

**Alexandria Commission for the Arts
Regular Monthly Meeting**

Meeting Information

Objective:	To address Arts Commission business.		
Date:	November 16, 2017	Time:	Begin: 7:08 p.m. End: 10:00 p.m.
Location:	Activity Room, Lee Center 1108 Jefferson St Alexandria, VA	Meeting Type:	Regular Monthly Meeting
Called by:	Catherine Barrett, 2nd Vice Chair	Note Taker :	Catherine Barrett
Facilitator:	Catherine Barrett/Matthew Stensrud	Timekeeper:	Catherine Barrett
Secretary/Minutes	Karen Thomas/Catherine Barrett		
Attendees:	Catherine Barrett (2nd Vice Chair); Beth Coast, Susan Cohen; Gayle Converse; Shirley Downs; Kate Elkins; Allison Heck; Allison Nance (1st Vice Chair); Shaan Shuster (non-voting); Matthew Stensrud (Chair)		
Absent:	Michael Detomo; Sara Lavan; Tamsin Green; Karen Thomas (Secretary)		
Vacancy(s):	1 position (arts and cultural development)		
Observers:	Richard Burris (public); Chris Kurowski (public); Kelly Spradley-Kurowski (public)		
City Staff:	Matthew Harwood, Public Art Manager, RPCA/Office of the Arts		

Agenda items

Presenter

	Agenda items	Presenter
1.	Call To Order: 7:08 p.m.	Catherine Barrett
2.	Presentation - MetroStage	Cancelled
3.	Public Comment	Chris Kurowski
4.	Approval of the Minutes a. October 17 Regular Meeting	Postponed until quorum reached
5.	Committee, Task Force and Liaison Reports a. Advocacy and Outreach Committee b. Arts Education Committee (AEC) c. Grants Committee i. Motion on Community Engagement Grant Recommendation d. Duke Street Tunnel Task Force i. Motion on Project Memo e. Fitzgerald Square Task Force f. Torpedo Factory Community Engagement Task Force g. Waterfront Commission Liaison	a. Gayle Converse b. Beth Coast c. Postponed until quorum reached d. Gayle Converse i. Postponed until quorum reached e. Susie Cohen f. Catherine Barrett & Beth Coast g. Susie Cohen
6.	Office of the Arts Update a. Budget Update	Matthew Hardwood
7.	Recess (5 Min)	Struck from Agenda
8.	Appointment of Task Force Members a. Fitzgerald Square - Motion to Appoint Community Member b. Voting Stickers - Motion to Appoint Members	a. Struck from Agenda b. Matthew Stensrud
9.	Budget Recommendation to City Manager a. Discussion	Matthew Stensrud

	b. Motion on Top Priorities	
10.	Chair Report	Matthew Stensrud
11.	New Business	Matthew Stensrud
12.	Good of the Order and Announcements	Matthew Stensrud
13.	Adjournment: 10:00 p.m.	Matthew Stensrud

Discussion Summary

1.	<p>Call to Order</p> <ul style="list-style-type: none"> ● Ms. Catherine Barrett called the meeting to order at 7:08 p.m. ● Ms. Barrett reminded Commissioners that Mr. Matthew Stensrud (Chair) was presenting at an Old Town North citizens meeting, and would be coming late to the Commission meeting. She also shared that Ms. Allison Nance (Vice Chair) would be joining later as well. ● Ms. Barrett introduced new Commissioner, Mr. Shaan Shuster, who was recently appointed to the Student Commissioner position. Mr. Shuster shared that he is an 11th grader at T.C. Williams involved in music. He plays a variety of instruments in several bands. Welcome, Mr. Shuster! ● Ms. Barrett noted that with seven Commissioners present and able to vote (Mr. Shuster had not yet taken his oath of office), we would not reach a quorum until Mr. Stensrud and/or Ms. Nance arrived. As such, all votes were postponed until their arrival.
2.	<p>Presentation - MetroStage - Ms. Carolyn Griffin</p> <ul style="list-style-type: none"> ● Presentation was cancelled, as Ms. Griffin was unable to attend due to the conflict with the Old Town North citizens meeting.
3.	<p>Public Comment</p> <ul style="list-style-type: none"> ● All observers introduced themselves. ● Mr. Chris Kurowski noted that he was interested in the current Commission vacancy and interested in learning more about our work.
4.	<p>Approval of the Minutes - October 17 Regular Meeting</p> <ul style="list-style-type: none"> ● Postponed until quorum reached.
5.	<p>Committee, Task Force and Liaison Reports</p> <p>a. Advocacy and Outreach Committee - Ms. Gayle Converse (Attachment 1)</p> <ul style="list-style-type: none"> ○ Ms. Converse confirmed that the Commission is walking with the Alexandria Arts Alliance in the Scottish Walk on December 2. The Arts Alliance covered the fee. Torpedo Factory artist Ms. Lisa Schumaier is creating papier-mâché penguins for our group. Commissioners are invited to assist on Tuesday, November 21. ○ Ms. Converse discussed the Arts & Economic Prosperity V results (Attachment 2). She recommended that the Commission look into forming an Arts Advocacy Org., similar to what Montgomery County, MD has. She also reminded Commissioners that it's appropriate and encouraged to schedule one-on-one coffees with City Council members to stress the importance of arts in our community. ○ Ms. Converse shared that MetroStage's holiday production <i>Christmas at the Old Bull & Bush</i> was opening the following evening. She suggested it as an opportunity for a Commission field trip. <p>b. Arts Education Committee - Ms. Beth Coast</p> <ul style="list-style-type: none"> ○ Ms. Coast said that the Committee had not met since the last Commission meeting, so there was no update.

