MEETING NOTES

For the Attendance Sign-In Sheet for commissioners, City staff and guests in attendance, see Attachment 1.

I. **Call to Order (7:03pm)** – For the meeting agenda, see Attachment 2.

II. **Presentation** – Led by artistic director Brian Isaac, members of the Alexandria Choral Society performed.

III. **Public Comment** – Pat Kramer from the Symphony Orchestra of Northern Virginia introduced herself.

IV. **Approval of Minutes**

   1. The August 21st Regular Meeting minutes were approved with edits by unanimous consent.

V. **Chair Report** – Chair Matthew Stensrud gave his report, see Attachment 3. New commissioners Marta Ali and Kadhambari Sridhar introduced themselves.

   1. **Council Meeting Updates**

      In response to Commission questions, Diane Ruggiero clarified the history of art in City hall and the long-term vision of having more art on display city wide as the Art Purchase award continues to build the City’s collection.

   2. **Other Board/Commission Updates**

      Amber Gordon raised a concern that the meeting coincided with Yom Kippur. Her concern was noted for FY20 calendar planning.

      Matthew Stensrud announced that there would be no required committee updates in October due to the number of discussion items already on the agenda.

VI. **Office of the Arts Division Update** - Diane Ruggiero reviewed the Office of the Arts ACA Update, see Attachment 5.

   1. **King Street Waterfront Park Task Force** – Diane Ruggiero gave a PowerPoint presentation of artist SOFTLab’s proposal.

      Diane Ruggiero addressed questions from the Commission regarding the following:

      - **Structure:** the piece will be firmly bolted to address wind concerns and slightly raised in anticipation of flooding. While the interactive sound element of the piece is complex, the artists do have previous experience and making sure the sound element works is part of the artist’s responsibility.

      - **Programming and Publicity:** SOFTLab has a PR firm that has agreed to help the City with publicity, especially at the national level. The City is also in the process of hiring a resident photographer. The site will also
feature various programs – calls for performers will likely go out in December 2018 or January 2019.

- Future of the piece: the piece is commissioned through November 2019, but could stay up a bit longer. The artist gets the piece back but may not place it anywhere else. They usually recycle/reuse as much of the material as they can.
  - If Commissioners have names of potential community stakeholders for the 2020 project, please let Diane know.

2. AlexRenew Artist in Residence Task Force – Diane Ruggiero gave an update and put forward the names of candidates to be appointed to the task force, see Attachment 6.
  - Amber Gordon asked for clarification around the process for selecting community stakeholders. Diane Ruggiero clarified that it is a staff process and can vary based on the criteria and needs of the project. Amber then suggested it might be useful - as part of the Commission’s work in support of task forces - if this topic were to receive further exploration either by the Executive Committee or by the Commission.
  - Motion to Appoint Community Member – A motion was made by Catherine Barrett and seconded by Allison Nance to appoint Matthew Clark, as a Community Stakeholder, and Lisa Van Riper and Caitlan Feehan, as Project Stakeholders, to the task force. The motion passed 13-0-0. See Attachment 7.

3. Public Art at Simpson Park Update
  - Diane Ruggiero updated the Commission that they are targeting the week of Oct 22 for installation. The park will have a soft open sometime in November or December with a formal opening in the spring.

4. Additional Updates:
  - The Torpedo Center Task Force meeting on Tuesday in Sister Cities
  - Diane Ruggiero updated the Commission on the plans for the $20K in additional funding for programming with sensitive populations. The Office of the Arts is developing plans to work with community members currently residing in juvenile jails, battered women shelters, and city run homeless shelters.
  - If any Commissioner needs assistance reaching out to other boards or commissions to arrange visits, Diane Ruggiero is happy to assist.

VII. Committee and Liaison Reports

1. Advocacy and Outreach Committee – Gayle Converse reviewed draft talking points to aid commissioners in talking to the public about the impact of the arts have in Alexandria, see Attachment 8.
  - Gayle also raised the question of Commission involvement in the Scottish Walk on Saturday, December 1. Brief discussion followed regarding the logistics of participating as last year the Commission relied heavily on Lisa Schumaier and the assistance of the Arts Alliance. A decision around participation and payment of the fee was sent back to the Executive Committee for discussion.

