



Roll Call Number

Agenda Item Number

50

November 23, 2009

Date

Submission of the 2008 Annual Report of the Greater Des Moines Public Art Foundation as required by agreement.

Moved by _____ to receive and file.

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
HENSLEY				
KIERNAN				
MAHAFFEY				
MEYER				
VLISSIS				
TOTAL				

MOTION CARRIED

APPROVED

Mayor

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

City Clerk



greater des moines
public art
foundation

2008
annual report
des moines
city council

August 15, 2009

GREATER DES MOINES
· PUBLIC ART ·
FOUNDATION

1915 GRAND AVENUE
DES MOINES, IOWA 50309

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August 15, 2009

Honorable Mayor Frank Cownie & Des Moines City Council Members
Des Moines City Hall
400 Robert D. Ray Drive
Des Moines, IA 50309

Honorable Mayor Cownie & Des Moines City Council Members:

On behalf of the Board of Directors of the Greater Des Moines Public Art Foundation, I am pleased to submit the Foundation's 2008 Annual Report.

This report details activities pertaining to projects, governance, administration, and financial management in accord with the requirements of an Agreement, dated March 19, 2004, between the City of Des Moines and the Greater Des Moines Community Foundation, serving as fiscal agent for the Greater Des Moines Public Art Foundation.

The Foundation continues to pursue its mission of acquiring the highest quality public art for the City of Des Moines.

The following items are included in the report:

- ◆ Narrative report on activities
- ◆ Year-End Financial Report [Ending December 31, 2008]
- ◆ Board of Director's Roster

On behalf of the Board of Directors, I want to thank you all for your continuing support of the Foundation. Please feel free to contact me if you have any questions or comments.

Respectfully,

Pamela Bass-Bookey, President
Greater Des Moines Public Art Foundation

GREATER DES MOINES
· P U B L I C A R T ·
F O U N D A T I O N

**2008 ANNUAL PROGRESS REPORT
SUBMITTED AUGUST 15, 2009**

SECTION 1: 2008 INTRODUCTION

In 2007, the announcement of the John & Mary Pappajohn Sculpture Park was heard around the world. The Park, to be dedicated on September 29, 2009, and the complementary works acquired by the Public Art Foundation, will reveal that Des Moines has evolved from a small town with a perceived inert ambiance to a formidable city, able to compete in the world marketplace with a unique blend of sophistication and creative energy.

The City is fortunate to have enlightened elected officials, urban planners, architects, community activists, and philanthropists, all of whom work with determined effort that is rapidly turning Des Moines into a leading a twenty-first century city. The sum of their efforts will help serve Des Moines as it increasingly becomes known as a creative, progressive, and open-minded place in which to live, work, and play.

SECTION 2: ORGANIZATION INFORMATION

The Foundation is sustained through the involvement and work of its governing Board of Directors. Sixteen Des Moines' residents are appointed to govern the Foundation's operations, prioritize and initiate projects, participate in fundraising from sources other than the City of Des Moines, serve as arbiters involving aesthetic judgments of public works of art, and make recommendations to the Des Moines City Council when artworks are placed on publicly owned lands and/or buildings.

Decisions relating to the operations and governance of the Foundation occur at any of the four annual meetings of the entire Board of Directors or at any of the six annual meetings of the Executive Committee. The Executive Committee is comprised of the President, Vice President, Secretary, and three at large Board members.

In the intervening periods between Board meetings, the seven-member Executive Committee is responsible for conducting business on behalf of their colleagues on the full Board. Any of the

actions taken by the Executive Committee are then forwarded to the Board of Directors for ratification/dismissal at their next regularly scheduled business meeting.

Legal assistance is provided to the Foundation by the City's legal department. The Assistant City Attorney attends meetings of both the full Board and the Executive Committee and is an invaluable asset when issues arise in need of legal interpretation.

A consultant, who specializes in initiating and managing public art programs, is retained on an annual contract. The consultant is responsible for all programmatic and administrative operations, with the exception of fiscal activities that are managed by the Community Foundation of Greater Des Moines.

SECTION 3: USE OF FUNDS

A. FY 2008 EXPENDITURES

January through December constitutes the Foundation's fiscal year; as of January 1, 2008, the Foundation's beginning fund balance was approximately \$923,000, its ending fund balance was \$517,893.82. Approximately, 85 % of any fund balance is slated for artwork acquisition and 15% to support the administrative functions of the organization.

