

Alexandria Commission for the Arts – Special Meeting

Tuesday, November 14, 2023

7:00 pm

Lee Center, Conference Room #4

1108 Jefferson St., Alexandria, VA 22314

MEETING NOTES

- I. Call to Order. Chair Brian Kelley began the meeting at 7:01 pm with a quorum present. See [Attachment 1](#) for the meeting agenda.
- II. Roll Call. See [Attachment 2](#) for the Attendance Sign-In Sheet.
- III. Public Comment. There was no public comment.
- IV. Approval of Minutes.
 - a. Tuesday, October 17, Regular Meeting. Commission unanimously approved the October minutes without edits.
- V. Chair Report. Brian Kelley gave the Chair Report. See [Attachment 3](#).
- VI. Guest Speakers on the Haiku Project. Zeina Azzam, the Alexandria Poet Laureate, and Margaret Townsend, the owner of River’s Edge Yoga, briefed Commissioners on the outcome of the Business and Arts Collaborative Grant they received earlier in 2023. The grant helped support a Haiku writing contest, publish a booklet titled “Our Natural World: 25 Haikus for Alexandria”, and produce outdoor placards printed with the winning Haikus to be displayed in Old Town North and other Alexandria neighborhoods.
- VII. Committee, Liaison, and Task Force Updates.
 - a. City Council Committee. Dawn Rogala and Tiffany Williams. No report.
 - b. Waterfront Commission Liaison. Marcee Craighill. No report.
 - c. Alexandria Arts Alliance Liaison. With Gayle Converse absent, Jason Longfellow reported on recent Arts Alliance’s activities.
- VIII. Consideration of Ending the Grants Committee. After outlining the roles and responsibilities of the Grants Committee vs the Grants Task Force, Grants Committee members Chris Kurowski and David Pritzker proposed ending the Committee. Chris Kurowski moved, with a second by David Pritzker, to dissolve the Grants Committee until further notice. See [Attachment 4](#). The motion passed 11-0-0.
- IX. Time and Place Task Force. Meika Daus gave an overview of the project and recommended potential Community and Project Stakeholders. See [Attachment 5](#) for the staff memorandum.
 - a. Appointment of stakeholders. Allison Heck moved, with a second by Chris Kurowski, to appoint to the Task Force Katherine Glennon and Pamela (“Turner”) Houston as Community Stakeholders and Melanie Gonzalez and Michele Longo

as Project Stakeholders. See [Attachment 6](#). The motion passed 11-0-0.

- X. Wilkes Street Park Public Art Task Force. Meika Daus gave an update on the project and potential Community Stakeholders. See [Attachment 7](#) for the staff memorandum.
 - a. Appointment of stakeholders. Brian Kelley moved, with a second by Catherine Dehoney, to appoint Sydney Strickland and Tanya Quinteros to the Wilkes Street Park Public Art Task Force. See [Attachment 8](#). The motion passed 11-0-0.
- XI. Del Pepper Center Task Force.
 - a. Appointment of stakeholders. This agenda item was tabled.
- XII. Meika Daus asked that a new item be added to the agenda regarding the Torpedo Factory Art Center Loading Dock Door Mural Project. See [Attachment 9](#) for the staff memorandum and the Task Force's proposed Public Art Project Plan for the project.
 - a. Approval of the Task Force Public Art Plan. Paul Painter moved, with a second by Marcee Craighill, to approve the Task Force's proposed Project Plan for the Torpedo Factory Art Center Loading Dock Door Mural. See [Attachment 10](#). The motion passed 11-0-0.
- XIII. Office of the Arts Staff Updates
 - a. Arts and Economic Prosperity 6 (AEP6) Update. Cheryl Anne Colton gave an overview of the most recent Arts and Economic Prosperity Study coordinated by the Americans for the Arts. See [Attachment 11](#) for the PowerPoint presentation slides.
 - b. Site See 2024 Update. Diane Ruggiero gave a progress report on the design development of "Interstellar Influencer" by StudioKCA.
 - c. Office of the Arts Division Update. Diane Ruggiero gave an overview of ongoing projects. See [Attachment 12](#) for a copy of the Office of the Arts Division Update.
 - d. Torpedo Factory Art Center Update. Diane Ruggiero gave a Torpedo Factory Center update.
- XIV. New Business
 - a. Staff was asked to look into reserving a room in City Hall for the next Arts Commission meeting held on Tuesday, December 12, at 7 pm.
- XV. Good of the Order and Announcements
 - a. Scottish Walk Update. Brian Kelley and Jason Longfellow shared that the Alexandria Arts Alliance and the Arts Commission will stride together at the Scottish Walk on Saturday, December 2. Art Commissioners are invited to participate. Wearing plaid is optional.
 - b. December Meeting & After Party. Brian Kelley announced that after the December 12 meeting Commissioners are invited to an after party.
- XVI. Adjournment. With no further business to conduct, Brian Kelley ended the meeting at 9:33 pm.

Alexandria Commission for the Arts – Meeting Agenda

Alexandria Commission for the Arts – *Special Meeting
 7:00 – 9:30 pm
 Tuesday, November 14, 2023
 Lee Center
 Conference Room #4, 2nd Floor
 1108 Jefferson St., Alexandria, VA 22314

- I. Call to Order (7:00 pm)
- II. Roll Call (5', 7:00 – 7:05 pm)
- III. Public Comment (5', 7:05 – 7:10 pm)
- IV. Approval of Minutes (5', 7:10 – 7:15 pm)
 - a. Tuesday, October 17, Regular Meeting
- V. Chair Report (10', 7:15 – 7:25 pm)
- VI. Guest Speakers on the Haiku Project – Zeina Azzam (Alexandria Poet Laureate) and Margaret Townsend (River's Edge Yoga) (10', 7:25 – 7:35 pm)
- VII. Committee, Liaison, and Task Force Updates (15', 7:35 – 7:50 pm)
 - a. City Council Committee – Dawn Rogala (5', 7:35 – 7:40 pm)
 - b. Waterfront Commission Liaison – Marcee Craighill (5', 7:40 – 7:45 pm)
 - c. Alexandria Arts Alliance Liaison – Gayle Converse (5', 7:45 – 7:50 pm)
- VIII. Consideration of the Ending the Grants Committee (20', 7:50 – 8:10 pm)
- IX. Time and Place Task Force (10', 8:10 – 8:20 pm)
 - a. Appointment of stakeholders
- X. Wilkes Street Park Public Art Task Force (10', 8:20 – 8:30 pm)
 - a. Appointment of stakeholders
- XI. Del Pepper Center Task Force (10', 8:30 – 8:40 pm)
 - a. Appointment of stakeholders
- XII. Office of the Arts Staff Updates (40', 8:40 – 9:20 pm)
 - a. Arts and Economic Prosperity 6 (AEP6) Update – Cheryl Anne Colton (10', 8:40 – 8:50 pm)
 - b. Site See 2024 Update (10', 8:50 – 9:00 pm)
 - c. Office of the Arts Division Update – Diane Ruggiero (10', 9:00 – 9:10 pm)
 - d. Torpedo Factory Art Center Update – Diane Ruggiero (10', 9:10 – 9:20 pm)
- XIII. New Business (5', 9:20 – 9:25 pm)
- XIV. Good of the Order and Announcements (5', 9:25 – 9:30 pm)
 - a. Scottish Walk Updates – Brian Kelley/Jason Longfellow
 - b. December Meeting & After Party – Brian Kelley
- XV. Adjournment (9:30 pm)

*Times are approximate. Please allow for the possibility that some items or the meeting in general may run longer than announced.

