



Caring People • Quality Programs • Exceptional Service

To: Mayor and Members of the City Council

From: Melissa Mundt

Date: January 29, 2013

Subject: 2013/14 ASSET Allocations

On January 23, 2013, ASSET volunteers met to finalize the 2013/2014 funding recommendations. The total recommendations by funder are as follows:

	2013/14 Recommended	2012/13 Current	Increase over 2012/13
Story County	\$1,193,438	\$1,029,339	15.94%
United Way of Story County	\$874,140	\$819,607	6.65%
Government of the Student Body	\$138,178	\$136,755	1.04%
City of Ames	\$1,068,220	\$1,150,278	-7.13%
TOTAL	\$3,273,976	\$3,135,979	4.40%

The volunteer recommendations for City funds represent a decrease of over 7.0% from the current 2012/13 allocations, primarily due to the recommendation by ASSET volunteers to no longer fund substance abuse services through Community and Family Resources, reduction in mental health services funding request to the City from Eyerly Ball, and the departure of Big Brothers/Big Sisters from Ames.

ASSET volunteers in reviewing each panel determined that there were several areas that need further review by the ASSET Administrative Team, before finalizing the contracts for the upcoming year and determining final funding recommendations:

This includes the level of funding for YSS's GRIP mentoring program, given the
withdrawal of Big Brothers/Big Sisters in Ames. YSS sought a significant
increase in GRIP funding, but the recommendation was held to an increase of
about 5.3% over last year. This increase does not reflect that Big Brothers/Big
Sisters is now referring clients to YSS. ASSET staff was not aware of this

relationship between YSS and Big Brothers/Big Sisters until after the volunteers had met to determine funding. Therefore, the ASSET Administrative Team was asked to review GRIP funding given that Big Brothers/Big Sisters is now referring clients in Story County to YSS's GRIP program. Last year the City provided \$12,500 for youth development to Big Brothers/Big Sisters and YSS received \$14,200. This year the volunteers recommended \$15,000 for YSS to provide the full service. The 2013/2014 volunteer recommendation does not include setting aside the dollars from Big Brothers/Big Sisters, so the City Council will need to determine if it would like to reallocate those dollars to YSS as requested.

- Community and Family Resources (CFR) receives an IDPH block grant for substance abuse services and coordinates for service with YSS for the portion of the IDPH grant to cover 0 to 18 years of age. Because the volunteers determined to not fund CFR, it has been recommended that ASSET Administrative Team review the additional funding that was set aside for those same services to YSS. The 2013/2014 recommendation includes funding, should it be determined to be providing services above and beyond the IDPH requirements.
- ACCESS is also in the middle of changes at the State level for funding of its services. ASSET Administrative Staff has been asked to monitor those changes and keep the funders up to date on emergency shelter and battering relief services in Story County. Currently, ACCESS is requesting funding from Boone and Greene counties to keep the shelter open in Ames. At this time, it is unknown if those other governmental units will provide monetary support to ACCESS. 2013/2014 funding recommendation does not include dollars to support the shelter beyond what the City is currently providing in 2012/2013. The Council will need to consider any additional support for 2013/2014 outside of the ASSET process.
- The volunteers also asked the ASSET Administrative Team to review HIRTA allocations between funders and to continue to work with HIRTA on service delivery costing and meeting schedules that have been an issue in the transition. 2013/2014 recommendation by the volunteers include similar overall City contribution to 2012/2013, but do not allocate City funds to the Iowa City route as HIRTA did not request those dollars from the City.

Also of note, the \$52,051 that was set aside by the City in 2012/2013 has not been drawn down for mental health services because Eyerly Ball has not yet requested a contract with the City. Eyerly Ball has requested funds from the City for 2013/2014 and volunteers have recommended \$12,875 for crisis outpatient

services, which is significantly less than what had been provided to the Richmond Center, the County's former mental health provider. The 2013/2014 recommendation reflects this \$39,176 decreased request to the City for mental health services. There was no recommendation by ASSET volunteers for the City to increase that amount and it was not requested by Eyerly Ball.

It should be remembered that State law requires the City to verify not only the public purpose served in any contract into which it enters, but also the ability of the agency to complete the contract.

Several organizations did not substantially draw down all of their City funding during 2011/12 and several have not drawn down any funds year to date. The volunteers took that into consideration during the allocation process. Those organizations were:

Organization	11/12 Allocatio n	11/12 Unspent	12/13 Allocation	12/13 Unspent To Date	13/14 Recommendation
American Red Cross	\$21,530	\$5,260	\$13,980	\$13,980	\$9,000
CFR	\$104,418	\$7,150	\$106,125	No Contract, No Audit received	\$0
Mental health set aside			\$52,051	\$52,051	\$12,875*

^{*}Anticipated to go to Eyerly Ball

The volunteers worked very hard to match services with funder priorities. The panels were especially careful to make sure that additional funds were only used where appropriate with those funders' priorities and service to City of Ames residents could be demonstrated, for the City funds specifically. As a result, those services meeting City priorities and serving Ames residents generally received increases, while others may have been held flat.

City staff and ASSET volunteers will be available to answer your questions on February 12th.

ASSET Agency Explanations

Volunteers did a thoughtful job of balancing available resources with funder priorities, agency priorities and critical client needs.

The City's recommendations may be as notable for what is not included as for what is. Following are the highlights of significant issues:

<u>ACCESS</u> – The State will divide crime victim services into six regions by July 1, 2013 – Story County will be with 21 other counties. Within these service areas the State would fund 1-2 regional emergency shelter programs, 1-2 comprehensive domestic violence programs, and 1-2 comprehensive sexual assault programs. The State will award funding on a competitive basis to programs that best provide victim services in a region.

ACCESS currently provides all three services and has met with other three programs in the region and agreed that the shelter in Fort Dodge should be the State funded shelter. However, ACCESS intends to keep the shelter in Ames open and serve victims from Story, Boone and Greene counties. The Executive Director is working to find funding from all three counties to keep the Shelter open. In addition, ACCESS will apply for State funding to continue providing comprehensive domestic violence programs, and comprehensive sexual assault programs.