2. Arts Education Committee
  - The Committee is working on the arts directory. The desired collaboration with ACPS fell through, so they are now looking for an additional focus.
  - Motion to Appoint Beth Coast as Chair – A motion made by Susan Amber Gordon and seconded by Susie Cohen passed unanimously, see Attachment 9.

3. Grants Committee – Allison Nance gave an update, including a summary of the ideas under consideration for the $13,500 in grant funding left to disperse this calendar year.
At the October regular meeting the commission will review the status of the City’s grants program and possibly vote to restructure the grants.

4. Social Media Committee – Catherine Barrett gave a report and put forward a candidate to be appointed to the committee, see Attachment 10. A motion was made by Chris Kurowski and seconded by Beth Coast to appoint community member Jason Muller and commissioner Kadhambari Sridhar to the Social Media Community. The motion passed 13-0-0, see Attachment 11.
   - Commissioners are encouraged to keep submitting original content and photos for the committee to use in social media!

5. Waterfront Commission Liaison – Susie Cohen gave a report.
   - Susie Cohen was happy to report that the Waterfront Commission was very positive on the SOFTLab presentation.

6. Arts Alliance Liaison – Susan Amber Gordon gave a report, see Attachment 12.

   - The competition is live and open until Monday, October 1.
   - Matthew Stensrud noted the amount of work necessary to project manage the process as something to keep in mind for future Commission managed efforts.

VIII. New Business

1. Marti Ali and Shirley Down reported on Africa FEST held on September 8, see Attachment 13.

2. Budget Priorities: Matthew Stensrud announced that the City Manager has requested the Commission’s highest budget priorities, areas of lower priority, and areas to consider for additional resources. Commissioners should be prepared to discuss this topic at the October meeting. This is for operating funds, so does not include public art covered by the CIP. A suggestion was made to make sure part of the memo serve as education for new Council members on the role and responsibilities of the Commission – a suggestion from Paul Smedberg during the Waterfront Commission’s conversation on budget priorities.

IX. Good of the Order and Announcements

1. NOVA Alexandria “Artists who Teach” exhibit runs from November 12 to December 18 with a reception on November 14 from 5-7 p.m.

X. Adjournment (9:31pm)
ATTENDANCE SIGN-IN SHEET
ALEXANDRIA COMMISSION FOR THE ARTS
ALEXANDRIA, VIRGINIA

Meeting Date: Quorum Meeting Place: Lee Center
Regular/Special

MEMBERS OF COMMISSION: (Please sign name.)
Matthew Stensrud, Chair
Gayle Converse, 1st Vice Chair
Chris Kurowski, 2nd Vice Chair
Tamsin Green, Secretary
Marta Ali
Catherine Barrett
Beth Coast
Susan Cohen
Shirley Downs
Susan Amber Gordon
Allison Heck
Brian Kelley
Allison Nance
Shan Shuster
Kadhambari Sridhar

Recreation, Parks & Cultural Activities Staff:
James Spengler, Director
Diane Ruggiero, Deputy Director, Cultural Arts
Cheryl Anne Colton, Program Director
Matthew Harwood, Public Art Manager

TYPICAL AGENDA
(Time:____) I. Call to Order
II. Minutes of Previous Meeting
III. Announcements and/or Guest(s)
IV. Reports:
V. Special Orders
VI. Unfinished Business
VII. New Business
VIII. Other Announcements
(Guest(s) Attendance, over)

(Time:____) VIII. Adjournment
<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Email Address</th>
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<tbody>
<tr>
<td>Fat Kramer</td>
<td>Symphony Orch. NorthernPA</td>
<td><a href="mailto:development@opera.org">development@opera.org</a></td>
</tr>
<tr>
<td>Sabrae Marven</td>
<td>Alexandria Burke</td>
<td><a href="mailto:jbmavin3525@gmail.com">jbmavin3525@gmail.com</a></td>
</tr>
<tr>
<td>Andrea Steinacker</td>
<td>Alexandria Choral Society</td>
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<td>12 States.</td>
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 Alexandria Commission for the Arts  
 Regular Meeting  
 Tuesday, September 18th, 2018  
 Lee Center --- 7:00pm  