	<ul style="list-style-type: none"> c. Grants Committee - Ms. Allison Nance <ul style="list-style-type: none"> ○ Ms. Barrett deferred this item and the corresponding motion on the Agenda until Ms. Nance arrived and a quorum was achieved. d. Duke Street Tunnel Task Force - Ms. Gayle Converse <ul style="list-style-type: none"> ○ Ms. Converse shared the Duke Street Tunnel Artwork Concept Proposal from artist Mike McConnell (Attachment 3). She updated Commissioners about the progress of the first stage of the Duke Street Tunnel project (ZeroZero Collective’s portion), noting that there was a short delay due to a change in security systems in the tunnel. ○ Ms. Barrett deferred the corresponding motion on the Agenda until a quorum was achieved. e. Fitzgerald Square Task Force - Ms. Susie Cohen <ul style="list-style-type: none"> ○ Ms. Cohen shared that at their last meeting, the Task Force had a good discussion about the goals for the project, but was waiting on the minutes from the meeting to review the goals. Ms. Cohen also noted that the Task Force was still waiting on the identification from Staff of a person to fill the Community Member position. ○ Mr. Hardwood shared that the second person staff was pursuing had fallen through, and that staff had reached out to a Waterfront business owner for a recommendation. He stressed the importance of having that business community’s buy-in for this project. f. Torpedo Factory Community Engagement Task Force - Ms. Catherine Barrett & Ms. Beth Coast (Attachment 4) <ul style="list-style-type: none"> ○ Ms. Barrett shared that the community engagement period had been extended through December 10. Previously the cut-off date was November 10. This extension was given by the City Manager because we had not gotten as many intercept surveys as hoped, nor had we done as many focus groups as intended. ○ Ms. Barrett and Ms. Coast gave updates on the status of each component of the community engagement process. ○ Ms. Shirley Downs asked whether the online surveys (which closed on November 10) could be re-opened for others who might be interested. Ms. Barrett explained that the online surveys had closed and could not be re-opened. She suggested that those individuals might be able to give in-person surveys at a (yet-to-be-identified) community event, and we may have additional details about those events at our upcoming task force meeting on November 29. Alternatively, Ms. Downs was invited to submit the names and contact information of the individuals she had in mind to Ms. Barrett and Ms. Coast to provide to the project consultants as potential interviewees. g. Waterfront Commission Liaison - Ms. Susie Cohen <ul style="list-style-type: none"> ○ Ms. Cohen said that the Waterfront Commission had not met since the last Commission meeting, so there was no update.
<p>6.</p>	<p>Office of the Arts Update - Mr. Matthew Hardwood</p> <ul style="list-style-type: none"> a. Budget Update <ul style="list-style-type: none"> ○ Mr. Hardwood reminded the Commission that there are three parts to the Office of the Arts’ budget: 1. the Capital Improvement Program (CIP) which includes Public Art; 2. the General Operating budget; and 3. Special Revenue which includes self-supporting items like the Torpedo Factory. He shared that the Office of the Arts has to recommend a 2% (\$24K) cut to their General Operating budget. However, this cannot touch certain aspects of the budget, such as salaries, nor are offsets permitted this year. The Office of the Arts recommendation is due November 22; the overall Department of Recreation, Parks & Cultural Activities budget recommendation is due November 30.

	<ul style="list-style-type: none"> ○ Commissioners requested the Office of the Arts budget breakdown, to aid in making our recommendation (due December 15). Mr. Hardwood said that the budget in development is not public; not even staff gets to see it until it's released. Commissioners requested the previous year's budget, but Mr. Hardwood was not able to supply one. Ms. Allison Heck found the Livable, Green & Prospering City document from the City's FY 2018 Approved Budget online, which indicated that last year's cuts included reduction in the City's contribution from 70% to 50% for St. Patrick's Day, Scottish Walk, and George Washington Special Events (-\$18K) and cancellation on proposed special events along the waterfront (-\$30K). <p>b. General Update</p> <ul style="list-style-type: none"> ○ Mr. Hardwood reviewed the Office of the Arts Division Update, November 2017 (Attachment 5). He confirmed that Commissioners would be able to visit the site during the period of construction, but not enter the specific construction area. ○ Ms. Downs requested that Staff provide Commission representatives on the Trails & Paths Task Force (Ms. Downs and Ms. Heck) an official update on project progress, as consultant team has begun work.
<p>7.</p>	<p>Recess - Struck from Agenda</p> <ul style="list-style-type: none"> ● Mr. Stensrud and Ms. Nance arrived. Mr. Stensrud took over from Ms. Barrett as meeting facilitator. Having reached a quorum, we revisited the postponed items: <ul style="list-style-type: none"> ○ Duke Street Tunnel Task Force - Motion on Project Memo (Attachment 6) <ul style="list-style-type: none"> ▪ Commission reviewed the Staff memo re: Duke Street Tunnel Concept Proposal. ▪ <u>Motion</u>: Ms. Converse made a motion, seconded by Ms. Kate Elkins to “approve the Duke Street Tunnel Concept Proposal memo as written.” Motion passed by a unanimous vote (9-0), with no abstentions. ▪ <u>Motion</u>: Ms. Downs made a motion, seconded by Ms. Nance to “recommend there be an official dedication ceremony of the Duke Street Tunnel, with relevant stakeholders groups (e.g. City Council, Beautification Commission, Waterfront Commission) invited.” Passed by a unanimous vote (9-0), with no abstentions. ○ Approval of the Minutes <ul style="list-style-type: none"> ▪ October 17 Regular Meeting minutes were approved by unanimous consent. ○ Grants Committee - Ms. Allison Nance <ul style="list-style-type: none"> ▪ Ms. Nance reviewed the Grants Committee's Community Engagement Grant Proposal (Attachment 7) for FY 2019. She reminded Commissioners that this proposal will result in \$15K less for our Operating and Project Grants budget. ▪ Mr. Stensrud shared that the Office of the Arts is investigating the possibility of proposing an after-school arts program for disadvantaged youth, which could be aligned with this Community Engagement Grant. He suggested that a more targeted plan might get more buy-in from City Council. Ms. Coast suggested considering summer or other school breaks for the arts programming as those times are difficult for families dependent on the school meals. Commissioners discussed the possibility of this Community Engagement Grant, if successful, being done annually with specific goals developed in line with City priorities each cycle, with this first cycle focusing on at-risk students either through after-school arts programming or arts programming during school breaks. ▪ <u>Motion</u>: Ms. Heck made a motion, seconded by Ms. Downs to “approve the Community Engagement Grant Proposal as outlined in the memo.” Passed by a unanimous vote (9-0),