Funding through ASSET to ACCESS is all through Panel 2. The total amount requested from ACCESS did not factor a potential short fall of about \$30,000 for the Shelter to remain open because they did not have enough information at the time the budgets were due in September 2012 to make a request from ASSET. The total request from ACCESS is \$130,400 and the recommendation from the ASSET panel volunteers is to award \$134,587 with increased dollars from GSB going to battering crisis intervention, battering counseling and support, rape relief crisis intervention, rape counseling & support and battering court watch.

Results of the competitive process through the State for the two other services will be known later this spring. Once that information is known and ACCESS has a better understanding of its revenues, it can be anticipated that ASSET funders would be directly asked to support keeping the shelter open in Ames.

<u>Community and Family Resources (CFR)</u> – CFR is contracted by the Iowa Department of Public Health (IDPH) to provide substance abuse treatment services in the region that includes Story County. CFR has indicated to ASSET that this contract

provides for a certain number of treatment sessions, and that ASSET dollars are used to provide additional sessions beyond this cut-off. CFR believes that providing a total of 12-16 sessions is critical to ensuring successful treatment. The IDPH contract does not provide for individuals who are at 200% of the poverty level or who have private insurance. ASSET funds were used to cover individuals who may be ineligible for services under these requirements.

The City, Story County, and GSB have not executed contracts with CFR for 12/13. In November, United Way (which had not executed a CFR contract for 12/13) sent CFR a letter indicating that it would not support CFR financially during the current fiscal year. However, during the hearings, CFR noted that it had still been treating clients in 2012/2013 in anticipation of receiving contracts from the remaining funders in the current year.

Volunteers discussed the concerns about CFR in depth at the allocations meetings and determined that funding not be recommended to CFR due to the following reasons for 2013/2014:

- 1) The IDPH contract provides funding to meet the service needs in Story County. Based on the information provided by CFR, 159 of its total clients are above 200% of poverty guidelines and are therefore ineligible for services under the IDPH contract. CFR was asked at the hearings in early January 2013 to provide information on how many of those clients were insured, but no response was received. ASSET volunteers and staff extrapolated from CFR's service statistics that if those 159 clients are distributed evenly throughout CFRs catchment area, the number of clients who are ineligible for IDPH funding but who do not have insurance and who live in Story County is likely limited to no more than 2-3 dozen. Staff has also received information that lowa State is no longer referring students to CFR for services due to a variety of reasons, including responsiveness.
- 2) Prior emergency allocations by the Funders, where in which the emergency allocations did not resolve the problem being targeted as it related to billing.
- 3) Lack of substantive financial contribution above and beyond the IDPH contract by the other counties in the catchment area, when compared against what the Story County Funders provide. In November, ASSET asked CFR to provide information on what other counties provide for assistance to CFR. Several counties pay CFR for Detox services (which is handled by Mary Greeley in Story County). Twenty-two cities and two United Ways provided supplemental funding totaling \$14,779 in 2011/2012. The City provided \$104,418.
- 4) A lack of an effective response to the ongoing concerns raised by the Funders and the Volunteers over the past 5 years and the continued relationship administratively

and financially between the Richmond Center and CFR. ASSET volunteers concurred that CFR has had years to make these changes and show progress.

ASSET volunteers were not comfortable that these changes showed enough progress to entrust CFR with continued substantial financial support. As of the date of this report CFR has not yet submitted the required audit for 2011/2012 to ASSET.

Eyerly Ball – The agency submitted its first regular ASSET budget request this year. In 2012/2013, Eyerly Ball received \$327,680, primarily from the County, to conduct mental health services. Their request for 2013/2014 includes \$12,875 from the City for mental health crisis services. The City has been working with Eyerly Ball to prepare a request for a 2012/2013 City contract, which has yet to be submitted. It should be noted that the clinical director at Eyerly Ball's Ames site recently left the organization. ASSET will work with the agency as it transitions a new director into the Ames office.

<u>NAMI</u> – The agency requested a substantial increase this year, primarily in the area of its mental health wellness center. Due to the early success of this center in providing support in the community, full funding was recommended. The City is being requested by the volunteers to contribute \$5,000 to the wellness in 2013/2014, up from \$1,000 in the current year.

<u>Heartland Senior Services</u> - With the transition of the transportation program from Heartland to HIRTA, Heartland has been able to focus on its core services, such as nutrition. In August 2012, Heartland presented ASSET with a 2012/13 budget that required a substantial increase in self-generated revenues, with the agreement that self-generated revenues would be reviewed in the winter to determine if they were on track. Heartland reported to ASSET informally that self-generated revenues were greater than expected. ASSET will continue to work with Heartland to assure its programs are sustainable.

The nutrition program continued to see a large increase this year as Heartland catches its requests up to the actual cost of providing a meal. Heartland requested a 30% increase in the Congregate Meals program (of which the City is a funder), and a 159% increase in the Home Delivered Meals Program (which supports meals delivered outside the City). These percentage increases do not reflect the additional

funds provided by the funders at the end of fiscal year 2012. The remainder of Heartland's programs saw slight or no increases.

<u>HIRTA</u> – HIRTA, having taken the transportation program from Heartland as of July 1, 2012, is continuing the process of developing accurate costs for each ride. HIRTA has asked for the City to pay only for City rides, the County to pay only for County rides, and United Way to pay only for lowa City rides in its 2013/2014 budget. However, volunteers and staff agreed that United Way should participate in the funding of all three programs, while the County and City should take on a portion of the lowa City rides as well. The volunteers have recommended amounts to fund the three programs as a whole, but recommend holding HIRTA's contract until it is agreed upon how funds from all three funders will be spread. The ASSET Administrative Team will discuss the allocation at an upcoming meeting.

Red Cross -- The Red Cross requested a total of \$45,000 from all funders for Disaster Services or a 26% increase from 2012/2013. The funds for disaster services should include response to 100% of all fires within 2 hours of notification, providing disaster victims with food, shelter, comfort kits, clean up kits and mental health support as well as providing Story County with trained Disaster volunteers. They are also to assist with I-35 closures, FEMA emergency food and sheltering planning and with other disaster planning activities in the County. Volunteers determined that a reduction in Red Cross funding for disaster services should be proposed due to the decrease presence and availability of volunteers in Story County. The reduction across all funders was ~25% from request or down \$8,932 from 2012/2013 authorization. With an increase presence and volunteer base, ASSET volunteers would have been more supportive, but given the fact that not all funds were drawn down the last several years and the lack of growing volunteer base, it was determined that this reduction be recommended to the funders. The Red Cross did not submit a request for any funder to pay for safety training this year, since the Red Cross charges participants for these services. The volunteers did propose to fully fund the \$2,000 request for separated military families, which provides emergency communications, family follow up, and financial assistance for these families in a time of need.