QUORUM PRESENT

11/14

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

Meeting: Special

Date: Tuesday, November 14, 2023

Meeting Place: Lee Center

COMMISSION MEMBERS:	(Please Sign Name)
Brian Kelley, Chair	<i>Brian Kelley</i>
Paul Painter	<i>P. Painter</i>
Allison Heck, 2 nd Vice Chair	<i>A. Heck</i>
Gayle Converse, Secretary	
Christina Calloway Baucom	
Stacey Becker	<i>Stacey</i>
Catherine Dehoney	<i>Catherine Dehoney</i>
Marcee Craighill	<i>Marcee Craighill</i>
Robin Jordan	<i>Robin Jordan</i>
Chris Kurowski	<i>Chris Kurowski</i>
Jason Longfellow	PHONED IN
David Pritzker	David Pritzker.
Dawn Rogala	
Tiffany Williams	<i>Tiffany Williams</i>
CITY STAFF	
James Spengler, Director, RP&CA	<i>James Spengler</i>
Diane Ruggiero, Deputy Director, Cultural Arts	<i>Diane Ruggiero</i>
Cheryl Anne Colton, Program Director	<i>Cheryl Anne Colton</i>
Brett Johnson, TFAC Director	
Meika Daus, Public Art Senior Manager	<i>Meika Daus</i>
Matthew Harwood, Public Art Manager	<i>Matthew Harwood</i>

Chair Report

November 2023

Introduction

Thank you once again for all that you do to help the arts move forward. Whether that is making it to public art openings for the new stormwater covers in Old Town North, catching a movie during the Alexandria Film Festival, joining a committee or task force, or writing to City Council for increased arts funding. It all counts and I am proud of all this Commission does for Alexandria.

Guest Speakers

Our Alexandria Poet Laureate, Zeina Azzam, will be visiting us I think for the second time this year along with Margaret Townsend of River's Edge Yoga to discuss their work on the Haiku Project. This initiative was funded through the Office of the Arts Business and Arts Collaborative Grant.

Future of the Grants Committee

In recent years, the Commission has had both a Grants Committee and Task Force. The Task Force is composed of two rotating Commissioners and then other Task Force members from the larger metro area arts community. This Task Force scores program grants, as well as handling any post-grant cycle reviews with arts organizations. The Grants Committee, while it has historically had a hand in helping to shape the process of the grants cycle, particularly when we shifted from focusing on Operating Grants to Program Grants, has not been active. The Executive Committee would like to recommend that the Commission consider disbanding the Grants Committee.

Staff Updates

The new Arts and Economic Prosperity 6 (AEP6) has just come out. Cheryl Anne Colton will be walking us through the data and helping us to see how to best use it for arts in Alexandria. Also, there will be an update of Site See for 2024.

Task Forces

We will be planning on appointing stakeholders for the Time and Place Task Force, Wilkes Street Park Public Art Task Force, and Del Pepper Center Task Force.

Holiday Notes

The Scottish Walk is happening, and you are invited to attend! It will be Saturday, December 2, in Old Town. The Commission for the Arts will be marching along with the Arts Alliance. Please let either Brian Kelley or Jason Longfellow know of your intentions to march.

Our December meeting will be Tuesday, December 12. Traditionally, we try to celebrate with some kind of holiday party. The Executive Committee was considering that we could hold the December meeting

Alexandria Commission for the Arts – Chair Report

in City Hall in Old Town, and then go out for drinks nearby afterward. Also, I will try to make the agenda for the December meeting light to better accommodate this holiday party.

As always, if you have any questions or comments, please feel free to reach out to me.

Sincerely,

Brian Kelley

Chair, Alexandria Commission for the Arts

ALEXANDRIA COMMISSION FOR THE ARTS

SPECIAL MEETING


Tuesday, November 14, 2023

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
KUROWSKI	DAVID PRITZKER	Yes-- 11 No-- 0 Abstained-- 0
ACA Motion		
Agenda Item #:		
Motion: TO DISSOLVE THE GRANTS COMMITTEE UNTIL FURTHER NOTICE.		

City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 14, 2023
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: MEIKA DAUS, PUBLIC ART SENIOR MANAGER, OFFICE OF THE ARTS 
RE: TIME AND PLACE TASK FORCE APPOINTMENT

Background

The City of Alexandria Public Art Program is requesting the appointment of Task Force members in accordance with the Public Art Implementation Plan, to assist with the planning and implementation of Time and Place projects associated with Alexandria's 275th anniversary and the 250th anniversary of the United States Declaration of Independence.

Time and Place

Time and Place is periodic, curated exhibitions of temporary public art projects that examine aspects of the city's history. The focus of each exhibition would be determined by a curator through conversation with the Office of the Arts, Office of Historic Alexandria, and relevant boards and commissions. Artists could be given the opportunity to draw on the historic and archaeological resources that the City has available, or be challenged to look for meaningful locations elsewhere throughout the city. Projects could be developed in many media.

The inaugural Time and Place exhibition featured works by artists Lauren Adams and Stewart Watson (collaborating) and Sheldon Scott. Their works were presented in early 2017, and were recognized by the Public Art Network's Year in Review as one of the most exemplary projects completed that year.

Two major anniversaries are approaching in Alexandria: Alexandria's 275th anniversary in 2024, and the 250th anniversary of the Declaration of Independence in 2026. Both offer opportunities for Time and Place installations related to those milestones. In 2026, there will be statewide and national celebrations that Alexandria can connect with as well.

Discussion

The Arts Commission has previously appointed two Commissioners to the Task Force (Gayle Converse and Jason Longfellow). As additional Task Force members, the Office of the Arts recommends:

Community Stakeholders

Katherine Glennon has worked as an arts professional for nearly 30 years, and currently works as a design patent examiner at the US Patent and Trademark Office. She previously served as an arts program specialist for Arlington County Cultural Affairs, where her work encompassed direct arts programming with artists and community groups and civic engagement in support of cultural and heritage programming. While there she also collaborated with Arlington's public art staff on public art outreach programs designed to facilitate engagement with public art. As a museum educator for twelve years prior to that, including work at the National Museum for Women in the Art in Washington, DC, and the Akron Art Museum in Akron, OH, she created and directed audience-specific arts education programming in addition to curriculum development, professional development training, program assessment and evaluation, and the creation of interpretive materials. She holds a B.A. in Studio Art from Connecticut College and an M.F.A. in Photography from Ohio University.

Pamela ("Turner") Houston works as an Artist in Residence at INOVA Schar where she created and installed a large public art sculpture with artists, patients, and staff. Turner has a B.A in Visual Art, and a long career as designer, art director, and producer. She also has an M.F.A. in writing and literature.

Project Stakeholders

Melanie Gonzalez is a Preservation Coordinator with the City of Alexandria's Office of Historic Alexandria.

Michele Longo is the Director of Education and Museum Operations with the City of Alexandria's Office of Historic Alexandria.

Staff Recommendation

Staff recommends appointment of the above Community and Project Stakeholders to the Time and Place Task Force.

ALEXANDRIA COMMISSION FOR THE ARTS

SPECIAL MEETING


Tuesday, November 14, 2023

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
Allison Heck	Chris Kurowski	Yes-- 11 No-- 0 Abstained--
ACA Motion		
Agenda Item #:		
Motion: To approve the stakeholders, community + project, for the Time and Place Task Force.		

City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 14, 2023
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: MEIKA DAUS, PUBLIC ART SENIOR MANAGER, OFFICE OF THE ARTS 
RE: WILKES STREET PARK TASK FORCE APPOINTMENT

Background

The City of Alexandria Public Art Program is requesting the appointment of Task Force members in accordance with the Public Art Implementation Plan, to assist with the planning and implementation of public art at Wilkes Street Park.

The Public Art Program has commissioned artist Eto Otitigbe to join the landscape architecture team for Wilkes Street Park to design, fabricate, and install a site-specific original work of public art that is integrated into the overall park space. The artist is currently at the stage of preparing conceptual designs for public art at Wilkes Park, which will be considered by the Task Force, prior to consideration by the Arts Commission.

Current Task Force members include Marcee Craighill (Arts Commissioner), Chris Kurowski (Arts Commissioner), and Ana Vicinanza (Project Stakeholder). The Community Stakeholder task force positions are currently vacant.

Discussion

The Office of the Arts recommends the following appointments to the Task Force to fill the Community Stakeholder vacancies:

Community Stakeholders

Sydney Strickland is an artist that works in the vicinity of Wilkes Street Park. She has a love for art and is an art teacher, teaching various age groups from toddlers to seniors. She has painted two murals in Old Town, continues to promote her work in the Washington DC area, and her work has been published in independent magazines. Sydney received her associate degree in fine arts from Northern Virginia Community College.

