared that “Kinnick” - a film that was funded by a Greenlight Grant - has been playing in theaters and recently was the number one film in the Greater Des Moines area. McCoy shared that it would be playing in Burlington.

The Celebrate Iowa Gala is being held on Friday, December 9th at the Scottish Rite Consistory; location due to construction at the State Historical Building.

In terms of funding for FY24, people can continue to advocate for the Iowa Great Places program, which is currently funded through the Rebuild Iowa Infrastructure Fund. Communities can also advocate in this area.

Kramer opened the floor for questions. No questions were asked.

### **Program Updates**

Schmitz shared a reminder that additional links and details can be found in the quarterly board report.

The biennial Iowa Arts Summit was held this past August at Mainframe Studios in Des Moines. It was exciting to bring everyone back together in person for the first time in four years. Virtual sessions can still be accessed on the virtual conferencing platform.

Schmitz shared information about the Iowa Arts Council's quarterly grants and highlighted the Creative Places matching grant, a program managed by Jon Berg. The next deadline for this grant program is November 1.

Kramer also shared that the Iowa Department of Cultural Affairs has awarded 2,000 grants for more than 22 million dollars. The Iowa Arts Council team was a large part of this and Kramer thanked them for their work.

The Iowa Artist Fellowship program kicks off this weekend with professional development in Des Moines. There are five fellows this year in visual arts and literary arts. We have served artists of various disciplines through this program.

Last year, for the 175th Anniversary of statehood, the Iowa Arts Council collaborated with the State Historical of Iowa to include Iowa Artists in The Annals of Iowa publication. With the great amount of interest in this opportunity, we've continued this collaboration in the form of a call for cover art for The Annals of Iowa.

Folk Arts Learning Grant is made possible by an allocation of funding from the National Endowment for the Arts to preserve and advance the folk arts in our state. The biggest need in the state is passing skills down from one generation to the next. Last year, the Iowa Arts Council launched an apprenticeship program, and this year the program has expanded into the workshop space.

Schmitz shared that we are currently accepting nominations for the 2023 Governor's Arts Awards, which honors Iowans and Iowa organizations that have made an impact and contributions to the arts. Sarah Florian is managing the nominations process. Nominations will be accepted through November 1. Board members are encouraged to review the information and submit nominations.

### **Program Updates**

Berg shared that we've had a variety of Creative Places network professional development sessions in the areas of music licensing, public art and finding local artists. Berg will be shifting to a focus to new and prospective Great Places with these sessions in the coming months. On October 6, Berg will host a call with existing and newly designated Great Places to share their expertise on a variety of topics. At the end of the month, Berg will be hosting a session on vision plans and information about the designations.

In terms of active projects, we currently have 12 active projects in Iowa Great Places. Berg is working through the administrative logistics of this and assisting communities with reimbursements, eligible expenses, etc.

Berg and colleagues will be speaking at the Iowa League of Cities Conference, the APA Conference, and the virtual Iowa Ideas Summit. Berg thanked board members for their conference recommendations to discuss department programs.

## IOWA DEPARTMENT OF CULTURAL AFFAIRS

Lastly, Berg noted that the department is looking for panel reviewers for the FY23 funding full applications. Board members that are interested in serving as a reviewer, should contact Berg.

### **Board Discussion**

Determan encouraged board members to introduce themselves to new legislators and visit with them. Kramer shared that staff is willing to provide education, if requested.

Determan moved to the pre-application discussion and explained how the applicant feedback process will work at this stage. The goal is to provide feedback to applicants prior to their submission of a full application. Schmitz shared that Lakeview's proposal about a community center benefitted from board's feedback in the past and they found success because of this process.

Berg shared that eight communities out of 24 eligible communities submitted a pre-application, and two of those eight communities submitted two projects. The total anticipated grant requests is \$1,587,449. The average grant request is \$158,744, and the range is \$25,000-500,000 per project. Berg noted the discussion questions for this process and walked through the outline for the process.

### Boone Forks Region

Berg provided an overview of the two projects from Boone Forks Region - Interpretive & Destination Signage and Discovery Center Murals. The Interpretive & Destination Signage is a \$65,000 grant request, has \$82,500 cash match secured, and a \$147,500 total budget. The Discovery Center Murals is a \$25,000 grant request, has a \$25,000 cash match secured, and a \$50,000 total budget.