<u>The Salvation Army</u> - One of the new agencies is The Salvation Army (TSA). It has proposed to help Story County residents in need of food, clothing, rent or mortgage

assistance, and utility and prescription assistance. Additionally, TSA is proposing a payee program to assist individuals unable to manage their own finances. There currently are three staff members working in Story County at an office on East Lincoln Way.

- The first new service the volunteers are recommending funding is Emergency Assistance for Basic Material Needs, Food Pantry. Those in need are allowed to come to this pantry every 3 months. They requested \$5,460 and the volunteers funded this entire request.
- The second service the volunteers are recommending funding for is also emergency assistance for basic material needs, Rent and Utility Assistance. The request was to support a service that TSA has stated was out of funds by the 1st full week of every month since they opened in Ames. Prior to having an Ames office, Story County residents were finding TSA in Boone. The request was \$31,000 and the volunteers have provided a proposed amount of \$19,800 for this service.
- The third new service the volunteers are recommending funding for is Disaster Services. These service compliment and coordinate with other services that ASSET already funds (through American Red Cross, RSVP, and The Volunteer Center). TSA's program is focused on providing support to the first responders (fire, police, and medical workers), which distinguishes it from Red Cross's efforts (which are focused on victim support). The request was for \$11,025. They amount recommend was \$4,000.
- The fourth and final new service requested to be provided by TSA was Budget/Credit Counseling in the form of representative payee services in the amount of \$25,000. The volunteers have proposed \$11,667 for the first year due to staffing being a challenge for this program with the Salvation Army.

While TSA requested over \$72,000 for these services, the volunteers recommended \$40,927 in allocations, including \$24,497 in City funds.

The discussion among staff and volunteers was that while the food pantries funded by ASSET continue to see increased demand, it may be a worthwhile effort for ASSET to begin a conversation about coordinating these services more effectively. There are currently more than a dozen food pantries in Story County, and individuals in need likely expend a considerable effort to determine which services are available to them.

<u>YSS</u> – A 6.9% increase to YSS was supported to its overall budget. YSS requested a substantial (67%) increase to its GRIP mentoring program, which is based in the schools. This was due to the announcement last year that Big Brothers/Big Sisters would no longer be accepting new mentoring matches in Story County or requesting ASSET funds for its program. It was the view of ASSET that while YSS could potentially pick up some additional mentees from Big Brothers/Big Sisters, an increase of that magnitude was not justifiable. Instead, ASSET supported a 5% increase in that program. As noted above, ASSET Administrative Team was informed just prior to the allocation meeting on January 23rd, that Big Brothers/Big Sisters has started referring Story County clients to YSS's GRIP program.

ASSET needs to gather more information regarding YSS's primary treatment mental health counseling service, which is subcontracted from CFR but also subsidized directly by ASSET. YSS requested approximately \$15,000 more for this program (25% increase). It was the recommendation of ASSET that the contract for this service be held until ASSET could more fully explore this service and YSS's contractual relationship with CFR.

2013/14 ASSET Spending Recommendations

	2013/14	2012/13	Amount of
	Recommendations	Allocations	<u>Increase</u>
ACCESS	53,225	50,910	2,315
Ames Community Preschool Center	78,546	75,525	3,021
ARC of Story County	7,300	6,700	600
Big Brothers, Big Sisters	Closing in Story Co.	12,500	(12,500)
Boys & Girls Club of Story County	92,500	90,675	1,825
Campfire USA	6,136	5,872	264
Community & Family Resources	0	106,125	(106,125)
CCJ	52,648	51,115	1,533
ChildServe	17,660	17,660	0
Emergency Residence Project	63,900	60,481	3,419
Eyerly Ball	12,875		12,875
Foster Grandparents	3,382	3,221	161
Good Neighbor	16,200	15,730	470
Heartland Senior Services*	148,374	176,905	(28,531)
HIRTA*	40,000		40,000
Homeward of Mary Greeley	36,280	30,440	5,840
Legal Aid Society	80,675	75,870	4,805
Lutheran Services in Iowa	2,825	2,825	0
Mid-Iowa Community Action	33,065	33,088	(23)
NAMI	5,450	1,450	4,000
Orchard Place	6,165	5,665	500
American Red Cross	9,000	13,980	(4,980)
Mental health services**	0	52,051	(52,051)
RSVP	26,900	25,695	1,205
The Salvation Army	24,497		24,497
University Community Childcare	44,020	41,698	2,322
Volunteer Center of Story County	7,000	5,190	1,810
Youth & Shelter Services	<u>199,597</u>	<u>188,907</u>	<u>10,690</u>
	1,068,220	1,150,278	(82,058)

^{*}Heartland stopped providing transportation services and HIRTA is now providing this service to Ames residents.

^{**}Allocation for new mental health service provider. Formerly provided by the Richmond Center.

Commission on the Arts Annual Grant Recommendations

2013-2014

Ames Chamber Artists (\$2,246)

COTA recommends \$2,246 funding for the Ames Chamber Artists (ACA). ACA is a mixed choral ensemble of 38 vocalists from Ames and four surrounding towns. Two or more complete concert programs are prepared annually and performed in Ames and surrounding communities for the enhancement of the cultural environment of Ames and Central Iowa, and for the education and artistic fulfillment of the amateur performers involved. Although ACA audiences tend to be primarily adults, ACA frequently collaborates with student groups such as high school choirs, children's choirs, and the Iowa State University choral groups. COTA funds have been an essential factor in allowing ACA to fulfill its mission.

Ames Children's Choirs (\$9,743.60)

COTA recommends \$9743.60 funding for the Ames Children's Choir (ACC). The ACC program aspires to be the best in American choral traditions for young singers. ACC promotes excellence, music from all cultures and traditions, the potential and achievements of young people, and community service. COTA funds provide scholarships for singers, advertising, commission for new works, music purchases and fees, professional fees, and rental of facilitates. ACC is dedicated to being open to all children that desire to develop their singing skills. ACC strives to perform and develop appreciation for great music for all of Ames and central lowa.