Tanya Quinteros describes herself having a lifelong passion for creating art. She interned at the Torpedo Factory Art Center where she was able to sharpen her skills and learn from the experience of other artists. She attended the Pennsylvania Academy of the Fine Arts, where she received a BFA in illustration. Currently, she teaches at Kid Create Studio, in the vicinity of Wilkes Street Park, where she is able to share her passion for art with others. Her work for clients consists of murals, paper sculptures, acrylic collages, and greeting cards.

Staff Recommendation

Staff recommends appointment of the above Community Stakeholders to the Wilkes Street Park Task Force.

ALEXANDRIA COMMISSION FOR THE ARTS

SPECIAL MEETING

Tuesday, November 14, 2023

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
Brian Kelley	Catherine	Yes-- 11 No-- 0 Abstained-- 0
ACA Motion		
Agenda Item #:		
Motion: Approved staff memo for Wilkes St. Task Force community stakeholders.		

City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 14, 2023
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: MEIKA DAUS, PUBLIC ART SENIOR MANAGER, OFFICE OF THE ARTS *MD*
RE: PUBLIC ART PROJECT PLAN FOR THE TORPEDO FACTORY ART CENTER LOADING DOOR MURAL

Background:

The City of Alexandria Public Art Program is requesting the approval of a Public Art Project Plan for the Torpedo Factory Art Center Loading Door Mural in accordance with the Public Art Implementation Plan. A new mural is being commissioned as a replacement mural to *Beaded Curtin*, by Erin Curtis, which was deinstalled in August 2021 after it was irreparably damaged in a collision.

The Public Art Implementation Plan sets out a process for the commissioning of new public art. For each project approved in Public Art Annual Work Plan, the Commission for the Arts appoints a Public Art Project Task Force to advise on the entire project development process. The staff and the Project Task Force develop a Project Plan that sets out the project goals, artist selection process, budget, timeline, and communications strategy.

The Project Task Force for the Torpedo Factory Art Center Loading Door Mural includes Marcee Craighill, Paul Painter, Taylor Chauncey, Jacqui Michel, Saya Behnam, Lisa Schumaier, and Matt Wise. Staff has coordinated with the Project Task Force to develop a draft Project Plan for the mural project.

Discussion

The Task Force met on the Torpedo Factory Arts Center Loading Door Mural Project Plan on Thursday, November 9, 2023, and recommended approval of the Draft Project Plan with revisions that have been incorporated into the Project Plan.

Recommendations

The Task Force recommends approval of the Draft Project Plan.

Attachments

Draft Project Plan for the Torpedo Factory Art Center Loading Door Mural dated November 9, 2023.

PUBLIC ART PROJECT PLAN

PROJECT PLAN FOR TORPEDO FACTORY ART CENTER LOADING DOOR MURAL

DRAFT

November 9, 2023

DRAFT

Table of Contents

I. Introduction.....	3
II. Site and Context.....	3
About the City of Alexandria.....	3
About the Torpedo Factory Art Center.....	3
History of the Loading Door Mural.....	3
III. Maps, Photos, and Exhibits.....	4
IV. Goals.....	8
V. Project Scope.....	8
VI. Selection Process.....	8
Task Force.....	8
Artist Selection Process and Concept Approval.....	9
VII. Timeline.....	9
VIII. Budget.....	9
IX. Community Engagement, Marketing and Communications.....	9
Stakeholders.....	9
Marketing and Communications.....	10

DRAFT

I. Introduction

The City of Alexandria's Public Art Implementation Plan outlined a vision and goals for the public art program and established three Creative Directions: Time and Place, Neighborhoods & Gathering Spaces, and Natural and Urban Systems.

The Public Art Implementation Plan sets out a process for the commissioning of new public art. For each project approved in Public Art Annual Work Plan, the Commission for the Arts appoints a Public Art Project Task Force to advise on the entire project development process. The staff and the Project Task Force develop a Project Plan that sets out the project goals, artist selection process, budget, timeline, and communications strategy. The Project Task Force then selects an artist, through a process set out in the Project Plan. The artist develops a concept, which is then approved by the Project Task Force and the Commission for the Arts.

This document is the Project Plan for the Torpedo Factory Art Center Loading Door Mural.

II. Site and Context

About the City of Alexandria

Alexandria, Virginia is a small historic seaport city of about 158,000 residents located on the Potomac River, minutes from Washington, D.C. It is best known for its historic Old Town but is also home to federal agencies such as the U.S. Patent & Trademark Office, the Defense Department and the headquarters of the National Science Foundation.

About the Torpedo Factory Art Center

Founded in 1974 in an old munitions plant, the Torpedo Factory Art Center is home to the nation's largest collection of working-artists' open studios under one roof. The mission of the Torpedo Factory Art Center is to foster connections among artists and the public that ignite the creative spirit. Within the Torpedo Factory Art Center, artists create works in a wide variety of media including painting, ceramics, photography, jewelry, stained glass, fiber, printmaking, and sculpture in 71 artists' studios. As an Alexandria landmark for nearly 50 years, it's a highlight of the City's waterfront, attracting approximately 500,000 visitors annually.

For more information about the history of the Torpedo Factory Art Center, please visit:

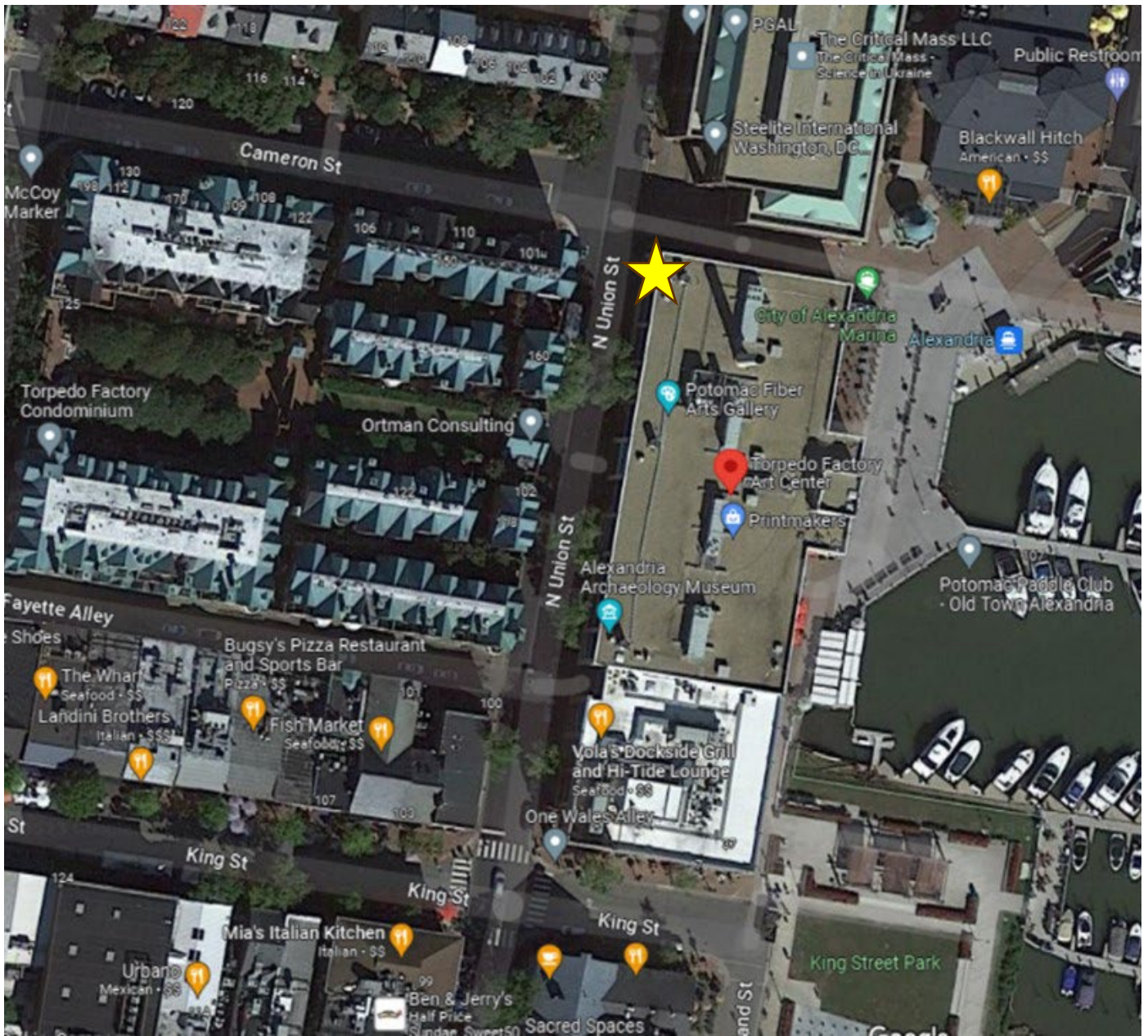
<https://torpedofactory.org/about-us/history/>.