	with no abstentions.
8.	<p>Appointment of Task Force Members - Mr. Matthew Stensrud</p> <p>a. Fitzgerald Square - Motion to Appoint Community Member</p> <ul style="list-style-type: none"> ○ This item was struck from the Agenda, as Staff was unable to identify a Community Member for the Task Force. ○ Ms. Nance requested that if the avenue Staff is taking falls through again that they pursue the recommendation made by Task Force member Claire Mouledoux at the previous meeting. <p>b. Voting Stickers - Motion to Appoint Members</p> <ul style="list-style-type: none"> ○ Mr. Stensrud reviewed his memo re: Voting Stickers Task Force Appointments (Attachment 8). Ms. Converse asked whether there could be additional Commissioners on the Task Force. Mr. Stensrud explained that the Public Arts Implementation Plan specifies two Commissioners for each Task Force, so that cannot be changed. Ms. Heck suggested the Task Force consider including “Future Voter” stickers in the project as well. ○ <u>Motion</u>: Ms. Nance made a motion, seconded by Ms. Coast, to “approve the Voting Stickers Task Force Appointments memo as written.” Passed by a unanimous vote (9-0), with no abstentions.
9.	<p>Budget Recommendation to City Manager - Mr. Matthew Stensrud</p> <p>a. Discussion</p> <ul style="list-style-type: none"> ○ Mr. Stensrud explained that all Commission Chairs had received a letter from the City Manager re: budget priorities. It asks each Commission to make a recommendation on our highest and lowest priorities for arts budgeting in the coming year. Our recommendation is due December 15, which is before our next meeting. Commissioners questioned the tight turnaround, and Mr. Stensrud explained that he did not receive the letter through the intended channels, but Ms. Cohen brought it to his attention at the Executive Committee meeting. She was aware of it from the Waterfront Commission. Mr. Stensrud is working with the City Clerk to ensure that requests like this go directly to him to avoid this issue in the future. ○ Commissioners expressed concern about being able to make a strong recommendation without having deeper insight into the Arts budget. Mr. Stensrud acknowledged the concern but emphasized the timeline. Commissioners agreed that in future years we need to be better prepared for budget discussion by getting the past year’s approved budget in time for discussion. ○ Commissioners discussed highest and lowest priorities for the budget. Highest priorities include 1. the current Grants budget; 2. additional requested funding for the Community Engagement Grant; and 3. high-attendance / high-impact programming such as the Ethiopian New Year celebration. Lowest priorities include 1. applying Arts funding to any Special Events / parades; 2. the Mobile Art Lab; and 3. low-attendance programming. Mr. Stensrud will include the list in a response to the City Manager. <p>b. Motion on Top Priorities</p> <ul style="list-style-type: none"> ○ <u>Motion</u>: Ms. Elkins made a motion, seconded by Ms. Coast, to “approve the high and low priorities list as drafted in the meeting.” Passed by a unanimous vote (9-0), with no abstentions.
10.	<p>Chair Report - Mr. Matthew Stensrud</p> <ul style="list-style-type: none"> ● Mr. Stensrud reviewed his Chair Report (Attachment 9) and again welcomed Mr. Shuster to the Commission. He also said that his presentation at the Old Town North citizens meeting went well, and the group has a high interest in the arts.
11.	<p>New Business:</p> <ul style="list-style-type: none"> ● Ms. Downs requested that her proposal for the creation of an Emeritus Commissioner position be included on

	the next agenda. Mr. Stensrud said she was also welcome to bring it up at the next Executive Committee meeting.
12.	Good Of The Order & Announcements <ul style="list-style-type: none"> ● Next ACA meeting is December 19 in the Lee Center Activity Room. ● Next ACA Executive Committee meeting is December 5 at Mt. Vernon Rec Center. ● Ms. Converse asked to introduce Mr. Stensrud and Ms. Nance to Mr. Kurowski following adjournment.
13.	Adjournment: Mr. Stensrud adjourned the meeting at 10:00 p.m.

	New Action Items	Responsible	Due Date
1.	Advocacy and Outreach Committee update: <ul style="list-style-type: none"> ● Discuss at next Executive Committee Meeting: Possibility of creating an Arts Advocacy Org group similar to the one in Montgomery County, MD. 	Ms. Barrett / Ms. Converse	December 5, 2017
2.	Torpedo Factory Community Engagement Task Force update <ul style="list-style-type: none"> ● Provide recommendations for interviewees to Ms. Barrett and Ms. Coast to pass on to consultants. 	Ms. Downs	ASAP
3.	Office of the Arts Budget Update <ul style="list-style-type: none"> ● Get copy of FY 2019 Budget when it is made public, in preparation for next year's budgeting process. 	Exec Committee	When FY 2019 Budget is approved (February 2018)
4.	Office of the Arts Budget Update <ul style="list-style-type: none"> ● Staff to provide Ms. Downs and Ms. Heck a status update on Trails & Paths. 	Mr. Hardwood	NLT December 19, 2017
5.	Budget Recommendation to City Manager <ul style="list-style-type: none"> ● Compose letter responding to City Manager's request for budget priorities, using the priorities approved at the November 16 meeting. 	Mr. Stensrud	NLT December 15, 2017

Other Notes & Information

<p>ATTACHMENTS:</p> <ol style="list-style-type: none"> 1. Advocacy and Outreach Committee Report 2. Arts & Economic Prosperity V results 3. Duke Street Tunnel Artwork Concept Proposal 4. Torpedo Factory Community Engagement Task Force Report 5. Office of the Arts Division Update, November 2017 6. Duke Street Tunnel Concept Proposal Memo 7. Community Engagement Grant Proposal Memo
--

- 8. Voting Stickers Task Force Appointments Memo
- 9. Chair Report dated November 16, 2017
- 10. Motion Tracker

“PARKING LOT” – Future Discussion/Agenda Items:

11-16-17

- Creating an Arts Advocacy Organization.
- Creating an Emeritus Commissioner position.