AGENDA

I. Call to Order (7:00pm)
II. Presentation – Alexandria Choral Society, Andrea Steinacker, President
III. Public Comment
IV. Approval of Minutes – 5 minutes
   1. August 21st Regular Meeting
V. Chair Report – 10 minutes
   1. Council Meeting Updates
   2. Other Board/Commission Updates
VI. Office of the Arts Division Update, Matthew Harwood and Diane Ruggiero – 20 minutes
   1. King Street Waterfront Park Task Force – Allison Nance and Susie Cohen
   2. AlexRenew Artist in Residence Task Force – Beth Coast and Chris Kurowski
      ▪ Motion to Appoint Community Member
   3. Public Art at Simpson Park Update
VII. Committee and Liaison Reports – 50 minutes
   1. Advocacy and Outreach Committee – Gayle Converse
   2. Arts Education Committee
      ▪ Motion to Appoint Beth Coast as Chair
   3. Grants Committee – Allison Nance
   4. Social Media Committee – Catherine Barrett
   5. Waterfront Commission Liaison – Susie Cohen
   6. Arts Alliance Liaison – Amber Gordon
   7. Voting Stickers Task Force – Matthew Stensrud and Catherine Barrett
VIII. New Business – 10 minutes
IX. Good of the Order and Announcements
X. Adjournment (9:15pm)
Alexandria Commission for the Arts  
September 18th, 2018 Regular Meeting  
Chair Report  
Submitted by Matthew Stensrud  

**Hellos and Goodbyes** - Welcome to Kadhambari Sridhar, our new Commissioner with expertise in the arts, who was appointed by City Council on Tuesday, September 11th. Kadhambari is trained in Bharatanatyam, a genre of Indian classical dance and currently works as a consultant in international and community development. Thank you and welcome to Kadhambari as she joins us for her first Commission meeting!  

**Some Things Of Note:**  

**August 2018 Minutes** - Thanks to Chris Kurowski for filing in for Tamsin this month!  

**Council Meetings** - Thank you to Gayle Converse and Chris Kurowski who met with Councilmember Del Pepper over the past month.  

**Visiting Other Boards and Commissions** - Continue to let me know if you visit another board or commission so you can share out to the Commission.  

**Committee and Task Force Reports** - Please remember to write a brief synopsis of your report and send to Tamsin and me before or following our meeting so it can be included in the minutes. Thank you for taking the time to help us keep better record of our discussions.  

**Annual Report** - The annual report has been submitted! Thanks again to all who assisted with the effort.  

**Arts Education Committee** - Thank you to Beth Coast, who has volunteered to retake the helm as Chair after Kate’s departure.  

**2018 Voting Stickers Design Poll** - The poll is live as of Monday, September 17th and will be available for voting through Monday, October 1st! Thanks to Catherine Barrett and the Office of Voter Registrations and Elections for their commitment to seeing this project through. As project manager, I now have seen first hand the effort needed to pull even a small project together. Please pass along the word and make sure to vote!  

**Social Media Tips**  
Join us on Facebook and Instagram!  
Facebook --- [https://www.facebook.com/AlexandriaArtsCommission/](https://www.facebook.com/AlexandriaArtsCommission/) 407 likes +16 since August ‘18  
Instagram --- [https://www.instagram.com/alexandriaartscommission/](https://www.instagram.com/alexandriaartscommission/) 1,065 followers +12 since August ‘18  

**Upcoming Dates**  
*Executive Committee Meeting, October 2nd, 7pm, Mt. Vernon Recreation Center*  
*Regular Meeting, October 16th, 7pm, Lee Center*
Gayle Converse & Chris Kurowski
Conversation with Councilwoman Del Pepper
August 27, 2018

Councilwoman Pepper Requests/Recommendations:

- Councilwoman Pepper requested information/studies that explain the economic benefit of arts/cultural programs in Alexandria
  - Action: Chris/Gayle closed the loop with Councilwoman Pepper by providing the economic impact data located at: https://www.alexandriava.gov/recreation/arts/info/default.aspx?id=74769

- ACA should contact Mary Lee Anderson, Senior Services Alexandria (SSA) (703.203.1833 (C), or 703.549.5636 (H) to discuss arts/culture initiatives with the senior communities of Alexandria.
  - Ms. Anderson can also inform ACA on use of the City’s cable tv channel to disseminate arts programming to those communities that cannot attend in person. Ms. Anderson also Mary has cable program, column and “visitor programs”

- Councilwoman Pepper also recommended the ACA reach out to
  - Alex Commission on Aging:
  - Alive food bank/services: https://www.alive-inc.org/programs.htm
  - Juvenile Detention Centers
    - Update: Gayle Converse and Chris Kurowski are communicating with Jane Hess Collins who founded HEARD, a nonprofit creative arts program that provides a safe environment for marginalized populations to pursue creative writing, poetry, visual arts, improve, etc.

