

**Alexandria Commission for the Arts
Regular Meeting**

Tuesday, February 15, 2022

Virtual – 7:00 pm

MEETING NOTES

Due to the COVID-19 Pandemic emergency, the February 15th meeting of the Alexandria Commission for the Arts is being held electronically pursuant to Virginia Code Section 2.2-3708.2(A)(3), and the Continuity of Government ordinance adopted by the City Council on June 20, 2020, to undertake essential business. All members of the Commission and staff are participating from remote locations through Zoom. This meeting is being held electronically, unless a determination is made that it is safe enough to be held in person at the Lee Center, 1108 Jefferson Street, Alexandria, VA. Electronic access will be provided in either event.

I. Call to Order. With a quorum present, Chair Brian Kelley called the meeting to order at 7:00 pm. For the meeting agenda, see **Attachment 1**.

II. Review of Virtual Meeting Procedures. Diane Ruggiero, Office of the Arts, read aloud the City's Virtual Meeting Procedures listed above.

III. Roll Call. Secretary Gayle Converse called the roll, see **Attachment 2**. Note: Elizabeth Lo resigned from the Arts Commission.

IV. Public Comment. No public comment.

V. Guest Speaker. Patricia Washington, President and CEO of Visit Alexandria, gave a PowerPoint presentation outlining how her organization promotes tourism and economic activities in Alexandria.

VI. Approval of Minutes/Record

- a. January 18, 2022, Regular Meeting. The minutes were approved with edits.

VII. Chair Report. Brian Kelley gave the Chair Report, see **Attachment 3**.

VIII. Committee, Liaison, and Task Force Updates

- a. Grants Committee. Diane Ruggiero gave an update on the American Rescue Plan Act (ARPA) arts grants applications due the previous week, the FY2023 City arts grants applications set to open on March 1, and the upcoming National Endowment for the Arts (NEA) grants.
- b. ARTreach Committee. Gayle Converse spoke.
- c. Inclusivity Committee. No report.
- d. Waterfront Commission Liaison. Judy Heiser gave a report.
- e. Alexandria Arts Alliance Liaison. Gayle Converse gave a report.

IX. Annual Workplan Task Force. Diane Ruggiero reviewed the Annual Work Plan process. Note: Judy Heiser and Christina Calloway were appointed to the Task Force June.

X. ACA "Mini" Orientation/Review

- a. Public Art Orientation. Diane Ruggiero and Brian Kelley reviewed the City's public art process and the roll the Arts Commission.

XI. Office of the Arts Division Update. Diane Ruggiero gave an update on recent public art projects. For the full update, see Attachment 4.

XII. New Business

XIII. Good of the Order and Announcements

XIV. Adjournment. Brian Kelley adjourned the meeting at 9:26 pm.

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- I. Call to Order (7:00 pm)
- II. Roll Call
- III. Review of Virtual Meeting Procedures
- IV. Public Comment
- V. Guest Speaker – Patricia Washington (Visit Alexandria)
- VI. Approval of Minutes/Record
 - a. January 18, 2022, Regular Meeting
- VII. Chair Report
- VIII. Committee, Liaison, and Task Force Updates
 - a. Grants Committee
 - b. ARTreach Committee
 - c. Inclusivity Committee
 - d. Waterfront Commission Liaison
 - e. Alexandria Arts Alliance Liaison
- IX. Annual Workplan Task Force
 - a. Appointing Two Commissioners
- X. ACA “Mini” Orientation/Review
 - a. Public Art Orientation (Diane Ruggiero and Brian Kelley)
- XI. Office of the Arts Division Update
- XII. New Business
- XIII. Good of the Order and Announcements
- XIV. Adjournment (9:30 pm)

ATTENDANCE SIGN-IN SHEET
ALEXANDRIA COMMISSION FOR THE ARTS
ALEXANDRIA, VIRGINIA

Meeting: Regular Date: Tuesday, February 15, 2022 Meeting Place: Virtual (Zoom)

COMMISSION MEMBERS:	(Roll Call)
Brian Kelley, Chair	Present
Allison Heck, 1 st Vice Chair	Present
Christina Calloway, 2 nd Vice Chair	Present
Gayle Converse, Secretary	Present
Sumrien Ali	Present
Ryan Belmore	Present
Judy Heiser	Present
Chris Kurowski	Present
Allison Nance	Present
Paul Painter	Present
David Pritzker	Present
Dawn Rogala	Present
Sheryl Sims	
Roger Yoerges	Present
CITY STAFF	
James Spengler, Director, RP&CA	
Diane Ruggiero, Deputy Director, Cultural Arts	Present
Cheryl Anne Colton, Program Director	
Brett Johnson, TFAC Director	
Matthew Harwood, Public Art Manager	Present

ONLINE ATTENDEES:

Patricia Washington, Visit Alexandria

Chair Report

February 2022

Commissioners,

Our agenda this month allow us to be somewhat introspective and thoughtful, which I hope will of value to everyone as we might (fingers crossed) be on the way to a conclusion for this fourth wave of Covid.