Ames International Orchestra Festival Association (AIOFA) (\$7,996)

COTA recommends \$7,996.00 funding for the Ames International Orchestra Festival Association (AIOFA). AIOFA brings high-quality orchestral events to Ames, with a goal of reaching all ages and increasing awareness in our community of the value of live classical music performances. These events are enhanced with outreach activities such as previews, chances to meet the artists, study guides, an instrument "petting zoo," and master classes. Orchestras being scheduled are the Nashville Symphony with Bela Fleck, the Australian Chamber Orchestra, and the ISU Symphony.

Stars Over VEISHEA (\$3,310.20)

COTA proposes a grant of \$3,310.20 for Stars Over VEISHEA. An 80+ year tradition, Stars is an annual musical held during the Iowa State University VEISHEA celebration that attracts nearly 2,000 audience members – half of which are citizens of the Ames community. While VEISHEA activities are funded through student program/activity fees, the Stars Over VEISHEA performances have operated at a loss due to increasing production and royalty costs in recent years. COTA funding will help ensure that a performing arts opportunity with a strong local tradition will continue to be utilized by the Ames community.

Ames Town and Gown Chamber Music Association (\$15,691.40)

COTA proposes a grant in the amount of \$15,691.40 to the Ames Town and Gown Chamber Music Association. Ames Town and Gown presents chamber music concerts of internationally renowned musical ensembles to the Ames community. In addition, they sponsor educational outreach activities to provide opportunities for music lovers of all ages. Generally, five concerts are presented each year, featuring one or two string quartets, a piano program and other offerings as artists are available.

Ames Choral Society (\$2,476.00)

COTA recommends \$2,476 to the Ames Choral Society. The organization has existed since 1964 with the expressed purpose of encouraging participation in making and learning about choral music for all interested singers in the Ames area. A mixed chorus of about sixty (60) singers, the performers' ages range from high school students to older adults. The Ames Choral Society members sing three (3) diverse, high-quality secular and sacred choral concerts per year. They have been honored by the Ames Community Arts Council and various local media for their excellent contribution to the quality of life in the Ames area through their involvement in civic and church activities as well as the arts.

ACTORS, Inc. (Ames Community Theater or Recreational Services): \$13,542.80

The Ames Community Theater (ACTORS) produces five shows a year that allow community members to participate in live theater as performers, technicians, musicians artists, and audience members. ACTORS is staffed with volunteers, and cast and crews do not pay a participation fee. ACTORS produces shows that appeal to all ages and segments of the community. COTA funding is used to help defray the cost of the individual productions and of the increasing overhead costs. COTA funding enables ACTORS to present a wide variety of shows that appeal to a large cross-section of the community. For 2013-2014 COTA recommends funding ACTORS in the amount of \$13,542.80.

Central Iowa Symphony Association: \$9,974.80

The Central Iowa Symphony is a community orchestra, united by a love of music and dedication to the art of orchestral performance. Central Iowa Symphony's collective goals are to foster quality performances, offer satisfying musical experiences, and nurture educational and cultural growth in central Iowa. The Symphony uses COTA funding to support their operations, including costs associated with facility rental, music rental and/or purchase, printing, and publicity. They also offer children and students complimentary admission. COTA recommends funding Central Iowa Symphony in the amount of \$9,974.80.

India Cultural Association of Central Iowa: \$1,780.00

India Cultural Association (ICA) of Central Iowa, located in Ames, was formed in 1992. ICA aims to promote the cultural and secular heritage of India and to enhance friendship and understanding with people from various cultural backgrounds. Membership in the organization is open to all. As part of its mission, ICA sponsors several cultural events to share India's rich

cultural heritage with the local and neighboring communities. These programs include local talent as well as outstanding musical artists and dancers. ICA strives to make the programs not only entertaining, but also educational and inspiring. COTA recommends funding ICA in the amount of \$1,780.00

Story Theater Company (\$8,716.40)

COTA recommends granting \$8,716.40 to Story Theater Company. Story Theater Company was founded in 2006 to help increase the number of theatrical opportunities for the children of Ames and surrounding communities through performances and workshops. The children and young people participating are able to meet and work with positive role models from the ISU Theater department who teach the fundamentals of theater while encouraging self-confidence, responsibility, and teamwork. Most audience members are families with young children enjoying their first live theater experience. COTA funds assist with expenses related to workshops and performance space rentals and supplies. The annual COTA grant assists in keeping low the registration for participants and the cost of tickets. Story Theater Company typically provides a minimum of 300 free tickets each season to local social service agencies such as YSS and ACCESS.

Co' Motion Dance Theater (\$5,488.60)

COTA recommends a grant of \$5,488.60 for the Co' Motion Dance Theater. Founded by Valerie Williams in 1978, Co' Motion Dance is a modern dance company based in Ames. Its mission is to build awareness of and appreciation for modern dance. Co' Motion Dance emphasizes dance as a performing art, a form of communication, and a medium of self-expression. The dance theater plans at least two or three full length concerts each year, which are rebroadcast on Ames Public Access television. The COTA grant allows this group to focus on developing concerts and activities in Ames to introduce people of all ages and backgrounds to the art of modern dance at a low cost. Children under age 12 are admitted free and students and senior citizens receive a discounted price to attend concerts, too.

Kids' Co' Motion (\$3,103.40)

COTA recommends a grant of \$3,103.40 for Kids' Co' Motion which introduces modern dance to children and youth in Ames and the surrounding communities. Students learn to perform modern dance. During a three week intensive summer performance workshop, participants receive instruction in modern dance technique, composition, improvisation, choreography, and theater arts. Students work together and each contributes their ideas and choreography, as well as their dancing, to the final performance. This effort seeks to enhance the self-esteem and pride of the young dancers. Students attend four hour classes every day for 3 weeks. The program culminates in a performance at the Ames City Auditorium in late July. Kid's Co-Motion also performs at area nursing homes and care facilities. Kids Co' Motion works to make its dance concert available to everyone. The COTA annual grant assists in keeping this program affordable for all potential students and audience members. Children under age 12 are admitted free; and, the general admission fee is kept at a low price so that many can attend.