History of the Loading Door Mural

In 2015, a mural was commissioned to be placed on the loading door of the Torpedo Factory Art Center along its busy Union Street frontage. Artist Erin Curtis created *Beaded Curtain* for the site and the mural quickly became a colorful and welcome landmark for locals and visitors. Unfortunately, the loading door was irreparably damaged in a collision and needed to be replaced. The mural was deinstalled in August 2021.

After the mural was deinstalled, the City committed to commission a new mural at this location to bring back artistic vibrancy to the Union Street frontage of the Torpedo Factory Art Center building.

III. Maps, Photos, and Exhibits



Location: Torpedo Factory Art Center, 105 N. Union Street, Alexandria, VA 22314
Mural location is proximate to the yellow star.
Image, Google Maps.

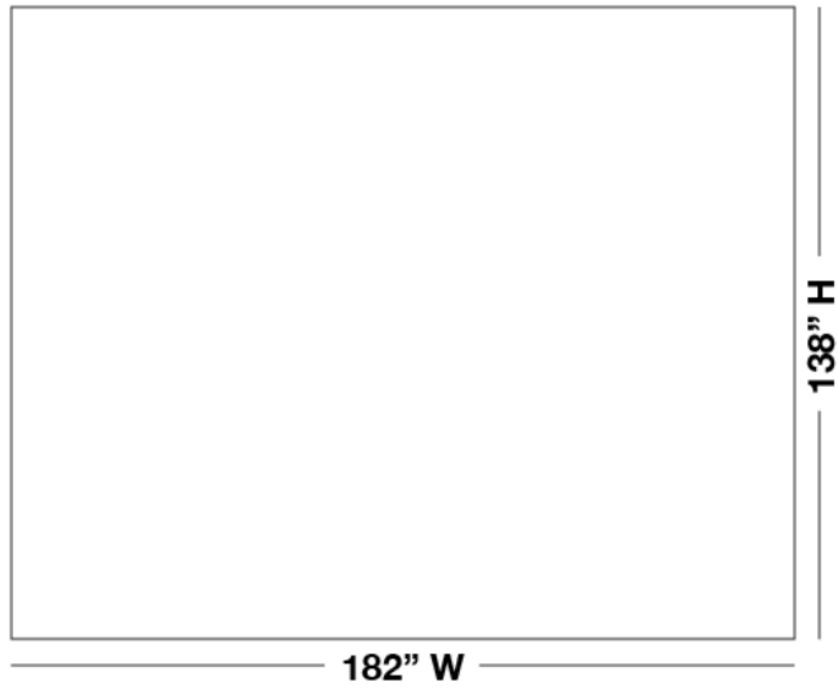


Image Google Maps, Street View. Loading door location is to the right.



Image: Loading door close up

Dimensions of loading dock door:



11.5 feet in height by 15.16 feet in width.
Dimensions are approximate and will be confirmed by the selected artist.

DRAFT

IV. Goals

The Alexandria Public Art Program is interested in commissioning an artist to design and execute a mural on the exterior door of the Torpedo Factory Art Center loading dock. The program goals of the projects are to:

- Inspire, engage, and delight the community and visitors to Old Town Alexandria.
- Spark curiosity and draw interest to the space that further welcomes the public to experience the artists' studios, galleries, and museum space (Alexandria Archaeology Museum) inside the Art Center.
- Improve the pedestrian experience by bringing light, color, and public interaction (photos!) to a shadier side of the building.
- Bring a vibrant and contemporary presence to the Union Street frontage of the building that is reflective of a modern Art Center.

In preparing the project goals, the Task Force acknowledges that a mural in this location on an operable door is temporary in nature and recommends that the condition of any future mural be periodically assessed and monitored for repairs, and even complete replacement, as warranted based on future conditions.

V. Project Scope

- The mural is only permitted on the loading door (which is a roll-up style door), and not on the building.
- The mural will be painted on the door by the selected artist.
- The design of the mural should also be appropriate for and inspire all audiences.
- The artist will be required to apply an anti-graffiti coating to the mural.
- The selected artist will be required to meet with the community prior to beginning mural installation, and the conversations may inform the final design.

VI. Selection Process

The Office of the Arts will issue an open call for an artist or artist team to design and execute a mural on the exterior of the Torpedo Factory Art Center loading door. Finalists will be selected and invited to prepare a conceptual design for a stipend. The selected artist and concept will be recommended by the Task Force and approved by the Alexandria Commission for the Arts.

Task Force

The Task Force helps shape the Project Plan, recommends selection of the artist(s), and recommends conceptual approval of the public art.

The two Commission for the Arts representatives on the Task Force are:

- Marcee Craighill
- Paul Painter

The Community Stakeholders for the Task Force include:

- Taylor Chauncey
- Jacqui Michel

Project Stakeholders for the Task Force include:

- Saya Behnam
- Lisa Schumaier
- Matt Wise

Artist Selection Process and Concept Approval

An open call process will be used to select artists for the project. This call will be open to all artists/muralists in the Tri-State area (Virginia, Maryland, and Washington D.C.). In accordance with the Public Art Implementation Plan and Policy, the Office of the Arts will draft a Request for Qualifications (RFQ) based on the information provided in the Project Plan. This call will be issued via an online application system (Café – callforentry.org). Interested artists/artist teams will be welcome to submit a letter indicating their project approach, qualifications, and work samples. Experienced and emerging muralists are encouraged to apply.

The Task Force will review the application materials and qualifications and recommend finalists for the project. Selected finalists will be provided with a stipend to develop a conceptual design for review and consideration by the Task Force. The Task Force’s recommendation for an artist and mural concept will be forwarded to the Commission for the Arts for approval.

VII. Timeline

November 2023	Task Force reviews and approves Project Plan
Nov/Dec	Project Plan submitted to Commission for the Arts for approval
December	Staff develops call to artists for review by Task Force
Dec/January 2024	Issue Call for Artists via Café (callforentry.org)
February	Review applications and select finalists
February/March	Finalists develop concepts
March	Task Force Recommends Artist(s)
March	Arts Commission Approval of Artist(s)
April	Artist contract
April	Community Engagement
May/June	Mural Installation (based on artist’s earliest availability)

*Dates are subject to change without notice.

VIII. Budget

The project plan recommends the following budget for the mural project:

Conceptual design stipend fund (to be divided among up to four finalists)	\$2,000
Final design, materials, and installation	\$10,000
Total	\$12,000

IX. Community Engagement, Marketing and Communications

Community engagement, marketing and communications should be geared toward engaging with existing stakeholders as well as bringing new audiences to experience the artwork.

Stakeholders

Community engagement, marketing, and communications should build upon the existing stakeholder base for art and tourism in Alexandria. These will include, but are not limited to, representatives from:

- Alexandria Archaeological Commission (AAC)
- Alexandria Waterfront Commission
- Old Town Business
- Old Town Civic
- Torpedo Factory Art Center artists and tenants

Draft Torpedo Factory Art Center Loading Door Mural Public Art Project Plan

Marketing and Communications

The Office of the Arts staff will develop a marketing and communications strategy for the public art. Information/materials should be provided in languages relevant to the nearby communities. The marketing plan will include:

- Web-based information about the project.
- Social media.
- Print materials to be distributed at local events.
- Media releases to local and national publications and blogs.