I want to thank Patricia Washington for agreeing to be our first guest speaker of the year. Patricia Washington is the CEO of Visit Alexandria and a longtime supporter of the arts. She will be discussing how Covid has disrupted artists and what had been done to recover.

As we have an influx of new Commissioners, rather than holding an orientation as a separate meeting, Diane Ruggiero and the Executive Committee have decided to incorporate the orientation into our general meeting. For seasoned Commissioners, this can serve as a review. This month, we will be going over the role of the Commission and public art in the city. We will explain the overall process from the initial decisions all the way to the finished work, and look at some examples of public art in Alexandria. Next month, the topic with be grants.

If you were wondering where, in fact, the idea for first commissioning a specific work of public art comes from, much of this depends on the Annual Workplan. Two Commissioners work on this Task Force to review potential sites for upcoming public art. “Big picture” ideas that can influence the direction of city art policy relate to this Task Force. We will be appointing to this Task Force this month. Ideally, it is good to have a combination of a veteran and new Commissioner serve on this Task Force, similar to our approach with grants. I encourage all Commissioners to consider whether they would want to volunteer for this position. It is a high-impact role that is relatively short-term compared to other Task Forces that work with public art.

Finally, I want to thank Ellie Lo, for her service as a Commissioner. Ellie is stepping down from the Commission for the Arts, after having served since the fall of 2020, all while also being a high school student. We wish her luck as she completes her senior year.

Sincerely,

Brian Kelley

Chair, Alexandria Commission for the Arts

OFFICE OF THE ARTS DIVISION SUMMARY

This summary is a brief narrative of activities and actions that have been taken since the previous Division Update. The Office of the Arts ACA Update is also shared with other Recreation, Parks & Cultural Activities commissions and staff and becomes part of the monthly minutes for the Arts Commission.

If you have any questions or require additional information/clarification, please review the following section(s) of this report or contact the appropriate staff in the Office of the Arts.

Highlights

- “I Love You” by R&R Studio is scheduled to be installed in late March with an opening celebration on Friday, March 25th.
- Staff has been meeting with consultant Todd Bressi and relevant City departments to research public art opportunities in advance of the development of the Public Art Annual Workplan.
- Applications for the Program Sustainability Grant closed on February 11th. The Office of the Arts received nine (9) applications. The annual Arts Program Grant will open on March 1st.

Public Art At-A-Glance:

Public Art Project	Status
Wilkes Street Park	Developing the Concept Proposal
Site/See 2022	Fabrication
Old Town North Stormwater Covers	Fabrication
Colasanto Spray Park	Developing the Final Design
Site/See 2023	Approving the Contract

Staff Contact Info:

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Center
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PUBLIC ART PROJECTS – PLANNING/DESIGN PHASE

Wilkes Street Park

Lead Agency

Office of the Arts

Artist

Eto Otitigbe

Project Scope

Commission permanent public art for the redesigned park

Task Force Members

Chris Kurowski, Jim Simmons, Ana Vicinanza

Current Status (per project development process)

Developing the Concept Proposal

Next Steps

Eto met with the task force to present his concept proposal. The task force will meet in February to discuss the concept.

Anticipated Completion

TBD



Site/See: New Views in Old Town 2022

Lead Agency

Office of the Arts

Artist

R&R Studio

Project Scope

Commission new, temporary, site-specific public art for the new Waterfront Park at the foot of King Street

Task Force Members

Allison Nance, Claire Mouledoux, Clint Mansell, Jack Browand, Nicole McGrew

Current Status (per project development process)

Fabrication

Next Steps

R and R studio has submitted their final design and are working with their fabricators. Installation is scheduled for March 16 – 21 with an opening celebration on Friday, March 25.

Anticipated Completion

March 2022

Old Town North Stormwater Covers

Lead Agency

Office of the Arts

Artists

Yoshiko Ratliff, Matt Long, and Dana Scheurer

Project Scope

Work with the community to bring City-commissioned public art to the OTN Arts District

Task Force Members

Gayle Converse, Carolyn Griffin, Ryan Whitaker, Gavin Pellitteri

Current Status (per project development process)

Fabrication/Developing the Concept Proposal

Next Steps

Staff is working with the one remaining artist on their concept development and reaching out to the fabricator for final design.

Anticipated Completion

TBD

Colasanto Spray Park

Lead Agency

City of Alexandria Park Planning

Artist

Béatrice Coron

Project Scope

Commission a permanent artwork for redesigned park space and gateway

Task Force Members

Sophia Suarez, Caroline Schreiber, Beth Znidersic, Amol Deshpande, Bernard Johnson, Gayle Reuter

Current Status (per project development process)

Developing the Concept

Next Steps

Béatrice is preparing her final design for staff review and will work with the landscape architect team on a timeline for fabrication and installation.