In 2008, the Foundation expended or encumbered funds in support of the following projects:

<u>PROJECT</u>	<u>ANTICIPATED TOTAL PROJECT COST</u>
1. Chinese Cultural Center – <u>Asian Garden</u>	\$15,000.00
2. Metro Arts fro project management of the <u>City of Des Moines' Annual Performance Report</u>	\$13,500.00
3. Conceptual design for a monumental work dedicated to the African American founders of the <u>National Bar Association</u> [Multi-Year Project]	\$100,000.00
4. Conceptual design for a project on the <u>Central Library Campus</u> [Multi-Year Project]	\$150,000.00
5. Support for maintenance of the <u>Pappajohn Sculpture Park</u>	\$500,000.00
6. <u>Sculpture Project: Jun Kaneko Artist</u>	<u>\$100,000.00</u>
TOTAL	\$878,500.00

B. HISTORY — ADMINISTRATIVE COSTS [FY 2004 – FY 2008]:

Total expenditures for four years of administration and operations were as follows:

1. FY 2004	\$48,558.15
2. FY 2005	\$67,863.04
3. FY 2006	\$51,088.00
4. FY 2007	\$51,277.14
5. FY 2008	<u>\$53,789.53</u>
TOTAL	\$272,575.86

SECTION 4: COMMUNITY IMPACT

Perhaps a single sentence characterizes the purpose of the Greater Des Moines Public Art Foundation. It can be found on a plaque, attached to the west side of the Temple for the Performing Arts, dedicating the Temple Chess and Poetry Garden public artwork.

The plaque is not fancy. It briefly describes where the idea for the project came from, gives information about the artist, and the individuals and businesses that made generous contribution. However, it is the first sentence, above all else, that sums up the totality of the Foundation's mission; it reads, *"THIS SPACE IS FOR THE PUBLIC."*

Indeed, the public is the rightful beneficiary of what the Foundation hopes to complement the Pappajohn Sculpture Park and become an eminent public art collection in its own right, serving multi-faceted functions as the city continues its phenomenal growth pattern.

The Foundation operates with a mandate that originated in 2001, when the City Council determined that it was beneficial for city residents and good public policy to establish a public art program with financial support and a governing body. The spirit of this mandate necessitates that the Foundation maintain effective leadership, commitment to quality, and visionary thinking as it continues its work on behalf of the public.

According to information from the U.S. Cultural & Heritage Tourism Marketing Council, cultural tourism and is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray this nation and its people, reflecting the diversity and character of the United States and is expanding rapidly.

Radio personality Garrison Keillor, in an address to a White House Conference on Travel & Tourism, best described cultural tourism by saying, "*We need to think about cultural tourism because really there is no other kind of tourism. It's what tourism is...People don't come to America for our airports, people don't come to America for our hotels, or the recreation facilities...They come for our culture: high culture, low culture, middle culture, right, left, real or imagined – they come here to see America.*"

Mr. Keillor's comments presuppose that as the City's collection continues to grow, and the Pappajohn Sculpture Park becomes fully integrated, people from around the world will be drawn to Des Moines specifically to interact with and participate in a visual dialogue with the sculptures and other public works of art in the City's Collection.

The Foundation recognizes the potential community impact of its work and will continue to assemble a premier public art collection – a collection that is viewed by the public as a preferential asset that serves as a dramatic visual statement about the quality of life in the City of Des Moines.

SECTION 5: SUSTAINABILITY

Sustainability, as it applies here, is defined as focusing on operational strategies to focus on sustainability, beyond just money. Sustainability can be segregated into four components, they are: 1) The Community, 2) Shared Resources, 3) Asset based Resource Development, and 4) Community Engagement.

COMPONENT 1: THE COMMUNITY

The Foundation was created in response to a desire by the community to initiate a public art program in the City of Des Moines. In its relatively brief existence, the Foundation has engaged the community in a visual dialogue with a variety of artworks. This dialogue will be enhanced to an almost infinite degree when the Pappajohn Sculpture Park is completed, and as the Foundation continues to acquire artwork for the city's collection.

Community involvement is an excellent indicator of whether the Foundation's work is benefiting its constituency. Although its only three years in existence, the Foundation has participated in a variety of community-initiated projects that were conceptualized by segments of the public and reflected certain themed aesthetics. The mural at 8th & High Streets, for example, came into

being by a collaborative effort between Orchard Place, the Des Moines Art Center, and the Foundation.

COMPONENT 2: SHARED RESOURCES

Sharing resources is a critical part of the Foundation's growth and development. It has created dynamic associations with the City, the Des Moines Art Center, corporations, individuals, and the public.

