

CHRIS KRAMER, DIRECTOR

Iowa Great Places Citizen Advisory Board Meeting

Tuesday, June 28, 2022

1:00-3:00 p.m.

Iowa State Capitol, Room 19
1007 E Grand Ave
Des Moines, IA 50319

Video Conference Information

Join online: <https://us06web.zoom.us/j/88353573648>

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

Meeting ID: 883 5357 3648

AGENDA

- I. Call to Order**
 - A. Welcome
 - B. Roll Call
 - C. Review Meeting Agenda

- II. Approval of Minutes**
 - A. March 10, 2022

- III. Report from Chair**
 - A. Next Board Meeting - September 28 at 1:00 p.m., Des Moines

- IV. Report from Department Director**
 - A. Preserve Iowa Summit Recap
 - B. Legislative Session Recap
 - C. DCA Initiatives Update

- V. Report from Division Administrator**
 - A. FY2023 Grants Cycle Update
 - B. Webinars and Professional Learning
 - C. New and Upcoming Programming

- VI. Program Updates**
 - A. Great Places Site Visits Update
 - B. Active Projects

- VII. Board Discussion**
 - A. Great Places Redesignation applications
 - B. Great Places New Designation applications and site visit discussion
 - C. Project Endorsement Request - Manning

- 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 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

March 10, 2022 - 1:00 p.m.

Board Members Present via Zoom: Barbara Determan, Greg Fisher (attended through Director's Report), Alexis Fleener, Duane Hagerty, Joe Hrdlicka (attended through Re-Designation voting), Danna Kehm, Tammy McCoy and Angel Wallace.

Board Members Absent: Aaron Burnett, Mark Jackson and Jenna Kimberley.

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 1:03 p.m.

Welcome

Determan welcomed board members to the meeting.

Roll Call

Florian called the roll and deemed a quorum present.

Approval of Minutes

Fisher moved to approve the December 8, 2021 Minutes. McCoy seconded and the motion carried unanimously.

Review Meeting Agenda

Determan reviewed the March 10, 2022 meeting agenda.

Board Appointments, Appreciation and Introductions

Kramer reported that the Office of Boards and Commissions announced the Governor's reappointment decisions for a number of State Boards and Commissions last week. On the Iowa Great Places Board, we had a total of three seats up for appointment at the end of April as well as one additional open seat. Barb Determan was appointed to another term and Duane Hagerty was appointed to immediately fill the Business 2 position on the Board. Duane currently serves as the president and CEO of Heritage Works, a nonprofit focused on historic preservation in the Dubuque area, and brings more than two decades of experience in this area to the Board.

Kramer thanked both Jenna Kimberly and Greg Fisher whose terms end on April 30, making this their final meeting with the Board. Jenna made a difference in her three years with the program, serving in the Housing Developer position on the Board. We were so fortunate to have Jenna's knowledge of housing, community and economic development, with her role as Vice-President of Kimberley Development. Last year, Jenna was elected as president of the Homebuilders Association of Des Moines. Greg served a total of 9 years on the Board, dating back to 2013. During his three terms on the Board, Greg has been actively engaged in community site visits and Board discussions. Greg has also been an active supporter of the department and the Celebrate Iowa Gala, in particular. Kramer thanked both Kimberly and Fisher. Fisher shared his gratitude and appreciation for visiting communities in Iowa and working with the Board.

Last, the Governor's Office is currently in the process of filling three remaining open seats on the Board. The following new members will begin their terms on May 1: Darryl High from Cedar Rapids, Jacque Rahe from Dyersville and Ryan Bosch from Cedar Rapids. We look forward to welcoming those four new members at our June Board meeting.

Nomination and Election of Chair

Kramer noted that the Board will need to formally nominate and elect a member to the Chair position. Vice Chair Determan has noted she would be willing to serve in the Chair position. Kramer asked for discussion on this topic, and if in agreement, for a motion from the Board to elect Determan to serve as Board Chair.

Fleener motioned to appoint Barb Determan as Board Chair. Wallace seconded the motion. The motion passed unanimously.

Report from Chair

Upcoming Board Meeting

Determan reported the next board meeting will take place on June 28, 2022 at 1:00 p.m. at the State Historical Building in Des Moines, with a virtual option if needed. McCoy would like to meet in person to meet the Board members. Hrdlicka echoed McCoy's comments. Determan confirmed this plan.