Additionally, the Office of the Arts will explore placing a graphic on the loading door to help communicate that public art is coming soon to this location, and help increase public awareness and interest in the project.

DRAFT

City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 14, 2023
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: MEIKA DAUS, PUBLIC ART SENIOR MANAGER, OFFICE OF THE ARTS *MD*
RE: PUBLIC ART PROJECT PLAN FOR THE TORPEDO FACTORY ART CENTER LOADING DOOR MURAL

Background:

The City of Alexandria Public Art Program is requesting the approval of a Public Art Project Plan for the Torpedo Factory Art Center Loading Door Mural in accordance with the Public Art Implementation Plan. A new mural is being commissioned as a replacement mural to *Beaded Curtin*, by Erin Curtis, which was deinstalled in August 2021 after it was irreparably damaged in a collision.

The Public Art Implementation Plan sets out a process for the commissioning of new public art. For each project approved in Public Art Annual Work Plan, the Commission for the Arts appoints a Public Art Project Task Force to advise on the entire project development process. The staff and the Project Task Force develop a Project Plan that sets out the project goals, artist selection process, budget, timeline, and communications strategy.

The Project Task Force for the Torpedo Factory Art Center Loading Door Mural includes Marcee Craighill, Paul Painter, Taylor Chauncey, Jacqui Michel, Saya Behnam, Lisa Schumaier, and Matt Wise. Staff has coordinated with the Project Task Force to develop a draft Project Plan for the mural project.

Discussion

The Task Force met on the Torpedo Factory Arts Center Loading Door Mural Project Plan on Thursday, November 9, 2023, and recommended approval of the Draft Project Plan with revisions that have been incorporated into the Project Plan.

Recommendations

The Task Force recommends approval of the Draft Project Plan.

Attachments

Draft Project Plan for the Torpedo Factory Art Center Loading Door Mural dated November 9, 2023.

PUBLIC ART PROJECT PLAN

PROJECT PLAN FOR TORPEDO FACTORY ART CENTER LOADING DOOR MURAL

DRAFT

November 9, 2023

DRAFT

Table of Contents

I. Introduction.....	3
II. Site and Context.....	3
About the City of Alexandria.....	3
About the Torpedo Factory Art Center.....	3
History of the Loading Door Mural.....	3
III. Maps, Photos, and Exhibits.....	4
IV. Goals.....	8
V. Project Scope.....	8
VI. Selection Process.....	8
Task Force.....	8
Artist Selection Process and Concept Approval.....	9
VII. Timeline.....	9
VIII. Budget.....	9
IX. Community Engagement, Marketing and Communications.....	9
Stakeholders.....	9
Marketing and Communications.....	10

DRAFT

I. Introduction

The City of Alexandria's Public Art Implementation Plan outlined a vision and goals for the public art program and established three Creative Directions: Time and Place, Neighborhoods & Gathering Spaces, and Natural and Urban Systems.

The Public Art Implementation Plan sets out a process for the commissioning of new public art. For each project approved in Public Art Annual Work Plan, the Commission for the Arts appoints a Public Art Project Task Force to advise on the entire project development process. The staff and the Project Task Force develop a Project Plan that sets out the project goals, artist selection process, budget, timeline, and communications strategy. The Project Task Force then selects an artist, through a process set out in the Project Plan. The artist develops a concept, which is then approved by the Project Task Force and the Commission for the Arts.

This document is the Project Plan for the Torpedo Factory Art Center Loading Door Mural.

II. Site and Context

About the City of Alexandria

Alexandria, Virginia is a small historic seaport city of about 158,000 residents located on the Potomac River, minutes from Washington, D.C. It is best known for its historic Old Town but is also home to federal agencies such as the U.S. Patent & Trademark Office, the Defense Department and the headquarters of the National Science Foundation.

About the Torpedo Factory Art Center

Founded in 1974 in an old munitions plant, the Torpedo Factory Art Center is home to the nation's largest collection of working-artists' open studios under one roof. The mission of the Torpedo Factory Art Center is to foster connections among artists and the public that ignite the creative spirit. Within the Torpedo Factory Art Center, artists create works in a wide variety of media including painting, ceramics, photography, jewelry, stained glass, fiber, printmaking, and sculpture in 71 artists' studios. As an Alexandria landmark for nearly 50 years, it's a highlight of the City's waterfront, attracting approximately 500,000 visitors annually.

For more information about the history of the Torpedo Factory Art Center, please visit:

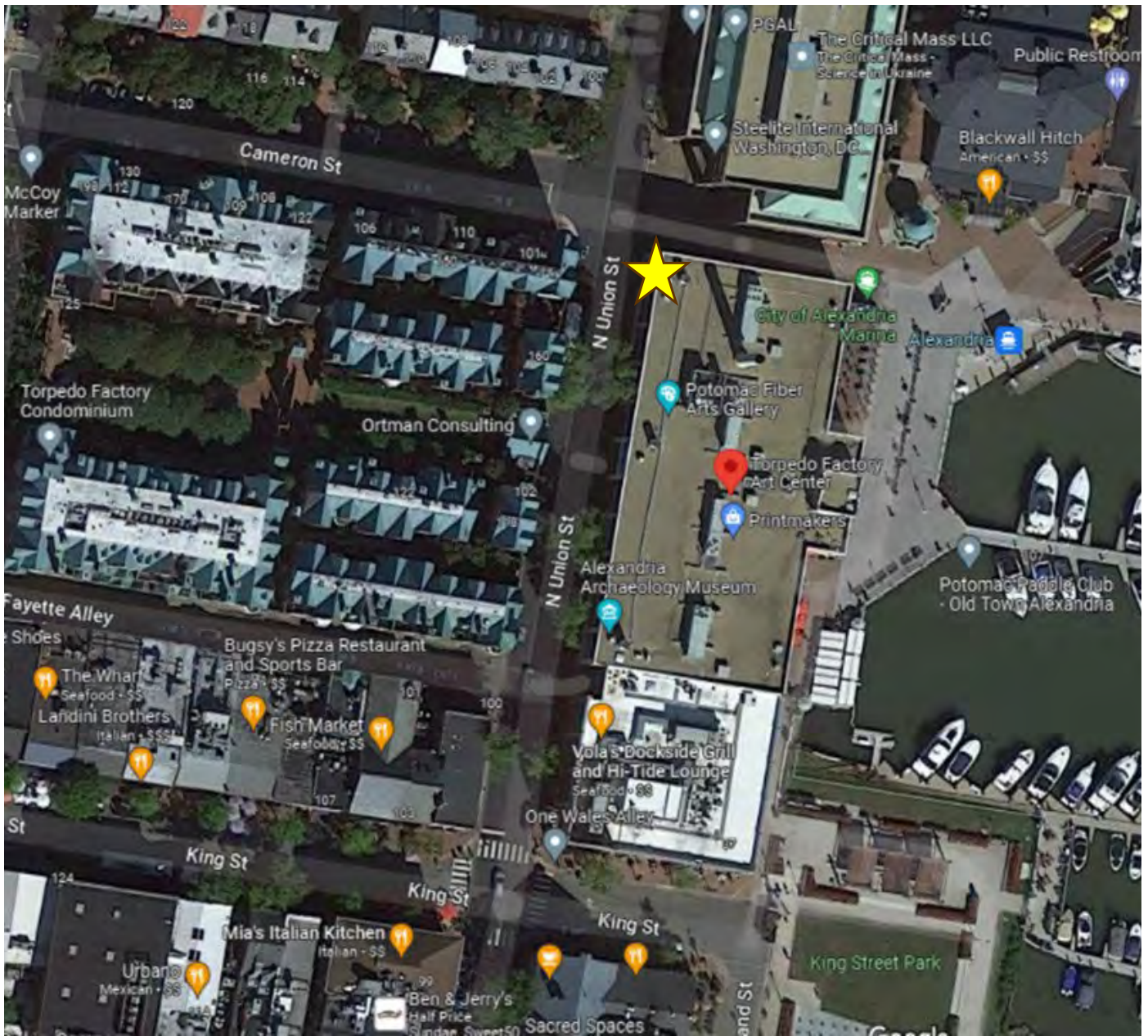
<https://torpedofactory.org/about-us/history/>.