Councilwoman Pepper Focus/Priorities:

- Councilwoman Pepper emphasized up front that arts is critical for “public well-being” and we need to support our arts groups and initiatives as much as possible. She specifically noted her love of the Alexandria Symphony and would like to see it supported as much as possible.
- The Torpedo Factory is a tremendous source of Alexandria arts and should remain an arts center going forward; Torpedo Factory also represents a piece of Alexandria history that should be preserved
- We should think about Archaeology as art...strong support for the Office of Archaeology being inside the Torpedo Factory
- Very pleased to see that the Durant Center is being used more and hopes it continues
- Metro Stage is “marvellous” and goes to as many performances as possible
- Home-bound/disadvantaged citizen access to arts (and all services) is a top priority
- 2020 Women’s arts should be pursued for the commemoration of the 100th Anniversary of the 19th Amendment
- Arts schools/classes in Old Town are a source of pride for the City and a great opportunity to get citizens more involved in a wide range of arts activities
- Major Euille was a strong proponent of putting up art in City Hall and the population at large may not know about the quality art that is up in City Hall for everyone to see
- Would like to support an additional space/venue for Alexandria Symphony and other use
- ACA should look at outreach opportunities to Juvenile Detention Centers for expose these young minds to arts (see above, Gayle Converse and Chris Kurowski are working this issue)
- Strong support for ACPS arts programs; further youth exposure to the arts
- Enhance arts initiatives to the Nick Colasanto Center (2704 Mount Vernon Avenue)
- Willingness to participate in a hands-on City Council public art event (no specifics identified at this time)
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

- SOFTlab presented their proposal to the Task Force on September 11, 2018. Staff will present the project to various groups (e.g. Waterfront Commission, P&R Commission) before bringing the project to the Arts Commission for approval in October.
- The Public Art Artist-in-Residence Task Force met to learn more about the new RiverRenew initiative and review aspects of the project.
- Staff visited May + Watkins studio and workshop in Albany, NY to review the artwork for playground safety standards. Tim and Carol were wonderful hosts and the artwork looks great.

Public Art - Quick Update:

<table>
<thead>
<tr>
<th>Public Art Project</th>
<th>Status</th>
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<tbody>
<tr>
<td>Artist Residency (AlexRenew)</td>
<td>Setting Project Goals &amp; Parameters</td>
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<tr>
<td>Burke Library</td>
<td>Setting Project Goals &amp; Parameters</td>
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<tr>
<td>Trails &amp; Paths</td>
<td>Setting Project Goals &amp; Parameters</td>
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<tr>
<td>King Street Park at the Waterfront</td>
<td>Planning/Design</td>
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<tr>
<td>Simpson Park</td>
<td>Fabrication</td>
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<tr>
<td>Duke Street Tunnel (ZeroZero Collective)</td>
<td>Fabrication</td>
</tr>
<tr>
<td>Duke Street Tunnel (M. McConnell)</td>
<td>Fabrication</td>
</tr>
</tbody>
</table>

Staff Contact Info:

Diane Ruggiero                                      Cheryl Anne Colton
Deputy Director, RPCA                              Regional Program Director, Cultural Resources
diane.ruggiero@alexandriava.gov                     cherylanne.colton@alexandriava.gov
703.746.5565                                        703.746.5565

Matthew Harwood (commission liaison)                Brett Johnson
Public Art Manager                                  Regional Program Director, Torpedo Factory Art
matthew.harwood@alexandriava.gov                    Center
703.746.5432                                        brett.johnson@alexandriava.gov
703.746.4577                                        703.746.4577
PUBLIC ART PROJECTS – PLANNING/DESIGN PHASE

Trails & Paths

**Lead Agency**
Office of the Arts

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

**Task Force Members**
Shirley Downs, Allison Heck, Park Planning Rep, T&ES Rep

**Current Status (per project development process)**
Setting Project Goals & Parameters

**Update**
Task force toured a variety of trails and paths in June to review the types and locations of the path/trail system.