03-21-17

- Setting goals for Arts Commission to align with the Arts and Culture Plan.
- Setting a date for the Arts Commission’s Retreat.

02-21-17

- Create a glossary in the Arts and Culture Plan, or in another document that would reference all the other City Plans where Art, Culture and Public Art are referenced.

09-20-16

- Auditorium/Performance Space: First step is to find document created in past on this area and explore history of Commission involvement to ensure we are not retracing steps.
- Fee-Free Parades: Ms. Ruggiero is working with groups like the Scottish Walk so they are fee-free in the future for City Commissions.
- New parking lot issues will be reviewed at the end of each meeting to determine the next steps.
- Art and Health Collaboration (i.e. color run partnership with Pacers), Ms. Allison Nance and Ms. Gayle Converse.
- Attendance at the Multicultural Festival sponsored by RPCA, Ms. Amber Gordon.
- Public input and requests for public art, Ms. Amber Gordon.
- Could the ACA approach WMATA/Metro to encourage the Transit system to purchase art from local artists? Ms. Shirley Downs.
- An Accessibility Workshop should be scheduled for the Arts Grant Program’s grantees (possible with Imagination Stage), Ms. Allison Nance.

08-16-16

- Making a crosswalk Arts Task Force. 08-16-16, Ms. Shirley Downs
- Create a call for “Sidewalk Chalk” Project – Local Artists – one day, might generate a “Good News” story, Mr. Michael Detomo.

7-19-16

- ACA “Budget” do we have \$ for event participation, Ms. Gayle Converse.
- Field Trips, Ms. Gayle Converse.

7-12-16

- Lee Center Kaufman Auditorium/Center, 7-12-16, ACA Special Meeting, Mr. Michael Detomo.

		Draft Notes Sent to Secretary	Nov 19, 2017
Reviewed by:	Karen Thomas	Draft Minutes Sent to Commissioners	Dec 14, 2017
Approved by:	Alexandria Commission for the Arts	Date:	Dec 18, 2017

ATTACHMENT 1: ADVOCACY AND OUTREACH COMMITTEE REPORT

Alexandria Commission for the Arts
Advocacy and Outreach Committee
November 2017 Report
Gayle Converse, chair

Nov. 16, 2017

New Items:

- **Scottish Walk** -- Pat Miller has registered the Arts Alliance and the ACA and the Alliance has paid the \$75 registration fee. Pat is awaiting confirmation from the Campagna Center.
 - Parade begins at 11 a.m. Saturday, December 2, 2017.
 - Staging area near the intersection of Wilkes and South St. Asaph Streets – confirmation coming soon.
 - Penguins (thanks to Allison / Shirley (set up registration page and craft night / photos)
 - *Allison N.?*
- **Economic and Prosperity Survey**
 - *Matthew H.?*
 - Arts Advocacy Org.
 - Council coffees
- **Metro Stage holiday production**
 - ACA “field Trip” proposal
 - Save the date cards / ticket prices

- END Attachment 1 -

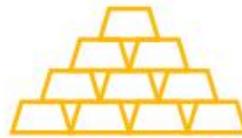
ATTACHMENT 2: ARTS & ECONOMIC PROSPERITY V RESULTS



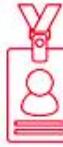
City of Alexandria
**OFFICE OF
THE ARTS**

Arts & Economic Prosperity V provides compelling new evidence that the nonprofit arts and culture are a significant industry in the City of Alexandria.

**\$111.8
MILLION** 
IN ECONOMIC ACTIVITY

**\$7.5
MILLION** 
IN STATE & LOCAL
REVENUE

\$76 
MILLION
ON EVENT-RELATED
ARTS & CULTURE
Residents: \$24.7 Mil
Non-Residents: \$51.3 Mil

2628 
FULL-TIME EQUIVALENT
JOBS

#artsALX



The Office of the Arts is a division of the City of Alexandria's Department of Recreation, Parks and Cultural Activities. Contact them at alexandriava.gov/arts or 703.746.5590 or follow @alexartsoffice on Instagram and Twitter.



#artsALX

ARTS ORGANIZATIONS EXPENDED



\$35.8 MILLION
IN THE ALEXANDRIA ECONOMY

\$3.6 MILLION
VOLUNTEER TIME



\$1.5 MILLION
IN-KIND DONATIONS



DOUBLE
NATIONAL AVERAGE
IN CONSUMERS SPENDING
ON CREATIVE &
ARTS ENDEAVORS



This study could not have been completed without the cooperation of 50 arts and cultural organizations and the support of 1,071 arts and culture audience members who generously took the time to complete the audience-intercept survey while attending a performance, event, or exhibit within the City of Alexandria.

© 2017 by Americans for the Arts, Washington, DC.
Reprinted by permission www.AmericansForTheArts.org

ATTACHMENT 3: DUKE STREET TUNNEL ARTIST CONCEPT PROPOSAL

MIKE McCONNELL

410-527-0055
mike@wetink.com
www.mikemcconnell.com

Duke Street Tunnel Artwork Concept Proposal

Title: Passing Through



I'm creating 12 unique artworks for the recessed brick areas inside the Duke Street Pedestrian Tunnel. After seeing the dimly lit tunnel on a quiet Saturday morning and then seeing ZeroZero Collective's proposal renderings - I knew I had to create works that would be very vibrant color-wise and very bold graphically.