Anticipated Completion

Fall, 2023



Site/See: New Views in Old Town 2023

Lead Agency

Office of the Arts

Artist

Nina Cooke-John

Project Scope

Commission new, temporary, site-specific public art for the new Waterfront Park at the foot of King Street

Task Force Members

Allison Nance, Claire Mouledoux, Clint Mansell, Jack Browand, Nicole McGrew

Current Status (per project development process)

Approving the Contract

Next Steps

Nina Cooke-John has signed the contract and had an orientation meeting with staff and project consultants.

Nina is planning to visit in Spring 2022.

Anticipated Completion

March 2023

West End Transit Corridor

Lead Agency

Transportation & Environmental Services (T&ES)

Project Scope

Work with T&ES to integrate new public art into the project.

Task Force Members

Allison Heck, Brian Kelley

Current Status (per project development process)

Setting Project Goals & Parameters

Next Steps

Staff will set a meeting with the appointed members to identify community stakeholders.

Anticipated Completion

TBD

MISCELLANEOUS PROJECT(S)

Potomac Yard Metro

Lead Agency

WMATA

Project Scope

Include public art in the new Potomac Yards metro station.

Task Force Members

N/A

Next Steps

Artist Rob Ley has been contracted for the project. An official announcement is planned for late January.

Anticipated Completion

TBD

Public Art Task Force Roster

Public Art Project Task Force

The Commission for the Arts will form an ad hoc Public Art Project Task Force for each project that the Program undertakes. The ad hoc Task Force will convene on an as needed basis to advise on the development of each project.

The Task Force will: Advise Office of the Arts staff on the development of Public Art Project Plans and recommend the Plan to the full Commission; Review artist portfolios and recommend selection of an artist to the full Commission; Report to the Commission on its activities on a monthly basis, and; Review artist concepts and recommend approval of concepts to the full Commission.

Artist Residency (on hold)

1. Chris Kurowski*
2. TBD (Arts Commission)

Site/See: New Views in Old Town

1. Allison Nance*
2. TBD (Arts Commissioner)
3. Jack Browand (proj. stakeholder)
4. Claire Mouledoux (proj. stakeholder)
5. Clint Mansell (comm. stakeholder)
6. Nicole McGrew (comm. stakeholder)

Old Town North

1. Gayle Converse*
2. TBD (Arts Commissioner)
3. Gavin Pellitteri (proj. stakeholder)
4. Carolyn Griffin (comm. stakeholder)
6. Ryan Whitaker (comm. stakeholder)

West End Transit (WET) Corridor

1. Allison Heck*
2. Brian Kelley*
3. TBD (proj. Stakeholder)
4. TBD (proj. stakeholder)
5. TBD (comm. stakeholder)
6. TBD (comm. stakeholder)

Wilkes Street Park

1. Chris Kurowski*
2. Judy Heiser*
3. Ana Vicinanza (proj. stakeholder)
4. Jim Simmons (proj. stakeholder)
5. Marta Ali (comm. stakeholder)
6. Trini Rodriguez (ex-officio)

Del Ray Gateway

1. TBD (Arts Commissioner)
2. TBD (Arts Commissioner)
3. Beth Znidersic (proj. stakeholder)
4. Amol Deshpande (LSG) (proj. stakeholder)
5. Gayle Reuter (comm. stakeholder)
6. TBD (comm. stakeholder)