**Next Steps**
The Task Force will meet with the consultant team in September to continue to develop the plan for public art on trails and paths.

**Anticipated Completion**
Ongoing

King Street Park at the Waterfront

**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.

**Task Force Members**
Allison Nance, Susan Cohen, Claire Mouledoux, Clint Mansell, Jack Browand, Tony Gammon

**Current Status (per project development process)**
Planning/Design

**Update**
SOFTlab presented their design proposal to the Task Force. Staff will show it to other groups prior to approval by the Arts Commission in October.

**Next Steps**
Once the design is approved, SOFTlab will move into final design and fabrication for installation in March, 2019. Staff and the consultant team are working on additional programming to support the artwork. The Task Force will be meeting in October to begin the selection process for the 2020 art installation.

**Anticipated Completion**
Spring, 2019 (1st installation)
Residency (with AlexRenew)

**Lead Agency**
Office of the Arts

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

**Task Force Members**
Beth Coast, Chris Kurowski, AlexRenew Rep

**Current Status (per project development process)**
Setting Project Goals & Parameters

**Update**
The Task Force met with the consultant team in September to review the project and partners.

**Next Steps**
The Task Force will meet with the consultant team in October to develop the project plan.

**Anticipated Completion**
TBD

Duke Street Tunnel

**Lead Agency**
Office of the Arts

**Project Scope**
Update artwork in the Duke Street Tunnel

**Task Force Members**
Betsy Hennigan, Gayle Converse, Katherine Carraway, Tamsin Green, Kim Barnes

**Current Status (per project development process)**
Fabrication

**Update**
ZeroZero Collective will begin fabrication and installation of the project this Fall. This will be coordinated with Mike McConnell’s art installation.

**Next Steps**
Staff will work with the artists on installations.

**Anticipated Completion**
Fall, 2018
Burke Library

**Lead Agency**  
Office of the Arts

**Project Scope**  
Outdoor public art at Burke Library.

**Task Force Members**  
Catherine Barrett, Shirley Downs

**Current Status (per project development process)**  
Setting Project Goals & Parameters

**Update**  
The task force met in June to review the project plan.

**Next Steps**  
Staff is working to identify community stakeholders before completing the project plan

**Anticipated Completion**  
Spring, 2019

PUBLIC ART PROJECTS – FABRICATION/CONSTRUCTION PHASE

**Simpson Park Playground**

**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.

**Task Force Members**  
Paul Linehan, Laura Fries, Dana Wedeles, and Lardner/Klein

**Update**  
May + Watkins have begun fabrication of the artworks for the playground.

**Next Steps**  
Staff will be visiting May + Watkins studios for a playground safety inspection in September. Installation at Simpson Park is tentatively scheduled for mid-September (depending on park construction schedule).

**Anticipated Completion**  
Fall, 2018
MISCELLANEOUS PROJECTS

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.

Task Force Members
Allison Nance, Maya Contreras, Joyce Frank, Kate Elkins, Nina Carpenter

Update
Ten artworks have been selected and are on display in City Hall.

Next Steps
Convene the task force in early September to make the final purchase recommendations to bring forward to the Arts Commission.

Anticipated Completion
Ongoing

Potomac Yards Metro

Lead Agency
WMATA

Project Scope
Include public art in the new Potomac Yards metro station.

Task Force Members
N/A

Next Steps
WMATA will select their members for the public art jury.

Anticipated Completion
TBD

Torpedo Factory Art Center Community Engagement Process

Lead Agency
Office of the Arts

Project Scope
The engagement process will develop a set of goals and strategies for the TFAC (phase 1). This will help determine the appropriate governance structure (phase 2) for successful continued operation and long-term sustainability.

Task Force Members
Catherine Barrett, Beth Coast, Antonio Melus, Danielle Romanetti, Lisa Schumaier

Update
The consultant team received all of the survey and focus group data from the City and are reviewing the data to develop a report.

Next Steps
The consultants will provide a report for review and consideration.
Public Art Task Force Roster

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

The Task Force will: Advise Office of the Arts staff on the development of an 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.