I've included 6 images in this proposal that I made so far for the project. I think I've hit my marks and I'm very pleased to show you my direction. I used one of ZeroZero Collective's renderings to help you get the best idea of what the finished installation would look like.



I know the lighting in the tunnel won't be this bright but I think you can see the vibrant colors of my work will complement the blue ceiling and the shapes visually echo the rhythms created by the wind chimes. Also the work won't get lost in the busy brick pattern.



Big bold shapes immediately catch the eye from a distance. Having the shapes look like they continue outside the piece creates a space that feels larger than just the rectangle. There's a lot of space to be found in my work. The tunnel will feel bigger when the work is installed!



The varying shapes and contrasting colors create rhythms and suggest movement. Good things for public passageways I think!



I'm very happy creating work for this project and I think that comes through in the images. I worked for many years as an illustrator. Much of my work was done for government agencies. I know well the concerns around images that might offend individuals or groups. I can't imagine this work offending anyone of any age. I do imagine it making the trip through the tunnel a little more enjoyable visually.



Nature is my main inspiration. Artistically I'm very influenced by Henri Matisse, Paul Klee and David Hockney. I paint with liquid acrylics on wood panels.



I was originally not scheduled to start working on this project until November 1. I was asked begin earlier with the possibility in mind of having things completed and installed before the end of the year. Jumping into the project sooner works well with my calendar. I've been immersed in creating new work for it. It's important for me to work on the whole series of images at the same time. A flow and consistency develops between the pieces. The six images I'm showing in this presentation are close to what I feel is finished. I also have six more pieces in my studio that I've been working on that are finished to nearly the same degree.



I'm painting these pieces at about 50% of the final installed size. I'll take high resolution photographs of them that will be enlarged for the printing process. They'll be printed on textured vinyl mounted on 1/4" rigid PVC. The finished pieces will be slightly smaller than the brick border of the recess. Approximately 40" x 80". They'll be mounted directly to the brick wall with thick double sided tape designed for sign installation. They should be secure enough with the tape. I can add clear silicon caulk on the edges to enhance that. The materials are designed to last far longer than the required five years. The vinyl won't need to be covered with plexiglass. It is very durable and can be cleaned with the wipe of a damp cloth if they accumulate dirt.

I have prices and a rough timeframe from a local sign printing company that I'm currently working on other projects with. The project can be installed in approximately 30 days from approval with funding. I can produce a full size prototype on short notice.

Thank you for including me in this project. I look forward to your feedback.



- END Attachment 3 -

ATTACHMENT 4: TORPEDO FACTORY COMMUNITY ENGAGEMENT REPORT

TFAC Community Engagement Task Force Update

Most importantly, the community engagement period has been extended through December 10. (Previously the cut-off was November 10.) The City Manager approved the extension because we had not gotten enough intercept survey responses, nor had we had the number of focus groups originally planned.

Updates for each component of the community engagement process are as follows:

- *Artist surveys*: The online artist surveys closed on November 10, as previously advertised.
- *Intercept surveys (online)*: The surveys that were sent to The Art League were shared online. This wasn't the original intention, but they will still be counted, though the results are stored separately from the in-person surveys. This online survey also closed on November 10, as advertised.
- *Intercept surveys (in person)*: Staff members (and a task force volunteer) were able to collect 100 additional in-person intercept surveys at the polls on Election Day. Staff is soliciting ideas for upcoming programs or events that would be good places to give additional intercept surveys through December 10.
- *Focus Groups*: Staff is planning to host 4-5 more focus groups between now and December 10. (Additional details TBD.) Matthew Stensrud was able to coordinate a focus group for the George Mason Elementary School PTA on November 10. (Thanks, Matthew!)
- *Interviews*: The consultants have upcoming one-on-one interviews planned with civic and community leaders between now and December 10.

The task force has a meeting scheduled for December 14 and an additional meeting being planned for November.

- END Attachment 4 -

ATTACHMENT 5: OFFICE OF THE ARTS DIVISION UPDATE, NOVEMBER 2017

Simpson Park

Lead Agency

Office of the Arts

Project Scope

Add a public artist to the design team to integrate and install public art as part of the playground restoration.

Project Budget

\$30,000 for artist administrative fees, \$65,000 for fabrication and installation, \$5,000 for artist interviews. \$15,000 for the gate.

Task Force Members

Paul Linehan, Laura Fries, Dana Wedeles, and Lardner/Klein

Update

The playground plans are still being reviewed and are expected to go out to bid by late November.

Next Steps

Staff will continue to work with the artists to ensure that the timelines align with the overall project construction.

Anticipated Completion

Spring, FY18

Lake Cook

Lead Agency

Office of the Arts

Project Scope

Add a public artist to the design team to integrate and install public art as part of the lake/site restoration.

Project Budget

\$90,000

Task Force Members

Allison Nance, Allison Heck, Stephanie Pankiewicz, Marcy Giannunzio, Umar Shahid, Tafesse Gyes, and Sara DeGroot

Update

Staff has been working with the artist on the continued development of his design. Staff has been attending bi-weekly construction meetings. A studio tour has been arranged for the task force in February. Additional invitations will be extended as space allows.

Next Steps

Staff will continue to work with the artists to ensure that the timelines align with the overall project construction.

Anticipated Completion

Summer, 2018



Trails & Paths, Planning

Lead Agency

Office of the Arts

Project Scope

Develop a plan to implement public art along trails and paths in the city.

Project Budget

\$20,000

Task Force Members

Shirley Downs, Allison Heck

Update

Staff has engaged Todd Bressi and Elisabeth Lardner to lead the planning process.

Next Steps

Consultant team will begin working with staff from various departments with trails and paths responsibilities to learn more about priorities and opportunities. Arts Commission will confirm task force appointments.