*Arts Commissioner

Public Art Planning & Project Development Process

	DESCRIPTION
Identifying the Project in the Annual Plan	<ul style="list-style-type: none"> Projects are identified in the Public Art Workplan, a document developed annually by the Office of the Arts with input from the Workplan Task Force. The Public Art Workplan is approved by the Arts Commission and by City Council.
Setting Project Goals and Parameters	<ul style="list-style-type: none"> Once a project has been initiated, the Arts Commission establishes a Public Art Project Task Force specifically for that project. Office of the Arts staff, with input from the Project Task Force, develops a Public Art Project Plan. This plan includes goals, location, timeline and budget; the artist selection process and community engagement process; and a list of internal and external stakeholders for the project. The Project Plan is approved by the Arts Commission.
Developing the Artist Pool	<ul style="list-style-type: none"> Based upon the approved Project Plan, the Office of the Arts develops a pool of artists and collects qualifications for the Project Task Force to review. The pool of artists can be collected through an open competition, pre-qualified artist list, curatorial process or invitational. Artist qualifications generally include a cover letter from the artist expressing their interest in the project, a resume, and examples from the artist's portfolio with a corresponding description of each project.
Selecting the Finalists	<ul style="list-style-type: none"> The Project Task Force reviews artist qualifications based on criteria outlined in the approved Project Plan. Depending on the process in the approved Project Plan, the Project Task Force can select a single artist based upon qualifications, or a small number of finalists (generally three to five).
Selecting the Artist	<ul style="list-style-type: none"> If finalists are selected, they may be: <ul style="list-style-type: none"> Paid a stipend to develop a concept proposal and present that proposal to the Project Task Force. Interviewed by the Project Task Force. A combination of the above. The Project Task Force recommends selection of an artist to the Arts Commission based upon the Concept Proposal and/or interview.
Approving the Contract	<ul style="list-style-type: none"> The Office of the Arts develops a contract agreement with the artist. The agreement is approved by the City Manager or City Council, depending on the size of the contract.
Approving the Concept Proposal	<ul style="list-style-type: none"> The selected artist develops a Concept Proposal, if that was not a part of the artist selection phase. The Office of the Arts facilitates community engagement conducted by the artist as part of their process of developing a Concept Proposal. The Project Task Force reviews the Concept Proposal and recommends it to the Arts Commission for approval.
Approving Final Design	<ul style="list-style-type: none"> The Office of Arts conducts a review of the final design documentation provided by the artist for both technical considerations and to ensure it is in conformity with the approved concept proposal. The Office of the Arts facilitates technical reviews by other City staff as required. The Office of the Arts signs off on the Final Design.
Fabrication	<ul style="list-style-type: none"> In most cases, the artist is responsible for fabrication. The Office of the Arts monitors fabrication to ensure it is on schedule and in conformity with the approved design. In some cases, the Office of the Arts will play a more direct role in overseeing the fabrication of artwork, with the artist acting in an advisory role.
Installation	<ul style="list-style-type: none"> The Office of the Arts works with the artist, relevant City Departments, and other stakeholders to schedule and facilitate installation.

ARTICLE K - Alexandria Commission for the Arts¹¹

• **Sec. 2-4-90 - Creation, composition and organization.**

- (a) There is hereby established a standing commission known as the Alexandria Commission for the Arts.
- (b) The commission shall consist of 16 members to be appointed by the city council. The composition of the commission shall be as follows:
 - (1) four members shall have expertise in the arts, including, but not limited to, arts educators, professional practitioners of various art disciplines and professional administrators working in the arts;
 - (2) three members shall have specific expertise in visual arts either as professional practitioners of visual art, curators of visual art, or as professional arts administrators currently working in the field;
 - (3) three members shall represent the public at large, as arts consumers or participants;
 - (4) three members shall be professionals in fields relevant to arts and cultural development, including cultural planning, marketing, finance, funding, tourism, promotion, non profit organizational development, and real estate development;
 - (5) two members shall be professionals in the field related to the visual appearance of the cityscape, such as architecture, environmental design, landscape architecture or urban design; and
 - (6) one member shall be a student who resides in the city and attends a high school located in the City of Alexandria.
- (c) Members of the commission shall be appointed in the manner prescribed by article A of this chapter. The members shall serve for a term of three years, except in the case of an appointment to fill the unexpired portion of a term. (Ord. No. 3782, 2/25/95, Sec. 1; Ord. No. 4482, 5/12/07, Sec. 1; Ord. No. 4920, 1/24/15, Sec. 1)

• **Sec. 2-4-91 - Function; powers; duties.**

- (a) The functions of the commission shall be as follows:
 - (1) to advise city council with regard to policies that will strengthen the arts and further public access to the arts and cultural matters identified by the city council;
 - (2) to establish and periodically review criteria and standards for arts grant applications for city funds and accountability for the use of such funds; the allocation from such funds to eligible organizations and activities as may be appropriated by the city council for such purpose;
 - (3) to review the public art annual work plan as developed by the office of the arts and a work plan task force and make recommendations to the city council as part of the budget process;
 - (4) to review and approve public art project plans for specific public art projects, and to review and approve artist selection and concept development;
 - (5) to create committees and task forces, as necessary, to focus on public art project development and artist selection;
 - (6) to review proposals for donations of public art and commemorative art and make recommendations to the city council;

- (7) to collaborate with the office of the art on public art project evaluations; and
 - (8) to support public communication and outreach as related to the arts and;
 - (9) to serve as citizen liaisons to city planning initiatives when public art is involved.
- (b) The commission is empowered to adopt rules and regulations in regard to procedure and other matters so long as the same are not inconsistent with the city code, including, but not limited to, the establishment of committees, through which to carry on its functions and purpose.
- (c) A commission chair, vice-chair and secretary shall be elected annually by the commission members at the organization meeting designated in the commission's bylaws. (Ord. No. 3782, 2/25/95, Sec. 1; Ord. No. 4482, 5/12/07, Sec. 1; Ord. No. 4920, 1/24/15, Sec. 1)