Simpson Park Public Art
1. Vacant (Arts Commissioner)
2. Vacant (Arts Commissioner)
3. Elisabeth Lardner (proj. stakeholder)
4. Dana Wedeles (proj. stakeholder)
5. Laura Fries (comm. stakeholder)
6. Paul Lineham (comm. stakeholder)

Artist Residency (AlexRenew)
1. Beth Coast*
2. Chris Kurowski*
3. Alex Renew Staff (proj. stakeholder)
4. TBD (comm. stakeholder)
5. TBD (comm. stakeholder)

TFAC Community Engagement
1. Catherine Barrett*
2. Beth Coast*
3. Lisa Schumaier (proj. stakeholder)
4. Danielle Romanetti (comm. stakeholder)
5. Antonio Melus (comm. stakeholder)

Art Purchase Award
1. Allison Nance*
2. Vacant (Arts Commissioner)
3. Maya Contreras (proj. stakeholder)
4. Joyce Frank (comm. stakeholder)
5. Nina Carpenter (comm. stakeholder)

Trails & Paths
1. Shirley Downs*
2. Allison Heck*
3. Ramiro Ross (proj. stakeholder)
4. Robert Narvaez (proj. stakeholder)
5. TBD (comm. stakeholder)
6. TBD (comm. stakeholder)

Duke Street Tunnel
1. Gayle Converse*
2. Tamsin Green*
3. Katherine Carraway (proj. stakeholder)
4. Betsy Hennigan (comm. stakeholder)
5. Kim Barnes (comm. stakeholder)

Burke Library
1. Catherine Barrett*
2. Brian Kelley*
3. Kyle Maier (proj. Stakeholder)
4. Kathleen Schloeder (proj. stakeholder)
5. Vacant (comm. stakeholder)
6. Renee Dipilato (ex-officio)
7. Shirley Downs (ex-officio)

King St Park @ Waterfront
1. Susie Cohen*
2. Allison Nance*
3. Tony Gammon (proj. stakeholder)
4. Jack Browand (proj. stakeholder)
5. Claire Mouledoux (comm. stakeholder)
6. Clint Mansell (comm. stakeholder)

*Arts Commissioner
### Public Art Planning & Project Development Process

<table>
<thead>
<tr>
<th>Identifying the Project in the Annual Plan</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>• 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.</td>
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<table>
<thead>
<tr>
<th>Setting Project Goals and Parameters</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>• Once a project has been initiated, the Arts Commission establishes a Public Art Project Task Force specifically for that project.</td>
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</tr>
<tr>
<td>• 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.</td>
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<tr>
<td>• The Project Plan is approved by the Arts Commission.</td>
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<table>
<thead>
<tr>
<th>Developing the Artist Pool</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>• 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.</td>
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<tr>
<td>• The pool of artists can be collected through an open competition, pre-qualified artist list, curatorial process or invitational.</td>
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<tr>
<td>• 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.</td>
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<table>
<thead>
<tr>
<th>Selecting the Finalists</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>• The Project Task Force reviews artist qualifications based on criteria outlined in the approved Project Plan.</td>
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<tr>
<td>• 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).</td>
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<table>
<thead>
<tr>
<th>Selecting the Artist</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>• If finalists are selected, they may be:</td>
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<tr>
<td>• Paid a stipend to develop a concept proposal and present that proposal to the Project Task Force.</td>
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<tr>
<td>• Interviewed by the Project Task Force.</td>
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<tr>
<td>• A combination of the above.</td>
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<tr>
<td>• The Project Task Force recommends selection of an artist to the Arts Commission based upon the Concept Proposal and/or interview.</td>
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<thead>
<tr>
<th>Approving the Contract</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>• The Office of the Arts develops a contract agreement with the artist.</td>
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<tr>
<td>• The agreement is approved by the City Manager or City Council, depending on the size of the contract.</td>
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<table>
<thead>
<tr>
<th>Approving the Concept Proposal</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>• The selected artist develops a Concept Proposal, if that was not a part of the artist selection phase.</td>
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<tr>
<td>• The Office of the Arts facilitates community engagement conducted by the artist as part of their process of developing a Concept Proposal.</td>
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</tr>
<tr>
<td>• The Project Task Force reviews the Concept Proposal and recommends it to the Arts Commission for approval.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Approving Final Design</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 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.</td>
<td></td>
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<tr>
<td>• The Office of the Arts facilitates technical reviews by other City staff as required.</td>
<td></td>
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<tr>
<td>• The Office of the Arts signs off on the Final Design.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Fabrication</th>
<th>DESCRIPTION</th>
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</thead>
<tbody>
<tr>
<td>• 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.</td>
<td></td>
</tr>
<tr>
<td>• 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.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Installation</th>
<th>DESCRIPTION</th>
</tr>
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<tbody>
<tr>
<td>• The Office of the Arts works with the artist, relevant City Departments, and other stakeholders to schedule and facilitate installation.</td>
<td></td>
</tr>
</tbody>
</table>
ARTICLE K - Alexandria Commission for the Arts