Ames Community Arts Council (\$7,982.20)

COTA recommends granting \$7,982.20 to the Ames Community Arts Council (ACAC). This umbrella organization actively promotes local arts opportunities and provides coordination for Ames artists, organizations, and community members. ACAC also works closely with the Main Street Cultural District to promote the downtown community with such events as the MusicWalk, ArtWalk, and Tune In to Main Street Summer Concert Series. ACAC has been serving the Ames arts community since 1976 and is seeking continued operational support for its services.

Friends of Ames Strings (\$1,180.00)

COTA recommends granting \$1,180.00 for the Friends of Ames Strings. This organization offers an annual two-week Summer String Workshop for local orchestra students of all skill levels. The workshop is led by a director from outside the Ames area, which creates a new musical experience for the students, and provides the students an opportunity to improve skills, network with other string players, and perform in unique ensembles. In addition, the workshop provides leadership opportunities for advanced players and high school-aged string coaches. The workshop culminates with a public concert that has been well received by the Ames community.

The Octagon (\$44,136.20)

COTA recommends granting \$44,136.20 to the Octagon Center for the Arts. The Octagon has played a significant role in the cultural life of the community since 1966, frequently working with the Main Street Cultural District, Ames Community Arts Council, area schools, and local organizations. Approximately 7,500 people visit the Octagon galleries each year to enjoy free exhibits featuring local, national, and international artists. The annual National Clay, Fiber, Paper, Glass, Metal, Wood Exhibit draws artists and visitors from across the country. In the past year, nearly 800 students of all ages participated in 156 classes, workshops, and camps offered at the center. The Octagon Art Shop serves as a consignment outlet for art and craft of 110 local and regional artists and attracts nearly 9,000 customers each year. The Octagon Art Festival is the largest annual event in the Main Street Cultural District and draws more than 14,000 visitors and 100 artists to the downtown community each fall. The Octagon is seeking operational support to continue its services and improve organizational vitality.

AGENDA

COMMISSION ON THE ARTS

Council Chambers City Hall, 515 Clark Avenue

Monday, December 3, 2012

Call to Order

The meeting was called to order at 5:02 pm by Chair Lewis. Members present were Joel Jacobsen, Chris Sutch, and Andrew Zehr.

Public Forum

There was not one present for the Public Forum.

Approval of Minutes

It was moved by Zehr that the minutes of the November 3, 2012 meeting be approved. Jacobsen seconded. Motion carried unanimously.

New Business

The annual grant recommendations for 2013/2014 were recommended and acted upon.

- Town & Gown: Sutch recommended \$15,691.40. Zehr seconded.
 Motion declared carried unanimously.
- o **Ames Choral Society**: Zehr recommended \$2,476.00. Jacobsen seconded. Motion carried unanimously.
- Ames Community Arts Council: Jacobsen recommended \$7,982.
 Sutch seconded. Motion carried unanimously.
- o **Ames Children's Choir**: Zehr recommended \$9,743.60. Jacobsen seconded. Motion carried unanimously.
- Ames Chamber Artists: Sutch recommended \$2,246. Zehr seconded.
 Motion carried unanimously.
- o **India Cultural Association**: Jacobsen recommended \$1,780. Zehr seconded. Motion carried unanimously.
- o **The Octagon**: Sutch recommended \$44,136.20. Jacobsen seconded. Motion declared carried unanimously.
- Story Theater Company: Zehr recommended \$8,716. Sutch seconded. Motion carried unanimously.
- Central lowa Symphony: Sutch recommended \$9,974.80. Motion carried unanimously.
- Friends of Ames Strings: Zehr recommended \$1,180. Sutch seconded. Motion carried unanimously.
- o AIOFA: Jacobsen recommended \$7,996. Zehr seconded. Motion carried unanimously.
- Kids Co'Motion: Sutch recommended \$3,103.40. Zehr seconded.
 Motion carried unanimously.
 - **Stars Over Veishea** (theater): Zehr recommended \$3,310.20. Sutch seconded. Motion carried unanimously.
- o Co'Motion Dance: Jacobsen recommended \$5,488.60. Sutch

seconded. Motion carried unanimously.

o **ACTORS:** Jacobsen recommended \$13,542.80. Zehr seconded. Motion carried unanimously.

After voting for the funding listed, there is \$3,511.40 in reserved for special project grants.

Paragraph Discussion

For the paragraphs, it was decided that the descriptions that each organization included in its grant application would serve as the template for the paragraphs to be presented to the City Council.

Here is the list of paragraph assignments:

- Jacobsen Octagon, ACAC, Friends of Ames Strings
- Zehr SOV, Ames Town and Gown and Ames Choral Society
- Sutch ACTORS, Central Iowa Symphony, India Cultural Artists
- Lewis Kids Co'Motion, Co'Motion Dance, Story Theater Company
- Zywicki AlFOA, Ames Children's Choir and Ames Chamber Artists

Next Meeting

The next meeting will be on Monday, January 7, 2013 at 5:00 p.m. in the Council Chambers at City Hall.

Sutch moved to adjourn. The meeting ended at 5:22 p.m.

MM/ekt/cg



Memo
City Manager's Office

TO: Mayor & Council

FROM: Commission on the Arts

DATE: January 24, 2013

SUBJECT: 2013/14 Arts Funding

The Commission on the Arts held its hearings on 2013/14 COTA Funding requests on November 3, 2012, and formalized its recommendations to the City Council on December 3, 2012. Funding for the process was \$140,879, or an increase of 2% over 2012/13. The minutes from the December 3, 2012 meeting are attached to this memo for your information.

The members of the Commission take **very seriously** their criteria and eligibility for funding guidelines, as outlined by the City Council in 1987 and revised in 1999/2000, and listed below:

Definition of Eligible Organizations

- 1. Be located in Ames.
- 2. Be incorporated under the Iowa Non-profit Corporation Act.
- Have by-laws or other documentation which identify its major responsibility as meeting specific art goals.
- 4. Be federally tax exempt, or affiliated with a federally tax exempt organization.
- Those which do not discriminate, in accordance with law, on the basis of race, creed, color, sex, age, national origin, religion, physical or mental disability, and sexual orientation.
- 6. Be a non-governmental agency.

Criteria for Funding

- Need for financial support.
- 2. Efforts to obtain funding from other sources.
- 3. Fiscal responsibility and accountability.

- 4. How the Ames community would be served.
- 5. Nature of audience to be served/benefited, with emphasis on benefit to young people.
- 6. How the arts in Ames will be furthered.