Anticipated Completion

Ongoing

Fitzgerald Square, Planning

Lead Agency

Office of the Arts

Project Scope

Hire a curator/consultant to develop the public art program plan and commission projects for the site.

Project Budget

\$20,000

Task Force Members

Allison Nance, Susan Cohen, Claire Mouledoux, Jack Browand, Tony Gammon

Update

The consultant team met with the task force in November to confirm the project goals and discuss a timeline.

Next Steps

The consultant team and representatives from the task force will present the project plan to the Arts Commission at the December meeting.

Anticipated Completion

TBD



Residency, Planning

Lead Agency

Office of the Arts

Project Scope

Hire a curator/consultant to develop a public art artist in residency program with AlexRenew.

Project Budget

\$20,000

Task Force Members

Karen Thomas, Sara Lavan

Update

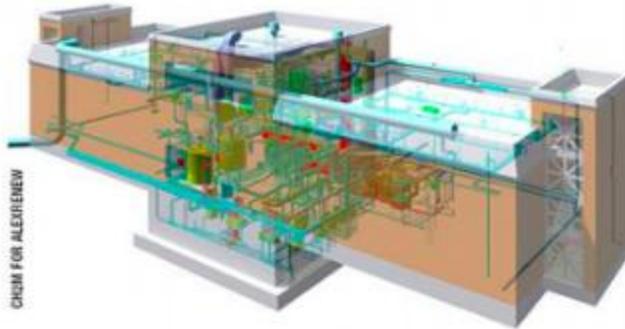
The consultant team met with staff at AlexRenew in November to learn more about AlexRenew and their programs and to tour the facility.

Next Steps

Have the consultants meet with the Commission members of the task force.

Anticipated Completion

TBD



Duke Street Tunnel

Lead Agency

Office of the Arts

Project Scope

Update artwork in the Duke Street Tunnel

Project Budget

Up to \$30,000 (from Carlyle Vitality budget)

Task Force Members

Betsy Hennigan, Gayle Converse, Katherine Carraway, Tamsin Green, Kim Barnes

Update

Staff is working with the Carlyle Community Council and their security firm to determine the impacts of "Breezeway" on the new security system. The task force met to review the proposal by Mike McConnell.

Next Steps

Mike McConnell's proposal will be brought to the Arts Commission at their November meeting.

Anticipated Completion

Winter, 2017/2018

Burke Library

Lead Agency

Office of the Arts

Project Scope

Outdoor public art at Burke Library.

Project Budget

\$100,000

Task Force Members

TBD

Update

Staff has met with representatives from the Library to discuss possible timeline and to review the public art process.

Next Steps

Have the Arts Commission appoint Commission task force members at the November meeting.

Anticipated Completion

TBD



Potomac Yards Metro

Lead Agency

WMATA

Project Scope

Include public art in the new Potomac Yards metro station.

Project Budget

\$250,000

Task Force Members

N/A

Next Steps

Staff is waiting for an update from WMATA regarding the public art and the panel.

Anticipated Completion

TBD

Art Purchase Awards

Lead Agency

Office of the Arts

Project Scope

Invite regional artists to submit original two-dimensional artwork for purchase consideration by the City.

Project Budget

\$4,000

Task Force Members

Mike Detomo, Allison Nance, Maya Contreras, Joyce Frank, Val Proudki

Update

The call was issued and 109 artworks were submitted for consideration. In the first round of the jury process, the Task Force reviewed and scored artwork submitted on CaFE.

Next Steps

A public meeting is scheduled for Thursday, November 30 at 7 pm at the City Council Workroom. At the meeting, the Task Force will choose artwork to be temporarily displayed at City Hall. At the end of three months, purchase selections will be made from the exhibition.

Anticipated Completion

ongoing

Task Force & Committee Roster

Simpson Park Public Art

1. Vacant (Arts Commissioner)
2. Vacant (Arts Commissioner)
3. Elisabeth Lardner (project stakeholder)
4. Dana Wedeles (project stakeholder)
5. Laura Fries (comm. stakeholder)
6. Paul Lineham (comm. stakeholder)

Lake Cook

1. Allison Nance*
2. Allison Heck*
3. DPI & SWM (proj. stakeholder)
4. Stephanie Pankiewicz (comm. stakeholder)
5. Marcy Giannunzio (comm. stakeholder)

Artist Residency (AlexRenew)

1. Karen Thomas*
2. Sara Lavan*
3. Alex Renew Staff (proj. stakeholder)
4. TBD (comm. stakeholder)
5. TBD (comm. stakeholder)

Education Committee

1. Beth Coast*
2. Kate Elkins*
3. Michelle Kozlak*
4. Suzie Cohen*
5. Shirley Downs*
6. Kelly Organik
7. Joan Singer

TFAC Community Engagment

1. Catherine Barrett*
2. Beth Coast*
3. Lisa Schumaier (Project Stakeholder)
4. Danielle Romanetti (Community Stakeholder)
5. Antonio Melus (Community Stakeholder)

Art Purchase Award

1. Allison Nance*
2. Mike Detomo*
3. Maya Contreras (project stakeholder)
4. Joyce Frank (community stakeholder)
5. Val Proudki (community stakeholder)

Advocacy & Outreach

1. Gayle Converse*
2. Allison Nance*
3. Allison Heck*
4. Amber Gordon*
5. Betsy Hennigan*
6. Shirley Downs*
7. Mike Detomo*
8. Sarah Bobbin*

Grants Committee

1. Allison Nance, Chair*
2. Catherine Barrett*
3. Mike Detomo*
4. Karen Thomas*
5. Regan Spurlock

Trails & Paths

1. Shirley Downs*
2. Allison Heck*
3. Amanda Mansfield (project stakeholder)
4. Ramiro Ross (project stakeholder)
5. Robert Narvaez (project stakeholder)
6. TBD (community stakeholder)
7. TBD (community stakeholder)