History of the Loading Door Mural

In 2015, a mural was commissioned to be placed on the loading door of the Torpedo Factory Art Center along its busy Union Street frontage. Artist Erin Curtis created *Beaded Curtain* for the site and the mural quickly became a colorful and welcome landmark for locals and visitors. Unfortunately, the loading door was irreparably damaged in a collision and needed to be replaced. The mural was deinstalled in August 2021.

After the mural was deinstalled, the City committed to commission a new mural at this location to bring back artistic vibrancy to the Union Street frontage of the Torpedo Factory Art Center building.

III. Maps, Photos, and Exhibits



Location: Torpedo Factory Art Center, 105 N. Union Street, Alexandria, VA 22314
Mural location is proximate to the yellow star.
Image, Google Maps.

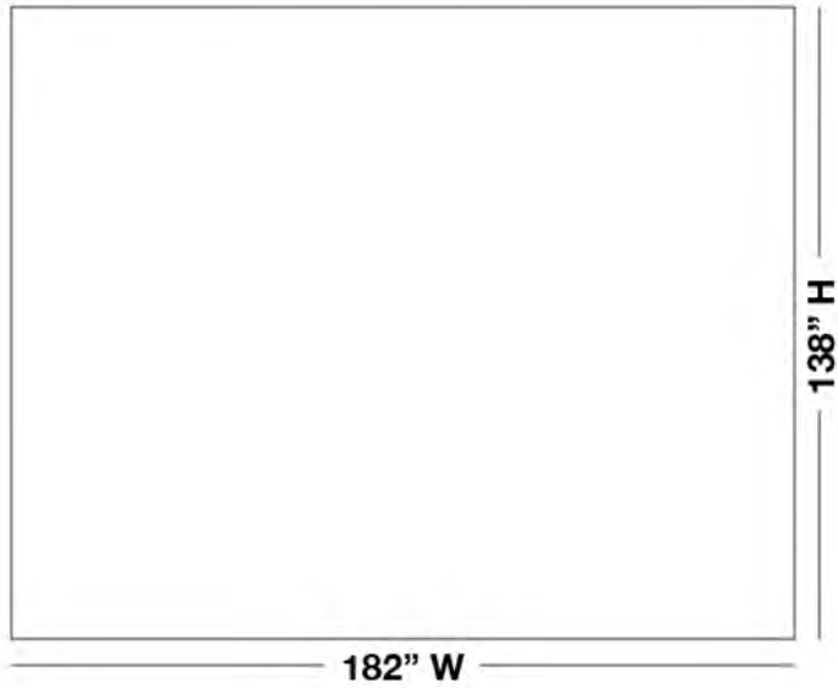


Image Google Maps, Street View. Loading door location is to the right.



Image: Loading door close up

Dimensions of loading dock door:



11.5 feet in height by 15.16 feet in width.
Dimensions are approximate and will be confirmed by the selected artist.

DRAFT

IV. Goals

The Alexandria Public Art Program is interested in commissioning an artist to design and execute a mural on the exterior door of the Torpedo Factory Art Center loading dock. The program goals of the projects are to:

- Inspire, engage, and delight the community and visitors to Old Town Alexandria.
- Spark curiosity and draw interest to the space that further welcomes the public to experience the artists' studios, galleries, and museum space (Alexandria Archaeology Museum) inside the Art Center.
- Improve the pedestrian experience by bringing light, color, and public interaction (photos!) to a shadier side of the building.
- Bring a vibrant and contemporary presence to the Union Street frontage of the building that is reflective of a modern Art Center.

In preparing the project goals, the Task Force acknowledges that a mural in this location on an operable door is temporary in nature and recommends that the condition of any future mural be periodically assessed and monitored for repairs, and even complete replacement, as warranted based on future conditions.

V. Project Scope

- The mural is only permitted on the loading door (which is a roll-up style door), and not on the building.
- The mural will be painted on the door by the selected artist.
- The design of the mural should also be appropriate for and inspire all audiences.
- The artist will be required to apply an anti-graffiti coating to the mural.
- The selected artist will be required to meet with the community prior to beginning mural installation, and the conversations may inform the final design.

VI. Selection Process

The Office of the Arts will issue an open call for an artist or artist team to design and execute a mural on the exterior of the Torpedo Factory Art Center loading door. Finalists will be selected and invited to prepare a conceptual design for a stipend. The selected artist and concept will be recommended by the Task Force and approved by the Alexandria Commission for the Arts.

Task Force

The Task Force helps shape the Project Plan, recommends selection of the artist(s), and recommends conceptual approval of the public art.

The two Commission for the Arts representatives on the Task Force are:

- Marcee Craighill
- Paul Painter

The Community Stakeholders for the Task Force include:

- Taylor Chauncey
- Jacqui Michel

Project Stakeholders for the Task Force include:

- Saya Behnam
- Lisa Schumaier
- Matt Wise

Artist Selection Process and Concept Approval

An open call process will be used to select artists for the project. This call will be open to all artists/muralists in the Tri-State area (Virginia, Maryland, and Washington D.C.). In accordance with the Public Art Implementation Plan and Policy, the Office of the Arts will draft a Request for Qualifications (RFQ) based on the information provided in the Project Plan. This call will be issued via an online application system (Café – callforentry.org). Interested artists/artist teams will be welcome to submit a letter indicating their project approach, qualifications, and work samples. Experienced and emerging muralists are encouraged to apply.

The Task Force will review the application materials and qualifications and recommend finalists for the project. Selected finalists will be provided with a stipend to develop a conceptual design for review and consideration by the Task Force. The Task Force’s recommendation for an artist and mural concept will be forwarded to the Commission for the Arts for approval.

VII. Timeline

November 2023	Task Force reviews and approves Project Plan
Nov/Dec	Project Plan submitted to Commission for the Arts for approval
December	Staff develops call to artists for review by Task Force
Dec/January 2024	Issue Call for Artists via Café (callforentry.org)
February	Review applications and select finalists
February/March	Finalists develop concepts
March	Task Force Recommends Artist(s)
March	Arts Commission Approval of Artist(s)
April	Artist contract
April	Community Engagement
May/June	Mural Installation (based on artist’s earliest availability)

*Dates are subject to change without notice.

VIII. Budget

The project plan recommends the following budget for the mural project:

Conceptual design stipend fund (to be divided among up to four finalists)	\$2,000
Final design, materials, and installation	\$10,000
Total	\$12,000

IX. Community Engagement, Marketing and Communications

Community engagement, marketing and communications should be geared toward engaging with existing stakeholders as well as bringing new audiences to experience the artwork.

Stakeholders

Community engagement, marketing, and communications should build upon the existing stakeholder base for art and tourism in Alexandria. These will include, but are not limited to, representatives from:

- Alexandria Archaeological Commission (AAC)
- Alexandria Waterfront Commission
- Old Town Business
- Old Town Civic
- Torpedo Factory Art Center artists and tenants

Marketing and Communications

The Office of the Arts staff will develop a marketing and communications strategy for the public art. Information/materials should be provided in languages relevant to the nearby communities. The marketing plan will include:

- Web-based information about the project.
- Social media.
- Print materials to be distributed at local events.
- Media releases to local and national publications and blogs.

Additionally, the Office of the Arts will explore placing a graphic on the loading door to help communicate that public art is coming soon to this location, and help increase public awareness and interest in the project.

DRAFT

ALEXANDRIA COMMISSION FOR THE ARTS

SPECIAL MEETING

Tuesday, November 14, 2023

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
Paul Pinter	Marce Craighill	Yes-- 11 No-- Abstained--
ACA Motion		
Agenda Item #:		
Motion: motion to approve the Torpedo Factory Art Center Loading Door Mural Public Art Project Plan as presented by City of Alex Off. of the Arts Staff.		