Not Eligible for Funding

- 1. Capital equipment and salaries will not be recommended by COTA for funding.
- 2. Activities that restrict participation on the basis of race, creed, color, sex, sexual orientation, age, national origin, religion, physical disability, mental disability, or that require the purchase of private memberships.
- 3. Organizations which fail to submit previous final reports.
- 4. Hospitality expenses (e.g. receptions).
- 5. For-profit organizations, other government agencies, individual artists, and human service agencies.

The Commission has tried to convey to the arts organizations that there is no guarantee of increased levels of funding each year, and that requests are judged on their own merits within the funding available each year. The Commission continues to emphasize the responsibility that organizations have to raise funding on their own to support their individual operations and to avoid becoming too dependent on Local Option Sales Tax funds. These funds should be used to enhance and not replace a group's own fund raising efforts.

The Commission was very detailed in discussing its recommendations. The Commission reviewed previous allocations for current organizations, and talked at length about the level of support which was appropriate for each organization. Commission members also decided to fund two organizations that are new to the annual grant process (India Cultural Association and Stars Over VEISHEA).

Besides the recommendations, staff has also attached the explanatory paragraphs which may help to answer some of the questions which you may have regarding the programs provided, and the reason behind the funding recommendations, for each organization. It should be noted that during the annual hearing process, the Commission generally asks about ticket prices and increases in membership fees (to keep up with cost increases). Organizations may or may not have specific fees set at that time, since that is often fluid when the funding request is being made 18 months in advance.

Representatives of the Commission will be available on the 12th of February to answer any questions you may have.

	2013/14	2012/13
<u>Organizations</u>	Recommended	Adopted
Ames Community Arts Council	\$7,982.20	\$8,111
ACTORS	13,542.80	13,464
Ames Chamber Artists	2,246.00	2,390
Ames Children's Choirs	9,743.60	9,718
Ames Choral Society	2,476.00	2,690
Ames International Orchestra Festival Association	7,996.00	8,080
Ames Town & Gown Chamber Music Association	15,691.40	16,007
Central Iowa Symphony	9,974.80	10,424
Co'Motion Dance Theater	5,488.60	5,593
Friends of Ames Strings	1,180.00	1,200
Kids Co'Motion Dance	3,103.40	3,167
Octagon Center for the Arts	44,136.20	44,802
Story Theater Company	8,716.40	8,982
Stars Over VEISHEA	3,310.20	
India Cultural Association	1,780.00	
Annual Grant Totals	\$137,367.60	\$134,628
Mini-grants	\$3,511.40	3,489
Total Budget	\$140,879	\$138,117



January 21, 2013

Mayor Ann Campbell Members of the City Council City of Ames 515 Clark Avenue Ames, IA 50010

Dear Mayor Campbell & Council Members,

The City of Ames & the Ames Public Art Commission (PAC) have experienced another exciting year in 2012-2013. In the coming year we will see a continuation of our highly successful programs along with some new partnerships and expanded ambitious efforts on behalf of the City. Together we can continue to grow the success of the Ames Public Art Commission.

The Year in Review: 2012-2013

The PAC Executive Board has gone through some leadership changes in the past year and will naturally continue to see turn-over into the future. Part of our interest in creating more continuity and fiscal responsibility in the PAC is to create a new annual tradition of asking all of our committees to submit a yearly spending allocation plan each August. The intention of this is to create written documentation of near-term goals and to help with the accountability, organization and spending throughout the year. This plan also acts as a check and balance for the executive committee and a summary for incoming members.

Over the last year the working committees of the Ames PAC accomplished a wide array of achievements.

The Art Around the Corner program has now officially transitioned its name to the Ames Annual Outdoor Sculpture Exhibition (AAOSE). This is the longest running program for the PAC, and continued with its 17th annual downtown exhibition in 2012. Four sculptures, *lowa* by Zachary Bowman, from Cedar Falls, IA; *Barbara's Portal* by Jaak Kindberg, from Greenwood, AR; *Hatching Sprout* by Michael Sneller, from Cedar Rapids, IA; and *Walker 1.0* by John Brommel, from Des Moines, IA; were selected by a panel of judges (receiving a \$1000 honorarium) and are now on display around the downtown area. PAC participated in the 2012 downtown Art Walk dedication ceremonies and two of the AAOSE artists were present for the event. We had a very successful voting campaign for the AAOSE best-of-show both through online voting and in-person balloting at the 2012 Octagon Art Festival. The "Best in Show" prize

(\$500) was awarded to John Brommel, from Des Moines for his very popular sculpture *Walker* 1.0 currently installed across from City Hall.

The **Neighborhood Sculpture** Committee collaborates with Ames neighborhoods interested in acquiring a sculpture from the Ames Annual Outdoor Sculpture Exhibition. This was a phenomenal year in that the Neighborhood Sculpture Committee maximized the committee's allocated 2011/12 budget of \$10,000! The sculptures Dire Enticement (Beth Nybeck), Just Between Thieves (Jaak Kindberg), and Unending Sky (Kristen Garnant) were bought and placed in Duff Park, the Campustown Fire Station, and Christofferson Park, respectively. The reception of the installed sculptures has been overwhelmingly positive, resulting in even greater exposure and interest in the program. Moreover, 2012/13 saw a record number of applications for sculpture placement with eight applications. As our pool of sculptures from the Ames Annual Outdoor Sculpture Exhibition is limited to four sculptures per year, the committee is blessed with the challenge of choosing which applications to grant sculpture placement and which to deny. These programs (AAOSE and Neighborhood Sculpture) have been tremendously successful and continue to gain prestige, awareness and momentum in providing a continuous stream of accessible new art throughout the city of Ames. Neighborhood Sculpture and AAOSE are a highly valuable and viable way of incorporating public art across the entire City.

This year the **Art in the Parks** Committee, the PAC, and the City of Ames Parks & Recreation Deptartment are in dialogue with regards to the next potential project. This year is another year where the Art in the Parks allocation will roll-over and continue to accumulate funds with the intent to further develop plans for a future large-scale and highly impactful project using the previous precedent-setting examples of Patrick Dougherty's *Restless by Nature*, and Peter Irniq's *Inuksuit* rock sculptures as inspiration.