Over the course of initiating and completing a routine public art project, on average no fewer than 10 individuals are involved, and often is the case that scores of people will become an integral part of the effort.

By using resources that already exist in the community - untapped excess capacity - the Foundation enhances sustainability of its mission. That fact, however, does not simply come from making the program more cost effective, although that will happen. The sustainability comes from the sharing itself - the sharing of responsibility for making the community a better place. Shared responsibility is a critical element of sustainability.

COMPONENT 3: ASSET BASED RESOURCES

Sustainability, in part, has to do with money and the creativity with which current and future assets can be allocated in ways that expand their value. Asset-based fund development is a way to determine how existing resources can generate more revenue. This method is simply an analysis of all organizational assets [human and non-human] and the degree to which they can be manipulated to create or increase revenue streams.

COMPONENT 4: COMMUNITY ENGAGEMENT

Practically speaking, community engagement means building stronger ties within the scope of existing relationships.

Community Engagement does necessarily not mean just asking for money. It means nurturing relationships of the kind that will advance the influence and esteem of the Foundation and in the process create a cadre of supporters who will routinely assist the Foundation without first being asked.

SECTION 6: ACCOUNTABILITY

Accountability is a foremost issue for the Foundation and is achieved by the use of four interdependent systems that provide the checks and balances, fiscal controls, and liability coverage as necessary for trusted financial operations.

1. The first system is the Greater Des Moines Community Foundation. As fiscal agent, the Community Foundation provides a full range of financial services that include receipt and distribution of funds, investment of funds by financial experts who serve as volunteers on a committee for this purpose, and a fully certified annual audit conducted by an independent accounting firm.
2. The City of Des Moines is the primary financial stakeholder in the Foundation. At present, the majority of funding is allocated by a legal Agreement that stipulates the reporting requirements for full transparency and accountability.
3. The final check and balance is the Foundations 16 member Board of Directors who receive quarterly reports and year-end accounting of funds over the course of the fiscal year.
4. In order to ensure the Foundation has addressed risk management and after a dialogue with an agent from Arthur J. Gallagher Risk Management Services, Inc. its operational insurance coverage is as follows:

General Liability:	\$2,000,000
Property:	\$ 150,000
Commercial Umbrella:	\$1,000,000
Directors & Officers Liability:	\$2,000,000
Employment Practices Liability [EPLI]:	\$1,000,000
Ocean Marine [Fine Arts]:	\$1,000,000

The policy is brokered by Arthur J. Gallagher Risk Management Services, Inc., the same company who provides risk management services to the Des Moines Art Center and will provide coverage for the Pappajohn Sculpture Park.