Duke Street Tunnel

1. Gayle Converse*
2. Tamsin Green (Arts Commissioner)
3. Katherine Carraway (project stakeholder)
4. Betsy Hennigan (community stakeholder)
5. Kim Barnes (community stakeholder)

Waterfront/Fitzgerald Square Public Art

1. Susie Cohen*
2. Allison Nance*
3. Tony Gammon (project stakeholder)
4. Jack Browand (project stakeholder)
5. Claire Mouledoux (community stakeholder)
6. TBD (community stakeholder)

Waterfront Commission Liaison

1. Susie Cohen*

Alexandria Arts Alliance Liaison

1. Matthew Stensrud*

*Arts Commissioner

- END Attachment 5 -

ATTACHMENT 6:DUKE STREET TUNNEL CONCEPT PROPOSAL MEMO

City of Alexandria, Virginia
MEMORANDUM

DATE: NOVEMBER 15, 2017
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: DIANE RUGGIERO, DEPUTY DIRECTOR RECREATION, PARKS & CULTURAL ACTIVITIES
RE: DUKE STREET TUNNEL CONCEPT PROPOSAL

Background

The City of Alexandria's Department of Planning and Zoning approached the Office of the Arts to commission a new, temporary public art for the Duke Street Tunnel. The goal of the project is to activate the concourse by making it more attractive and pleasing to commuters. The Duke Street Tunnel project is part of the City's Carlyle Vitality Initiative - a program to enhance Carlyle neighborhood's vitality and quality of life by implementing physical and programming enhancements to activate the public realm.

The Duke Street Tunnel was created in 2004 to allow pedestrian traffic to travel between the King Street Metro station and the Carlyle neighborhood. According to City data, an average of 3,000 use the tunnel daily. Most of its users are employees working for organizations and businesses located in the area such as the U.S. Patent and Trademark Office (USPTO) and Motley Fool.

In September, the Alexandria Commission for the Arts approved a project proposal for the tunnel by ZeroZero Collective. The previous temporary art installation by Ashley Spencer inside the tunnel that consists of six reproduced maps and six murals depicting scenes of the development of early West End were removed in September.

The following individuals comprise the project task force:

- Kim Barnes: Community stakeholder (USPTO)
- Katherine Carraway: Project stakeholder (Department of Planning and Zoning)
- Gayle Converse: Commission for the Arts
- Tamsin Green: Commission for the Arts
- Betsy Hannigan: Community stakeholder (Carlyle resident)

The Duke Street Tunnel project is following the City's public art implementation process. In May 2017, Office of the Arts staff released a Request for Qualifications for artists and artist teams living or working in Virginia, Maryland, and the District of Columbia and artist Mike McConnell and artist team ZeroZero Collective were selected for this project and the project budget was increased to accommodate the addition project.

Discussion

In accordance with the contract agreement, Mike McConnell submitted his concept proposal (see attachment) which provides the description of the proposed art pieces (showing 6 of the final 12), the artist's inspiration, and considerations including, but not limited to, infrastructure requirements, ongoing maintenance, and the future artwork by ZeroZero Collective.

In accordance with City processes, staff presented the artists proposal to the Project Task Force at a meeting on Monday, November 6, 2017. The Project Task Force members had a discussion on the

appropriateness of the proposed art piece with respect to project goals, the available infrastructure to support the artwork, the durability of the artwork, massing, and installation timeline. During the conversation, members talked about various aspects of the art including but not limited to:

- ensuring that the materials would be appropriate to the space
- does the artwork work well with the project by ZeroZero Collective

Additionally, the Project Task Force felt that the bright colors and abstract nature of the artwork worked well and would look good in the tunnel.

Recommendation

The Project Task Force recommends approval of Mike McConnell's proposed art concept for the Duke Street Tunnel.

Attachment:

Mike McConnell's concept proposal

- END Attachment 6 -

ATTACHMENT 7: GRANTS COMMITTEE'S COMMUNITY ENGAGEMENT GRANT PROPOSAL

Community Engagement Grant FY19 (July 1, 2018 - June 31, 2019)

Goal: To increase grant funding in order to implement a new Community Engagement Grant, one larger grant to be awarded annually, that will leverage City dollars to have a greater significant impact on groups of residents that are underserved.

- This Annual Grant would be awarded to only ONE applicant (not to be split up)
 - Applicants who apply and are awarded grants in the regular grant cycle may apply for this grant as well
 - Applicants may be from outside of the City as long as the project takes place within City limits, and inside of designated restricted area for this specific grant.
 - The awarded project must be outside the applicant's general day to day operations, must be new or expanded project that is specific to the community they intend to reach
 - Applicants must prove they have a track record of successfully implementing similar projects
- Year 1 (FY19) the Grants Committee recommends:
 - If we feel we need to designate a specific area, then the area targeted be restricted to the West End
 - \$15k would be set aside from the current pool of grant money
 - Request for City Council to increase the grant funding to match this \$15k to reach an award amount of \$30k.
 - Note: a \$30k award = \$60k project with a grantee 1:1 match
 - Committee recommends that a percentage of the grantees match would be allowed to be in-kind (details can be TBD)
 - Partnerships for the proposed project are encouraged

Timeline

March 8: Grant is Posted online

March 29: Grant Opens

April 26, 4pm: Application Deadline

May 14-25: Community Engagement Task Force to meet in person for review

June 21: Approval at regular ACA meeting

- END Attachment 7 -

ATTACHMENT 8: VOTING STICKERS TASK FORCE APPOINTMENTS MEMO

TO: Alexandria Commission for the Arts
FROM: Matthew Stensrud, Chair
RE: Voting Stickers Task Force Appointments
DATE: November 16, 2017

The Commission for the Arts is excited to work with the Office of the Arts, the City of Alexandria's Registrar and the Electoral Board on a Voting Stickers Public Art Project for the November 2018 election. The Task Force for this project will consist of five members - two Commissioners, one stakeholder, and, per guidance of the Electoral Board, one representative of the Alexandria Democratic Committee (ADC) and one representative of the Alexandria Republican City Committee (ARCC). The names are as follows:

City Stakeholder – Alyssa Glomb, Assistant Registrar of Voters, Office of the Registrar

ADC Representative - Laurel Moran, Laurel is a freelance graphic designer in and resident of Alexandria City for the past 20 years (West End for the first 10 years and now Monticello Park). She works with clients throughout the region and is adept at helping realize a clear vision. While she only joined the ADC in 2015, she has been an enthusiastic volunteer, taking over as precinct captain for George Mason Precinct (202) in 2016; helping to found and serve as communications point for Democrats to Go, an ADC subgroup started after the November election that organizes Alexandrian support of less Blue areas of Virginia through canvassing and fundraising; and leading the push to make the ADC more family friendly starting with this year's ADC Labor Day picnic.

ARCC Representative – Kathryn Johnson, Kathryn is a senior art director at Purple Strategies. She is particularly interested in how art and politics influence each other, as they both often seek to depict an idealized picture of life and society. She's fascinated by the power of advertising and the influence it has on popular culture and behavior—including how design and psychology work together to influence the user experience. For the past eight years, Kathryn has added her persuasive powers to a wide variety of projects and events, including U.S. Border Patrol recruitment campaigns, FDA anti-tobacco efforts, Design for Action conference branding and the UN Forces First Battle Memorial museum halfway across the world. She is a graduate of the Savannah College of Art and Design.

Commissioner - Karen Thomas
Commissioner - Matthew Stensrud

As Chair of the Commission and directed to put forward a memo, I recommend approval of the Voting Stickers Task Force as outlined above.

- END Attachment 8 -

ATTACHMENT 9: CHAIR REPORT

**Alexandria Commission for the Arts
November 16th, 2017 Regular Meeting
Chair Report
Submitted by Matthew Stensrud**

Visiting Other Boards and Commissions

Here are some boards and commissions you might be able to visit over the next month!

- Human Rights Commission, Tuesday, November 21st, 7pm, 123 N Pitt St., Suite 230
- Children, Youth and Families Commission, Wednesday, December 6th, 7pm, City Hall, Sister Cities Room 1101
- Commission for Women, Tuesday, December 12th, 7pm, City Hall, Room 2000
- Library Board, Monday, December 18th, 4pm, Beatley Library, Conference Room

Hellos & Goodbyes

Thank you to Lisa Baranello for her service on the Commission, as she resigned this past month. We'll miss you, Lisa! And welcome to Shaan Shuster, our new Student Commissioner! Shaan is a junior at TC Williams and avid musician. We are lucky to have you, Shaan!

Social Media Tips

Join us on Facebook and Instagram!

Facebook --- <https://www.facebook.com/AlexandriaArtsCommission/> **270 likes**

Instagram --- <https://www.instagram.com/alexandriaartscommission/> **332 followers**

Tweet Possibilities:

Excited to talk grants, civic engagement, @TorpedoFactory, voting stickers and more at the @AlexandriaVAGov Arts Commission's November meeting! #arts #advocacy

The arts generate \$111.8 million in economic activity in @AlexandriaVA! Learn more in @americans4arts' #AEP5 study. americansforthearts.org/aep5

In case you forgot...

Committee Chair and Task Force Expectations

Going forward, all reports from committees and task forces need to be accompanied with a written report - either sent out in advance of the meeting or presented during. Take a moment to write up a quick paragraph or two so we can always reference what we discussed!

Our Goals

Here's a review of our retreat-created goals for the upcoming year:

Project Goals

* Collaboration: Stakeholder analysis, partnership evaluation, consideration of diversity options

* Outreach: Create talking points for each step in project process, create engagement plan to include community events scheduling and speaker assignments

* Internal Processes: Create a calendar/timeline

Committee Goals:

* Grants: Creation of Innovation/Engagement Grant for FY2020

* Arts Education: will present at September Commission meeting based on discussion on senior experiences, connecting arts organizations with students/teachers, teacher memberships for Alexandria Arts Alliance, etc.

* Advocacy and Outreach: Creation of talking points for Commissioners to use when speaking with Council members, neighborhood associations, etc.

* Executive Committee: Evaluate Commissioner roles and job descriptions for Executive Committee Members

Upcoming Dates

Scottish Walk with Alexandria Arts Alliance - Saturday, December 2nd, 11am, Old Town Alexandria

Executive Committee - Tuesday, December 5th, 7pm, Mt. Vernon Recreation Center

Commission Regular Meeting - Tuesday, December 19th, 7pm, Lee Center

- END Attachment 9 -

ATTACHMENT 10: MOTION TRACKER

i. Motion Tracker

	Motion	Made By	2nd	Vote
1.	Motion to approve the Duke Street Tunnel Concept Proposal memo as written.	Gayle Converse	Kate Elkins	Yes – Unanimously Approved No – 0 Abstain – 0 (9 people voting)
2.	Motion to recommend there be an official dedication ceremony of the Duke Street Tunnel, with relevant stakeholders groups (e.g. City Council, Beautification Commission, Waterfront Commission) invited.	Shirley Downs	Allison Nance	Yes – Unanimously Approved No – 0 Abstain – 0 (9 people voting)
3.	Motion to approve the Community Engagement Grant Proposal as outlined in the memo.	Allison Heck	Shirley Downs	Yes – Unanimously Approved No – 0 Abstain – 0 (9 people voting)
4.	Motion to approve the Voting Stickers Task Force Appointments memo as written.	Allison Nance	Beth Coast	Yes – Unanimously Approved No – 0 Abstain – 0 (9 people voting)
5.	Motion to approve the high and low priorities list as drafted in the meeting.	Kate Elkins	Beth Coast	Yes – Unanimously Approved No – 0 Abstain – 0 (9 people voting)

- END Attachment 10 -