The **Education & Information** committee is primarily focused on their newly created program called *Ames Art After Hours (AAAH)*. *AAAH* is a program that connects artists with teachers and students of the Ames Community School District, providing opportunities to meet and learn from practicing artists. The first event was held last school year and approximately 20 middle school students listened to a lecture by the artist, viewed work by the artist, and participated in a workshop where the students created their own art inspired by the artist's work, process and techniques. Since then we have had two more successful AAAH events,one with local artist (and new PAC Commissioner) Kathranne Knight at Ames High School, and just this Fall an event with artist and ISU College of Design Instructor, Michael Stanley involving Meeker Elementary students.

The **Archive & Maintenance** committee is charged with documentation and preservation of public works of art owned by the City. Last year's activities included continuing to update & maintain the public arts collection. Inventory and condition reporting on all the works of art is a yearly goal of this committee. A hardcopy notebook of the city's collection was made for the Ames Public Library and the Ames Historical Society for their records and for increasing access to the information by the public. Last year we the committee inventoried and reported on the condition of all of the works of art in the collection. This committee also provided critical help in the acquisition of Pricilla Sage's textile sculpture for the City Hall Auditorium lobby.

The Archive & Maintenance committee is also planning the documentation and posting of the entire Ames Public Art Archive, via high quality digital photography, on the city PAC website. This initiative continues the efforts of the PAC to make public art more accessible while accommodating future additions to the archive.

The **Public Relations and Fundraising** committees were combined a year ago with the intention of raising private & public funds to supplement our annual budget and ultimately use the additional funding to bolster the public art archive with larger installations throughout the city. PR and fundraising have had a very busy and successful year. The Public Relations group worked to promote and publicize the efforts of the PAC by staffing a booth at Art Walk, the Reiman Gardens Art Fair, the Octagon Art Festival and the Main Street Farmers Market. We created two striking visual pull-down banners to improve the visibility and appeal of our booth. The committee also designed "I Love Ames Public Art" stickers that were printed and handedout at our public events.

The committee also helped promote the PAC's work through TV-12's *This Week in Ames* TV show and through KASI radio with the help of "Mel in the Morning", through the new local radio station, KHOI, and the CitySide utility inserts. In addition, the PAC continues to use and update our social media and internet outlets on Facebook, Twitter, through our blog, and of course through our official website maintained and expanding due to the generous work of City Staff member Cathy Gersema. We have achieved a goal of gaining a more prominent listing of the arts on the City's website and we have begun updating the city-wide arts location map handout, with an eye toward an on-line interactive database and map of where art objects are located.

The PR committee has done critical work in increasing public attention for our Neighborhood Sculpture Program. We have also reached-out to the Ames Foundation and a dialogue has begun in order to potentially collaboratively help the PAC fund-raise for some of our larger future public art projects.

All of the work listed above has provided a large audience for the promotion of specific PAC initiatives and are instrumental in helping secure additional funding, promoting public art and connecting the PAC to the Ames community and beyond.

The 2012-13 Budget approved by the City Council last year is summarized in the following chart.

Committee	FY 2012/2013 Budget	Increase/Decrease from FY 2011/2012 Budget
Art Around the Corner	\$7,500	\$2000 (from former Fund Raising committee)
Intermodal Art Honorarium	\$3,500	+ \$3000 for honorarium & \$500 for signage allowance
Art In the Parks	\$5,000	No Change
Neighborhood Sculpture	\$10,000	No Change
Archive Maintenance	\$2,000	\$500 from Education & Information
Education & Information	\$2,000	\$500 to Archive & Maintenance
Public Relations	\$2,500	No change
Fund Raising	\$0	Committee to join Public Relations
Operating	\$1,000	No Change
Total	\$33.500	\$3500 additional request

As you can see, we had an ambitious and exciting year in 2012. None of this could have happened without the hard work, support and dedication of the city staff members, Bob Kindred, Cathy Gersema, Erin Thompson, John Forth, Derek Crisler, and Susan Gwiasda, Brian Philips, among others, and the labor & devotion of the members of the PAC itself.

In Store for 2013-14

As expressed in our mission statement "The Ames Public Art Commission is committed to creating a visual and aesthetic environment that incorporates art into the lives of all Ames citizens." The PAC has a great deal of exciting ideas and initiatives 'on the drawing board' for 2013-14 that will fulfill this mission.

The PAC is planning to continue in many of the same festivals & events this year that we participated in the past, taking advantage of the large crowds and the high potential to raise awareness of the activities of the PAC.

The Art in the Parks committee is in the process of planning the next installation of artwork and has started their planning for the next big project. The committee's goal is to have a new installation every three to four years. With the upcoming change in leadership within the Ames Parks and Recreation Department, we hope to continue and re-establish our great working relationship with this part of the city. There has been discussion of various avenues of collaboration in the future including; a possible project(s) at the Winakor Land acquisition site, (depending on the outcome and function of this acquisition); the creation of a sculpture park for the city of Ames; and the potential of creating a continuing project of incorporating interactive art along Ames' multi-use trails. Also, there is talk of creating a public art project as part of the construction of a new Brookside wading pool. Lastly, the PAC could collaborate with the Parks and Recreation Commission and create another project unique to the Ames park system, using the Patrick Dougherty and Peter Irniq projects as precedents.

Clarke Colby, local professional photographer was hired by PAC to document and photograph the Peter Irniq project. These incredible and dramatic photos will be part of the Ames permanent Public Art Archive and will eventually serve as the basis of an online virtual exhibit of both his and Patrick Dougherty's work, *Restless by Nature*. Posters of *Restless by Nature* are also available for purchase through the PAC website.

The Art in the Parks program requires utilizing funds from previous budget cycles, similar to how the Patrick Dougherty and Peter Irniq projects were funded, and we anticipate a similar strategy in the future. Located below in the section that offers our official 2013-14 budget proposal you will find an additional procedural request that could potentially affect the roll-over procedure for this committee's budget if approved.

The **Education & Information** committee is planning the next AAAH event for February or Spring semester to continue the work with the Ames Community School District. We are

continually increasing activity with the students and families to raise awareness of the importance of art within the school district. Our goal is to collaborate with highly devoted teachers and schedule at least three AAAH events each year to promote public art throughout the city for this year and for future generations. Two more possible AAAH events are being pursued for this fiscal year; one for the Spring semester, possibly at the Middle School and another for the middle school's "Super Summer Program."