SECTION 7: SUPPORTING DOCUMENTS

1. FY 2008 YEAR END FINANCIAL STATEMENT
2. LIST OF 2008 BOARD MEMBERS

**GREATER DES MOINES PUBLIC ART FOUNDATION
FISCAL YEAR-END FINANCIAL STATEMENT [AS OF DECEMBER 31, 2008]**

REVENUE	AMOUNT	DATE	NOTES
JANUARY 1, 2008 - FUND BALANCE	\$922,791.09	76.25%	
EARNINGS			
<i>Gift & Contributions</i>	\$265,250.00	21.92%	
<i>Year to Date Earnings - Interest & Dividend Income</i>	\$22,196.73	1.83%	
TOTAL REVENUE	\$287,446.73		
TOTAL REVENUE & FUND BALANCE	\$1,210,237.82	100.00%	
EXPENDITURES			
<i>Program Expenditures</i>	(\$629,366.62)	90.90%	
<i>Administrative Expenditures</i>	(\$53,789.53)	7.77%	
<i>Greater Des Moines Community Foundation - Management Fee</i>	[\$9,188.09]	1.33%	
TOTAL EXPENDITURES	(\$692,344.24)	100.00%	
DECEMBER 31, 2008 - FUND BALANCE	\$517,893.58		NOTE: 1
GIFTS & CONTRIBUTIONS [DETAIL]	AMOUNT	DATE	NOTES
<i>Michael Myszewski & Martha James [Gift in the Name of John Firman]</i>	\$250.00	0.09%	
<i>BRAVO</i>	\$3,750.00	1.41%	
<i>BRAVO</i>	\$3,750.00	1.41%	
<i>City of Des Moines</i>	\$250,000.00	94.25%	
<i>BRAVO</i>	\$3,750.00	1.41%	
<i>BRAVO</i>	\$3,750.00	1.41%	
TOTAL GIFTS & CONTRIBUTIONS	\$265,250.00	100.00%	
PROGRAM EXPENDITURES [DETAIL]	AMOUNT	DATE	NOTES
<i>Metro Arts Alliance FY 2008 [Manage City Performance Report Process]</i>	(\$13,500.00)	2.15%	
<i>Administrator [Reimbursement] - Kaneko Studio Visit]</i>	(\$103.46)	0.02%	
<i>Substance Architecture Interiors Design</i>	(\$378.22)	0.06%	
<i>Jun Kaneko Studio - Payment #1 of 2</i>	(\$25,000.00)	3.97%	
<i>Administrator [Reimbursement - National Bar Association Lunch w/Artist] & others]</i>	(\$129.59)	0.02%	
<i>Chinese Cultural Center of America</i>	(\$15,000.00)	2.38%	
<i>Administrator [Reimbursement - Insurance Premium]</i>	(\$1,152.00)	0.18%	
<i>Ann Hamilton [Rotary Project]</i>	(\$25,000.00)	3.97%	
<i>Substance Architecture Interiors Design</i>	(\$525.00)	0.08%	
<i>Administrator [Reimbursement - Artist Jun Kaneko & others]</i>	(\$78.35)	0.01%	
<i>Metro Arts Alliance FY 2009 [Manage City Performance Report Process]</i>	(\$13,500.00)	2.15%	
<i>Kerry Marshall - Conceptual Design Contract Payment #1 of 2</i>	(\$5,000.00)	0.79%	
<i>Pappajohn Sculpture Park</i>	(\$500,000.00)	79.44%	
<i>Jun Kaneko Studio - Payment #2 of 2</i>	(\$25,000.00)	3.97%	
<i>Kerry Marshall - Conceptual Design Contract Payment #2 of 2</i>	(\$5,000.00)	0.79%	
TOTAL	(\$629,366.62)	100.00%	
ADMINISTRATIVE EXPENDITURES [DETAIL]	AMOUNT	DATE	NOTES
<i>Administrator Fee - Payment #1 of 3</i>	(\$16,667.00)	30.99%	
<i>Indiana Insurance Company</i>	(\$519.00)	0.96%	
<i>Indiana Insurance Company</i>	(\$450.00)	0.84%	
<i>Arthur J. Gallagher Risk Management Services, Inc., [Insurance Underwriter]</i>	(\$1,402.00)	2.61%	
<i>Administrator Fee - Payment #2 of 3</i>	(\$16,667.00)	30.99%	
<i>Arthur J. Gallagher Risk Management Services, Inc., [Refund]</i>	\$248.80	-0.46%	
<i>Administrator Fee - Payment #3 of 3</i>	(\$18,333.33)	34.08%	
TOTAL	(\$53,789.53)	100.00%	

COMBINED ADMINISTRATION AS % OF CITY FUNDING		AMOUNT	%	NOTES
	<i>City of Des Moines</i>	\$560,100.00	35.00%	FY 2004
	<i>City of Des Moines</i>	\$415,000.00	25.94%	FY 2005
	<i>City of Des Moines</i>	\$125,000.00	7.81%	FY 2006
	<i>City of Des Moines</i>	\$250,000.00	15.62%	FY 2007
	<i>City of Des Moines</i>	\$250,000.00	15.62%	FY 2008
TOTAL		\$1,600,100.00	100.00%	
	<i>Administrative Expenditures</i>	(\$48,558.15)	17.81%	FY 2004
	<i>Administrative Expenditures</i>	(\$67,863.04)	24.90%	FY 2005
	<i>Administrative Expenditures</i>	(\$51,088.00)	18.74%	FY 2006
	<i>Administrative Expenditures</i>	(\$51,277.14)	18.81%	FY 2007
	<i>Administrative Expenditures</i>	(\$53,789.53)	19.73%	FY 2008
TOTAL		(\$272,575.86)	100.00%	

NOTE 1: Projects that are encumbered within the existing Fund Balance of \$517,893.58

1. Rotary Club of Des Moines Literary Project	\$150,000.00	Partial Payments
2. National Bar Association Monument	\$100,000.00	Partial Payments
3. Jun Kaneko Project	\$200,000.00	Encumbered
TOTAL EXPENDED/ENCUMBERED FUNDS	\$450,000.00	

GREATER DES MOINES
• PUBLIC ART •
FOUNDATION

2008 — BOARD OF DIRECTORS

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