### Cedar County

Berg provided an overview of Cedar County's Hardacre Theater project, which is a grant request of \$117,132, has \$177,132 cash match secured, and a total budget of \$1,327,131 with \$577,131 completed.

### Coon Rapids/Whiterock Conservancy

Berg provided an overview of the Whiterock Conservancy Gateway and Visitor Center Expansion project, which is a grant request of \$206,000, has \$206,000 cash match secured, and a total budget of \$420,000.

### Fairfield

Berg provided an overview of Fairfield's two projects. Project one is for improving community aesthetics and promoting safety with downtown wayfinding signage, which is a grant request of \$25,000, has \$25,000 cash match secured and a total budget of \$50,000. Project two is for improving parking lots in the downtown and adding attractive, welcoming signage and landscaping, which is a grant request of \$149,000, has \$100,000 cash match secured and a \$298,000 total budget.

### Indianola

Berg provided an overview of Indianola's project "Wonder on Buxton," which has been submitted previously. This project is a \$68,500 grant request, with \$69,500 cash match secured and a total budget of \$167,620.

### Oskaloosa

Berg provided an overview of Oskaloosa's Great Places Community Arts & Marketplace Center project, which is a grant request of \$500,000, has \$500,000 cash match secured and a total budget of \$1,000,000.

### Turkey River Recreational Corridor

Berg provided an overview of the Turkey River Recreational Corridor's Motor Mill Inn Revival: Accommodating Travelers Past & Present project, which is a grant request of \$325,000, has \$325,123 cash match secured and has a total budget of \$650,123.

### Van Buren County

Berg provided an overview of Van Buren County's Masonry restoration and structural repairs for the Bentonsport Odd Fellows Hall project, which is a grant request of \$46,817, has \$46,817 cash match secured, and has a total budget of \$93,635.

Berg opened up the conversation to board member feedback.

Hrdlicka wanted to clarify the funding limit. Schmitz clarified that the average funding amount is published each year and it is around \$150,000 currently. Schmitz also noted that the largest amount in recent years is \$400,000 and there is no defined limit, the board has discretion in their recommendations. High asked if staff will give recommendations at this stage of the process. Berg clarified that feedback will be collected at this point and shared with applicants. A recommendation from staff for the board to respond to will be shared after the full applications are processed.

Feedback notes for applicants below:

#### Boone Forks Region

Hrdlicka noted that signage is important and a part of the aesthetics; this is a tangible project. Schmitz shared that the total project is a \$30 million water trails project and the Discovery Center is \$7 million of this project. Schmitz and Berg would like to clarify a few things with this applicant in terms of the overall timeline and funding for the Discovery Center. Schmitz noted they are looking to include 55 signs. Hrdlicka noted that public response to murals in West Des Moines is strong and High echoed this in Cedar Rapids. Kramer noted that the additional context is helpful to know, especially if these projects are part of a larger initiative. Kramer also shared that about \$50 million of the \$100 million in Destination Iowa funding has been awarded. Additionally, Kramer shared that the next step in the application process for these projects is to vet the information in the full application. Kramer also shared a reminder that sometimes murals cannot be considered infrastructure projects, which is an eligibility requirement. Wallace asked a question about whether we are considering both projects together or independently. Berg clarified that usually multiple projects are submitted from separate entities, but these two could possibly be merged and are maybe separate due to location of request. Schmitz shared that sometimes the board has recommended one project over others and sometimes they are encouraged to bring forth all projects as it relates to the vision.