ARTS &
ECONOMIC PROSPERITY 6

The Economic & Social Impact of Nonprofit Arts & Culture Industry

Office of the Arts

City of Alexandria, VA

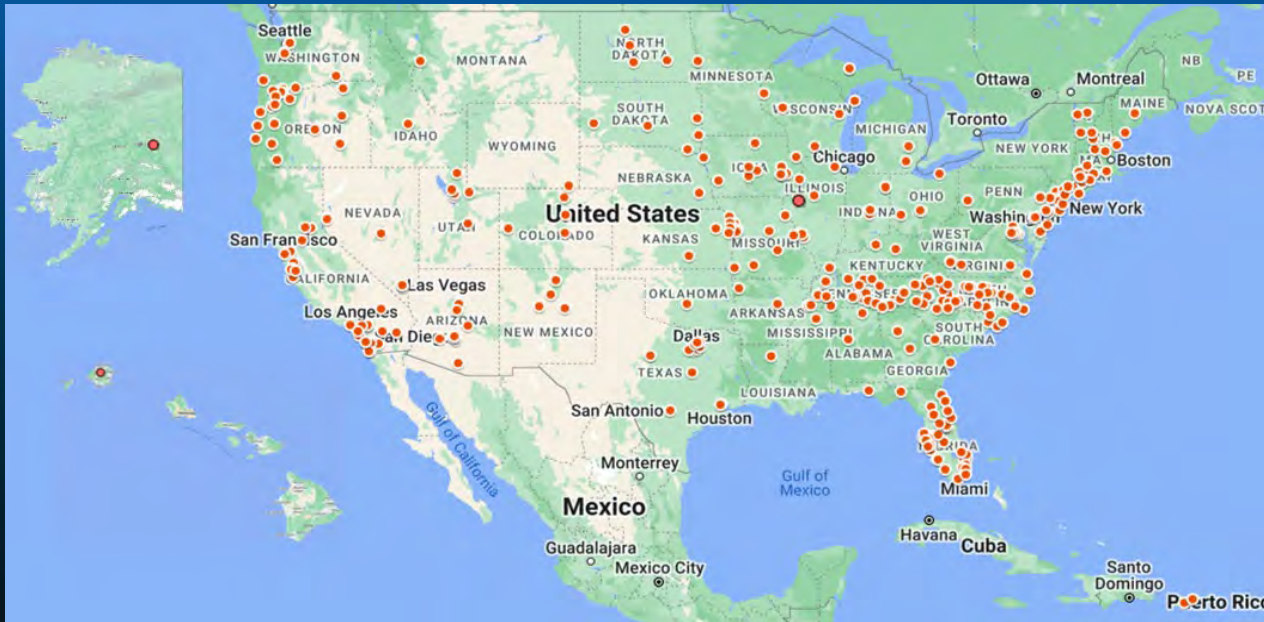
November 14, 2023

#ARTSALX

Alexandriava.gov/ARTS

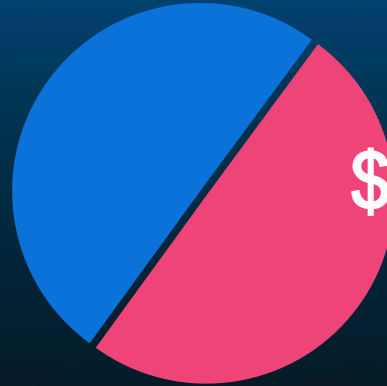
Most Comprehensive Study Ever!

373 Study Regions. All 50 States + Puerto Rico —including Alexandria, VA



\$111,502.875 in Spending (2022)

Organizations
\$55,879,198 Million



Audiences
\$55,623,677 Million



Jobs Supported

1,533



Personal Income to Residents

\$84,892,112

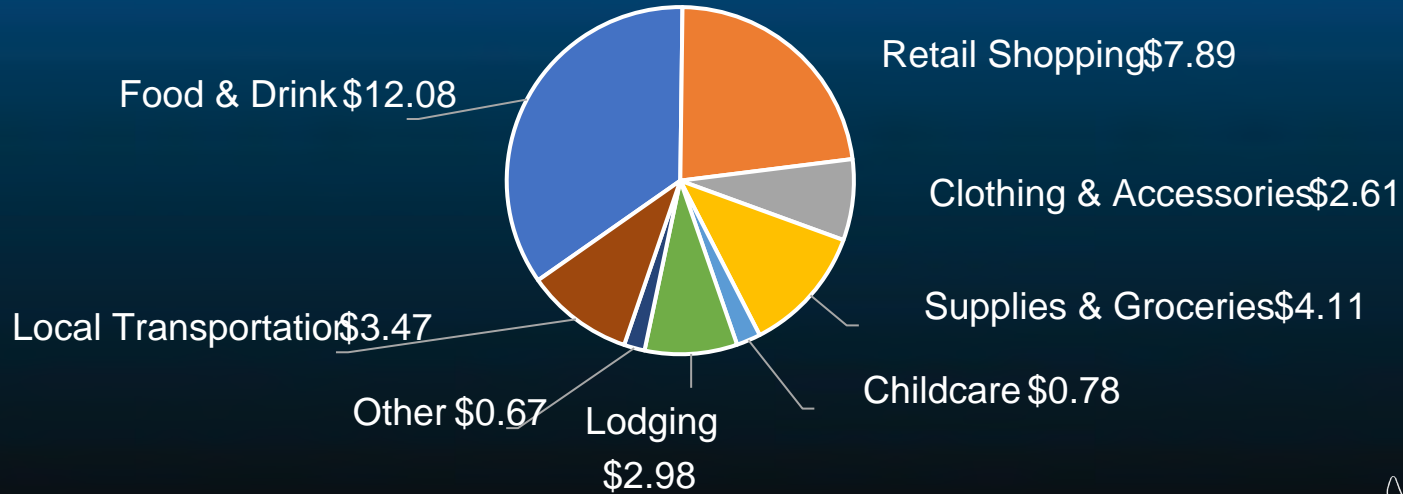


Government Revenue (Local, State, Federal)

\$19,867,733

Government Revenue

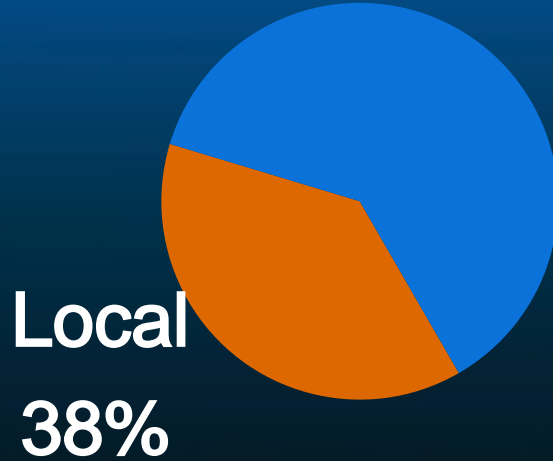
Attendees Spent \$34.59 Per Person, Per Event



Audiences: Local vs. Non-Local

1673 Audience Members surveyed

Non-Local
62%



(Nonlocal = Outside the City of Alexandria)

Event-Related Spending Local vs. Non-Local



70% of nonlocal attendees said, “This arts event is the primary purpose for my trip.”



Arts Volunteerism

- **4,334 Volunteers**
- **133,450 Hours**
- **\$4.3 Million Value**

([Independent Sector](#) places the value of the average volunteer hour in VA at \$32.59).



Social Impact Responses by Attendees

“This venue or facility is an important **pillar for me within my community** .” **74.8%**

“I would **feel a great sense of loss** if this activity or venue were no longer available” **81.6%**

“This activity or venue is **inspiring a sense of pride** in this neighborhood or community” **85.1%**

“My attendance is my way of ensuring that this activity or venue is **preserved for future generations** ” **82.4%**

Social Impact Responses by Attendees

	Attendees at <u>All Events</u> (N=1,673)	Attendees at <u>BIPOC Events</u> (N=222)
“This venue or facility is an important pillar for me within my community .”	74.8%	73.3%
“I would feel a great sense of loss if this activity or venue were no longer available”	81.6%	81.9%
“This activity or venue is inspiring a sense of pride in this neighborhood or community”	85.1%	83.3%
“My attendance is my way of ensuring that this activity or venue is preserved for future generations ”	82.4%	87.1%

Nationally, Attendee Spending at BIPOC Org's Similar to All Org's

\$38.29

per person spending
by attendees at
BIPOC events

\$38.46

national average
spending at all
events

Arts & Culture is Valued by the Public



86%

say arts and culture is "important to their community's quality of life and livability."