DCA Director's Report

Kramer noted the Governor has recommended continued funding for the general fund of the Department, which includes the Arts Division and several different grant lines, the Film Office with an additional new general fund line item for \$450,000 for Greenlight Grants, and continued funding for the Historical Division and the State Historic Preservation Office. In terms of the Humanities, there is no new funding at the state level at this time, but there is funding at the federal level. Additionally, the Governor's recommendations include continued funding of \$1 million for the Iowa Great Places program through RIIF as well as \$250,000 for Strengthening Communities grants. Kramer also noted that outside of the Department the recommendations include \$5 million for the Community Attraction and Tourism grants. REAP, which is appropriated through the DNR, will have 5% or \$12 million come to the State Historical Society and State Historic Preservation Office for HRDP grants. Kramer also shared an update on non-Executive Branch bills that are still in process, one specifically regarding historic tax credits.

The Department also receives federal funding from the National Park Service, National Endowment for the Arts and the National Endowment for the Humanities. Kramer noted the budget has not yet been passed at the federal level for the current fiscal year, but there is a slight increase in these areas including a line for the Institute for Museums and Library Services. Kramer shared that we continue to support organizations and people that are applying for federal grants.

March is Iowa History Month, so there is statewide celebration and engagement. With February being Black History Month, we have continued to share stories about Black History in Iowa and we have been working for some time on a Civil Rights in Iowa video project, which we hope to debut additional related videos soon.

We are currently working on FY2023 grants, which have an application deadline of May 2. These opportunities include Cultural and Entertainment District Designation, Iowa Arts Council grants, Department of Cultural Affairs Grants, HRDP grants and others. Offering technical assistance and webinars through this process. Kramer shared that in the last 18 months, the Department has offered more than 1,600 grants. In addition to grantmaking, we are focusing on our strategic priorities in areas such as creative placemaking, supporting the creative economy, community development through programs, leadership, and diversity, equity and inclusion initiatives; all of which align with the department mission.

Kramer shared upcoming professional development opportunities, which includes the Preserve Iowa Summit in Mason City, June 2-4. We work alongside community leaders to host professional development, tours and feature historic properties in local communities. Kramer noted that Board member Aaron Burnett and Robin Anderson have been engaged in this. The Iowa Arts Summit will be held in Des Moines on Friday, August 12. Save the dates will be sent out soon for this event.

Program Updates

Schmitz highlighted a new grant opportunity in the Creative Places Project Grant. This grant has a maximum award amount of \$2500 with a match requirement. The Iowa Arts Council team is here to support anyone through the application process.

IOWA DEPARTMENT OF CULTURAL AFFAIRS

Outside of grants, the division has been busy with our designation programs. Schmitz noted that currently we have 13 designated Cultural and Entertainment Districts, but would like to see more.

Schmitz also shared the following program highlights:

- We recently determined the Folk Arts Apprenticeships recipients. The field noted this is a need and we are looking forward to sharing the recipients.
- Individual support for artists continues with the professional development series, in partnership with Strategic Planning Partners, for this year's Iowa Artist Fellowship.
- Season 6 of The Film Lounge, in partnership with Iowa Public Broadcasting, premiered earlier this year.

Berg gave an update on the Iowa Great Places Project Endorsement Process. Project endorsements will be brought to the board on a quarterly basis, beginning at the June 28 Board meeting. Applications for endorsement are now being accepted through Slideroom with quarterly deadlines. For June, applications must be submitted by March 31. Staff will review and make a recommendation to the Board. This is a change from the annual review of endorsements.

For New Designation, IAC Staff will provide feedback to applicants prior to the deadline. Site visits consisting of IGP board members and DCA staff to follow. The Citizen Advisory Board will then vote to designate. The timeline is as follows:

- May 2 Designation application deadline
- May 25 IGP Board application scoring deadline
- By June 17 IGP Board and DCA Staff site visits complete
- June 28 IGP Board meeting designation recommendations

FY23 Great Place Grant Funding Timeline/Process:

- August 8, 2022 Pre-Application opens
- September 18 Pre-Application deadline
- Late September IGP Board meeting and Pre-Application feedback
- Early October DCA staff site visits
- November 1 Full Application deadline for invited applicants
- Early December IGP Board meeting, scoring and funding decisions
- Late December Funding announcement

Berg then moved into the Re-Designation Recommendations section of the meeting. Nine communities were eligible to submit an application for re-designation; eight communities did so. Board members Aaron Burnett, Alexis Fleener and Angel Wallace reviewed the applications as panelists. Berg noted the process today will be to walk through the applications, panelists can provide insight, discussion will occur and close with recommendations.