#### Cedar County

High asked a question about verifying funding with these requests and next steps. Schmitz shared that this applicant has enough matching funds on hand to meet the request. Schmitz also shared that the building is on national historic registries and has been identified by the applicant as a key asset in the community. Jackson asked what their plan is for completing the rest of the project. Berg clarified that they are seeking funding for the next phase and the applicant did ask for guidance in which phase they should request funding. Berg also wants to ask additional questions about sustainability. Jackson wants to clarify what the end goal is for this application and how they are going to complete this. Kramer said we should clarify if they are going to request historic tax credits for this project. She also noted that this community has had a film festival in the past and it would be interesting to know more about the future of this. Jackson asked questions about support through Enhance Iowa and IEDA. Kramer would like to know more about how they are going to program it and the funding components. McCoy noted that from her experience what they have noted is not enough, so they may need to think about other programming opportunities and how the space can be used. Wallace wanted to clarify the project timeline and phases. Jackson noted that their efforts thus far are impressive. Schmitz shared that it's important that these projects are in the vision plan. Hrdlicka echoed that space usage is an important question. Kramer shared that professional development on this topic and highlighting success stories may be an idea to consider. High appreciated this conversation and hopes that this feedback will be helpful to the applicant. Determan noted that they may want to talk to Jefferson who had a similar theater project.

#### Coon Rapids/Whiterock Conservancy

Berg shared that in FY2007 we have funded this building in the past. Schmitz and Kramer shared that this community was one of the first Iowa Great Places and this project received \$1 million. Hrdlicka can see both sides of this topic. Determan noted that this community has been hit by recent weather events, but also wonders why they are focusing on expanding at this time. Schmitz noted that the applicant shared that the staff has been officing in the event space, so they are looking to expand the event space so they can accommodate this. Jackson shared that they've created this issue with expanding staff, so this is something to consider with this request. Kramer noted that this expansion is focused on accommodating the public, which is something to look for in these requests. Berg noted that he has been in conversations with this community and is looking for this project to be included in the vision plan and the community strategic priorities. Berg also shared that he is looking for more information on the partnership of these two communities.

### Fairfield

Berg gave an overview of the project and shared initial interaction with the applicant. Wallace asked if the music venue is confirmed and Berg confirmed that is what they are looking to do. Wallace clarified the question of whether the parking lot or the facility is coming first. Berg noted the question. Schmitz noted that the building is in a historic armory and they should focus on enhancing a cultural and entertainment district. McCoy clarified that wayfinding signs and parking lots are a good goal, but the outcome that we should be supporting needs to be defined.

### Indianola

Berg gave a brief overview of the project and asked for thoughts from the Board. Hrdlicka noted that the application feels aligned with what they are trying to accomplish and did not have concerns about the cost; the focus of the artwork is good.

### Oskaloosa

Berg shared more about the building, which was part of the IGP Designation Tour. Berg noted that we need to clarify eligible expenses and also shared that it is a quarter of a block off the downtown square. This project speaks to the program goals around infrastructure and the organizations that will be present in this building. Berg noted we look for a diverse match, so we will be looking for that, and also shared that this particular building wasn't mentioned in the vision plan. Berg applauded the efforts of this community for coming forward with a project immediately following designation. Berg also noted that this community gathers their partners regularly. Hrdlicka was excited to see this pre-application after their designation conversation; we should consider the project cost concerns. Schmitz clarified that Berg will ask for whether cost estimates are current/recent, so you will have more insight into the cost estimates.

### Turkey River Recreational Corridor

Berg gave a brief overview of the project and their vision plan rooted in recreation. Jackson noted that this is a unique project.

### Van Buren County

Berg shared an overview based on the pre-application and an earlier site visit. Berg shared that public access questions will need to be clarified. Jackson asked if we had a similar request from this area and also asked if this is more of a deferred maintenance request. Hrdlicka noted that this feels similar to a parking lot request, which is important, but the Board needs to define the direction for these requests. Schmitz shared additional insight from the earlier site visit and further context of this community's relationship to the Iowa Great Places program. Jackson asked when the last time this community has received funding from this program. Schmitz and Kramer shared that it was most likely in 2012 or 2013. High shared that the additional information shared is helpful to know. Wallace agreed with Kramer's notes about whether this request is more appropriate for historic preservation funding.

Jackson shared that the question is how are these projects unique beyond a typical request. Determan shared that some might not meet the ability to be transformative discussion question.

Berg shared next steps about sharing this feedback with applicants and will get site visits scheduled soon. Full applications are due November 1 and sub panel review and scoring will occur between November 7-18. Board members should let Berg know if they'd like to participate in the sub-panel. Funding period is January 1, 2023-December 31, 2025.

### **Public Comment**

Determan asked for public comment. No members of the public were present to comment.

### **Adjournment**

Determan adjourned the meeting at 2:41 p.m.