79%

believe arts and culture is "important to their community's businesses, economy, and local jobs."



Arts Build Empathy & Understanding

72%

agree that the arts and culture provide shared experiences with people of different races, ethnicities, ages, beliefs, etc.

63%

say that the arts and culture helps them better understand other cultures in their community.



ARTS & CULTURE BUILDS

Alexandriava.gov/Arts
AEP6.AmericansForTheArts.org

AEP6 National Partners



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

- Thanks to everyone who came out to celebrate the installation of the new stormwater covers in Old Town North on November 4th and helped to say goodbye to “Two Boxes of Oranges and Admonia Jackson” at Waterfront Park on November 5th.
- DeWitt Godfrey and members of the South Circle Park design team presented at a community meeting on November 2nd. DeWitt also met with park planning staff and spent time with the design team at their offices in DC.
- Staff met with artist Eto Otitigbe to share new information about the future park site, construction update, and the forming of a new project task force.

Public Art At-A-Glance:

Public Art Project	Status
Old Town North Stormwater Covers	Completed!
Wilkes Street Park	Developing the Concept Proposal
Colasanto Spray Park	Fabrication
Site/See 2024	Approving the Concept Proposal
South Circle Park (Block 32)	Approving the Contract
West End Transitway	Developing the Artist Pool
Torpedo Factory Garage Door Mural	Setting Project Goals & Parameters
Time & Place 275 th and 250 th	Appoint Commissioners to Task Force
Del Pepper Community Resource Center	Appoint Commissioners to Task Force

Staff Contact Info:

Diane Ruggiero
Deputy Director, RPCA
Director, Office of the Arts
diane.ruggiero@alexandriava.gov
703.746.5590

Daniel Guzman
Regional Program Director, Events & Public Space
Activation
daniel.guzman@alexandriava.gov
703.746.5419

Matthew Harwood (commission liaison)
Public Art Manager
matthew.harwood@alexandriava.gov
703.746.5432

Cheryl Anne Colton
Regional Program Director, Cultural Resources
cherylanne.colton@alexandriava.gov
703.746.5565

Meika Daus
Public Art Sr. Manager
meika.daus@alexandriava.gov
703.746.5420

Brett Johnson
Curator for Artistic Advancement
brett.johnson@alexandriava.gov
703.746.4577

PUBLIC ART PROJECTS

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)

Installation

Next Steps

The stormwater covers are being fabricated and are expected in Fall/Winter 2023.

Anticipated Completion

Completed!



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, Marcee Craighill, Ana Vicinanza

Current Status (per project development process)

Developing the Concept Proposal

Next Steps

The park will experience further design development which will require additional community engagement and a redesign of the artwork. Staff will work to identify community members to serve on the Task Force.

Anticipated Completion

TBD

PUBLIC ART PROJECTS

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

Beth Znidersic, Amol Deshpande, Bernard Johnson, Gayle Reuter

Current Status (per project development process)

Fabrication

Next Steps

Béatrice has begun fabrication of the stelles. Due to procurement delays, the construction of the park may be later than originally anticipated.

Anticipated Completion

Fall, 2024 (revised)



Site/See: New Views in Old Town 2024

Lead Agency

Office of the Arts

Artist

TBD

Project Scope

Commission new, temporary, site-specific public art for Waterfront Park at the foot of King Street for 2024.

Task Force Members

Christina Calloway, Tiffany Williams, Claire Mouledoux, Clint Mansell, Jack Browand, and Nicole McGrew

Current Status (per project development process)

Developing the Concept

Next Steps

StudioKCA is working on final design of the artwork.

Anticipated Completion

March 2024

PUBLIC ART PROJECTS, cont'd

South Circle Park (Block 32)

Lead Agency

Office of the Arts

Artist

DeWitt Godfrey

Project Scope

Commission an artist to join the park design team and design public art for South Circle Park.

Task Force Members

Tiffany Williams, Dawn Rogala, Tristan Wright, Robert Arzola, Don Hoover, Ana Vicinanza

Current Status (per project development process)

Approving the Contract

Next Steps

The contract has been routed for signature and DeWitt has begun working with the design team.

Anticipated Completion

Early 2024 (design)



West End Transit Corridor

Lead Agency

Transportation & Environmental Services (T&ES)

Artist(s)

TBD

Project Scope

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

Task Force Members

Allison Heck, Brian Kelley, Gus Ardura, Donna Fossum, Reginald Arno

Current Status (per project development process)

Developing the Artist Pool

Next Steps

Staff is developing the RFQ (request for qualifications) to be posted on Café (callforentry.org).

Anticipated Completion

TBD

PUBLIC ART PROJECTS, cont'd

Torpedo Factory Art Center Garage Door Mural

Lead Agency

Office of the Arts

Artist

TBD

Project Scope

Paint a mural on the new garage door on Union Street at Torpedo Factory Art Center.

Task Force Members

Marcee Craighill, Paul Painter, Taylor Chauncey, Saya Behnam, Jacqueline Michel, Lisa Schumaier, Matt Wise

Current Status (per project development process)

Setting Project Goals & Parameters

Next Steps

The Task Force met to develop and approve the Project Plan which will be brought to the Arts Commission In November.

Anticipated Completion

TBD

Del Pepper Community Resource Center

Lead Agency

Office of the Arts

Artist

TBD

Project Scope

Commission an original work of public art for the main lobby and adjoining wings of the Center.

Task Force Members

TBD

Current Status (per project development process)

Setting Project Goals & Parameters

Next Steps

Appoint Task Force members.

Anticipated Completion

TBD

PUBLIC ART PROJECTS, cont'd

Time & Place Alexandria's 275th & America's 250th

Lead Agency

Office of the Arts

Artist(s)

TBD

Project Scope

Commission public art projects that foster exploration and dialogue about our region's history and its continued reverberations within our community today specifically tied to Alexandria's 27th anniversary in 2024 and America's 250th anniversary in 2026.

Task Force Members

TBD

Current Status (per project development process)

Setting Project Goals & Parameters

Next Steps

Appoint Task Force members.

Anticipated Completion

April – October 2024 and 2026

Public Art Task Force Roster

Public Art Project Task Forces

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.

Site/See: New Views in Old Town

1. Tiffany Williams*
2. Christina Calloway*
3. Jack Browand (proj. stakeholder)
4. Claire Mouledoux (proj. stakeholder)
5. Clint Mansell (comm. stakeholder)
6. Nicole McGrew (comm. stakeholder)

South Circle Park Task Force

1. Dawn Rogala*
2. Tiffany Williams*
3. Don Hoover (proj. stakeholder)
4. Ana Vicinanza (proj. stakeholder)
5. Tristan Wright (comm. stakeholder)
6. Robert Arzola (comm. stakeholder)

TFAC Garage Door Mural Task Force

1. Marcee Craighill*
2. Paul Painter*
3. Lisa Schumaier (proj. stakeholder)
4. Saya Behnam (proj. stakeholder)
5. Taylor Chauncey (comm. stakeholder)
6. Jaqueline Michel (comm. stakeholder)

Pepper Center Task Force

1. TBD (Arts Commissioner)
2. TBD (Arts Commissioner)
3. TBD (proj. stakeholder)
4. TBD (proj. stakeholder)
5. TBD (comm. stakeholder)
6. TBD (comm. stakeholder)

West End Transit (WET) Corridor

1. Allison Heck*
2. Brian Kelley*
3. Vacant (proj. Stakeholder)
4. Reginald Arno (proj. stakeholder)
5. Donna Fossum (comm. stakeholder)
6. Gus Ardura (comm. stakeholder)

Wilkes Street Park Task Force

1. Chris Kurowski*
2. Marcee Craighill*
3. Ana Vicinanza (proj. stakeholder)
4. TBD (proj. stakeholder)
5. TBD (comm. stakeholder)

Del Ray Gateway Task Force

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)

Time & Place Task Force

1. Jason Longfellow*
2. Gayle Converse*
3. TBD (proj. stakeholder)
4. TBD (comm. stakeholder)
5. 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)