Bondurant (Applicant: Bondurant Community Foundation) - Berg noted this was the highest scoring application this round. Fleener shared this was a strong application and the panel was impressed with their accomplishments and vision plan, which they updated in this process. Wallace had no additional comments. Berg noted Burnett noted in his application review comments that this was a well put together application and felt they had a good plan. Berg shared additional insight from conversations and thoughts on the application. Schmitz noted he was impressed with how they are thinking about their population growth in tandem with their cultural assets. Overall score was 23.33.

Turkey River Recreational Corridor - 21.67 overall panel rating for this applicant. Wallace shared this was the second highest scoring application and is a partnership of multiple jurisdictions. This application includes a trail project with good partnerships and leadership. Fleener added this application did a good job describing their leadership and project.

Council Bluffs South Main Arts & Culture District - 21.33 overall panel rating for this applicant. Fleener noted this was a really strong application. She noted this was a small area in Council Bluffs, but there is a lot of collaboration and support. It is impressive what they have been able to accomplish and explained their goals moving forward well. Wallace highlighted the Hoff Family Arts & Culture Center and the arts and cultural programming at the facility was impressive.

IOWA DEPARTMENT OF CULTURAL AFFAIRS

City of Malvern, IA - 20.67 overall panel rating for this applicant. Wallace noted their goals were clear and well defined. The presentation was good and Wallace indicated that the applicant put in a lot of effort and had pride in this designation. Fleener had nothing else to add.

Appanoose County Vermillion Township - 19.33 overall panel rating for this applicant. Fleener noted this application had good support for re-designation. The applicant noted they'd like to work on maps, way-finding and things to further define the place. Fleener also noted dood partnerships in this application. Wallace agreed with what was said.

Maquoketa - 19 overall panel rating for this applicant. Wallace noted the application had great media and documentation. A challenge with this application was the applicant attached the city's comprehensive plan rather than a specific vision plan. Fleener did not have any additional notes.

Ames Main Street - 15.33 overall panel rating for this applicant. Fleener noted this application did not include all the information requested, which was reflected in the scoring. Marketing materials were great, but the vision statement was basic. Many people are involved with good support, but the goals weren't very specific and it wasn't clear what they were working to accomplish. Wallace shared that the panel considered the integrity of the process and designation with this application.

Burlington - 11 overall panel rating for this applicant. Wallace noted this application missed various required elements, such as media and letters of support. The application missed the mark. Fleener noted that it is recognized they have large projects focused on the riverfront area which are in progress, but it was difficult to get a sense with all the missing information.

Hrdlicka motioned to re-designate Bondurant. Kehm seconded the motion. The motion passed unanimously. Wallace motioned to re-designate Turkey River Recreational Corridor. Kehm seconded the motion. The motion passed unanimously. Fleener motioned to re-designate Council Bluffs South Main Arts & Culture District. McCoy seconded the motion. The motion passed unanimously, Kehm abstains. Kehm motioned to re-designate the City of Malvern, IA. Fleener seconded the motion. The motion passed unanimously. Kehm motioned to re-designate Appanoose County Vermillion Township. McCoy seconded the motion. The motion passed unanimously. Kehm motioned to re-designate Maquoketa. Hrdlicka seconded the motion. The motion passed unanimously.

DCA Staff is proposing the following recommendation for two communities who are seeking Iowa Great Places Re-Designation beginning in FY23. May 2nd is the current deadline for applicants seeking New Designation. We will allow the communities of Downtown Ames and Burlington the opportunity to submit an updated application by Monday, June 13th for consideration at the June 28th Board meeting. At that time, a recommendation will be made to the DCA Director for the FY23 Re-Designation. If Re-Designated, applicant(s) will be eligible to apply for FY23 funding pending all other requirements are met.

Kehm asked a question regarding how typical this is during this process. Kramer provided insight into the planning and effort that goes into developing these communities in terms of creative placemaking. We recognize the disconnect between the vision/current projects and the applications, so we want to provide additional technical assistance and feedback then give them a chance to respond before we move forward. We want to support and provide resources so these projects and communities can be successful. McCoy noted she agrees with what has been said.

Berg noted we will notify applicants of re-designation decisions by March 30, 2022. Designations are awarded for a 10 year period so this round will be in effect until June 30, 2032. The new designation site visits calendar hold will be coming soon. The September meeting will be Wednesday, September 28, 1-3 p.m.

Public Comment

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

Adjournment

Determan adjourned the meeting at 2:15 p.m.