The Ames Annual Outdoor Sculpture Exhibition committee is currently planning and accepting entries for the *18th Annual Art Around the Corner Exhibition*. The increased honorarium implemented four years ago has proven very effective in attracting impressive entries from throughout lowa & the Midwest. The deadline is February 3rd, after which the panel of judges will select up to four works of art for exhibition in downtown Ames in 2013-14. Placement and dedications are scheduled for April 4th 2013. Future goals of this committee are to incorporate this program into other neighborhoods such as Somerset, North Grand Mall area and the Campustown neighborhood. Thanks to the council's approval of last year's one-time honorarium of \$3,500 we can soon expect a work of art will find a place for at least three years next to the intermodal facility.

The changing of the name from *Art Around the Corner* to *Ames Annual Outdoor Sculpture Exhibition* has also been done in conjunction with additional efforts to expand the call for entries through many new avenues and through targeted advertising in near-by larger regional art centers like Omaha, Kansas City and Minneapolis. These efforts expected to increase the quality, competition and prestige that this program and our city deserve.

The **Neighborhood Sculpture Program** is currently in negotiations with this year's batch of artists, with the hope that we will be able to purchase three to four sculptures, once again maximizing our allocated budget of \$10,000. We had a record number of applications this year primarily due to more persistent and consistent efforts to increase public awareness of the program through the members of PAC. We are excited and hopeful to keep extending both Neighborhood Sculpture and AAOSE to Campustown and other new neighborhoods and often overlooked public spaces in Ames including Moore Memorial Park, the Somerset community, South Ames and beyond. Future Neighborhood Sculpture installations may also include a QR code on the plaque which will allow smart phone users to learn more about the artist and the PAC program.

The **Archive & Maintenance** committee will continue to maintain existing works of art as well as assess the entire art archive to maintain the quality of all the pieces for the benefit of future generations of Ames' citizens. We will continue to focus on the collection, utilizing our funds on cleaning and maintaining the outdoor pieces, especially those pieces by City Hall and downtown as well as the cleaning and waxing of the bronze sculptures. In addition, Archive and Maintenance has been instrumental in the visioning of future efforts aimed at creating an online, searchable database of our collection, as well as creating web-based file sharing for our Commission.

For the **Public Relations and Fundraising Committee**, one new initiative is to try to partner with the Ames Foundation to help us fund-raise for some of our larger future public art projects. PR is continuing to use familiar as well as new avenues to bring out more awareness about the

Ames PAC. Using both traditional and new media, including regular press releases and paid advertising are two of the ways PR continues to benefit and connect the PAC to the Ames Community as a whole.

The PAC ad-hoc future initiatives involve some of our most ambitious endeavors in creating more public art projects that collaborate early-on with new municipal developments within the city of Ames. Three of these projects are still in the works. As you know, we have teamed up with the Ames Community Arts Council (ACAC) to help support the art bike rack sculpture competition. This fall the City Council generously approved the use of unspent 2011-12 funds in the amount of \$1600 to purchase one or two of these bike racks through the PAC. The strength of the proposed designs thus far received already promises an exciting and artful addition to the downtown. This initiative will increase awareness of sustainable transportation through the design and creation of bike racks that have sculptural qualities, fulfilling the need for more bike racks as well as increasing the aesthetics of the downtown and the city's public art archive. Another initiative is still on-going Ames Intermodal Facility public art project and this is still on-going. Our first search for a work of art for the facility involved an excellent panel of jurors with broad representation from many parts of the community, including the city, university, campustown and artists and art professionals. We were able to identify an excellent and unique sculpture that was then sold by its maker during the approval process. The process to acquire another sculpture for the Intermodal Facility is still on-going. The PAC remains excited and hopeful about the expansion of the Ames Public Art Commission's projects into the campus town area through the Intermodal project. The new Ames Water Treatment Plant is another initiative that represents a tremendous public art opportunity. The East 13th Street location is a highly visible site along a major thoroughfare and gateway in and out of the city. The PAC's belief is that this state-of-the-art facility will be an important symbol of pride and cultural identity of our community. Public art should have an essential role in giving this facility that special sense of place and uniqueness that will make it high among its peers in both function and aesthetics. The PAC continues its dialogue and planning with John Dunn and the facility's architects to develop an affordable, accessible and exciting public art plan for this facility. We appreciate and look forward to the council's continued interest and input as this plan develops. Additional PAC partnerships have developed with smaller consulting roles with both Reiman Gardens and the Public Library.

In light of our ongoing and projected activities and needs, we would like to respectfully submit a proposed FY 2013-14 budget for your consideration and approval.

The **proposed FY 2012-13 Budget** request is summarized below in the following chart. You will notice that the previous fiscal year's additional one-time honorarium of \$3000 and signage allowance of \$500 for the new sculpture slated to be installed near the new intermodal, is now asking to be made permanent. This budget addition is sought for the further expansion of AAOSE into other parts of the city including Somerset and Campustown.

In addition to our proposed budget, we would also like to make a **procedural request** involving end-of-fiscal year unspent funds. The PAC would like to request that all unspent funds from each fiscal year (unless otherwise requested) be rolled back into the Art in the Parks Committee budget. This would make accounting easier by being able to skip the regularly approved yearly procedural request to roll-over funds into Art in the Parks, but also as an added bonus, this roll

over could potentially help funds accumulate more quickly for these larger Art in the Parks projects. We thank you for your additional consideration on this matter.

Committee	FY 2013/14 Budget	Increase/Decrease from FY 2011/2012 Budget
Ames Annual Outdoor Sculpture	\$7,500	+\$3,500.00 Intermodal Art Honorarium to be made
Exhibition (AAOSE)	+\$3,500	as permanent addition to AAOSE
Art In the Parks	\$5,000	No Change
Neighborhood Sculpture	\$10,000	
Archive Maintenance	\$2,000	No Change
Education & Information	\$2,000	No Change
PR/Fundraising	\$2,500	No change
Operating	\$1,000	No Change
Total	\$33,500	\$3500 additional request to be made permanent

We appreciate your time and consideration of this proposal. Thank you very much for your enthusiastic support of the PAC in the past, and we look forward to facilitating even more impressive public art initiatives in the future.

Respectfully Submitted,

Greg Fuqua, Co-Chair Ames Public Art Commission Chad West, Co-Chair Ames Public Art Commission