- 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)
City of Alexandria, Virginia

MEMORANDUM

DATE: SEPTEMBER 14, 2018
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: DIANE RUGGIERO, DEPUTY DIRECTOR, RECREATION, PARKS & CULTURAL ACTIVITIES, OFFICE OF THE ARTS
RE: PUBLIC ART ARTIST IN RESIDENCE TASK FORCE

Background:
Alexandria’s Public Art Implementation Plan, adopted in 2014, outlined a vision and goals for the public art program and established three Creative Directions for its work: Time and Place, Neighborhood Identity, and Natural and Urban Systems. The Natural and Urban Systems creative direction calls for public art that adds to the civic discussion about building a sustainable, healthy and diverse city and creates a sense of connection throughout various areas of the city. As a river city, one of Alexandria’s defining systems is its system of waterways, both natural and human-made. Currently, Alexandria Renew Enterprises (AlexRenew, a special-purpose authority that treats wastewater for the City of Alexandria and parts of Fairfax County) is embarking on a major capital project called RiverRenew to invest in sustainable infrastructure that will improve the health of Alexandria’s waterways. In recognition of this major upcoming capital project, and other capital projects that will increase the AlexRenew treatment plant’s capacity, the Public Art Annual Workplan Task Force for FY16-18 recommended collaborating with AlexRenew to create an artist residency program in collaboration with the agency.

Artist residencies in public agencies allow artists to have a longer-term engagement with a topic, agency, or system than would otherwise be possible, as they usually involve an extended period of immersion, research, and interaction with staff and community before the artist proposes a project or begins to develop a work of art. This immersion period can include organized tours, job shadowing, attending agency meetings and other activities designed to help the artist gain connections within the agency and understand its work. An ongoing artist residency program also has the potential to have a greater impact than a one-off project. Multiple projects by various artists can have a cumulative effect, and agency and arts program staff can learn from the process and apply what they have learned to the next iteration of the program.

Discussion
Beth Coast and Chris Kurowski have been appointed as Commission representatives on the task force. As additional members, the Office of the Arts proposes:

Community Stakeholders
Matthew Clark is a Partner and Landscape Architect with LandDesign and leads the operations of the firm’s Alexandria office. Matt is a driven studio leader and project manager for a number of high-profile mixed-use, residential and commercial office projects primarily located within the Mid-Atlantic region. He takes pride in sweating the details and leaving no stone unturned in search for the best project outcome. Project development includes conceptual design through preparation of final construction documents and construction administration/implementation.

Project Stakeholders
Lisa Van Riper is the Director of Communications for AlexRenew
Caitlin Feehan is the Wet Weather Program Manager for AlexRenew

Staff Recommendation
Staff recommends appointment of the above Community Stakeholders and Project Stakeholders to the Public Art Artist in Residence Task Force.
Motion made by: Catherine Barrett  
Motion seconded by: A. B. Nance
Vote count
Yes— 13
No— 0
Abstained— 0

Agenda Item #: VI-2
Motion:

Appoint Matthew Clark to the Public Art Artist in Residence Task Force as a Community Stakeholder.

Lisa Van Riper 7 proj stakeholders
Caitlin Fajeehan

Discussion notes:
(continue on other side of page if necessary)
Public Art in Alexandria
Public Art in Alexandria seeks to provide for future artistic endeavors by promoting the City’s cultural heritage, strengthening its community pride and fostering tourism.

Role of the Alexandria Commission for the Arts

- Provides leadership in the development of a vibrant and sustainable arts community
- Engages audiences and encourages support and appreciation for the arts and cultural affairs
- Identifies Alexandria as a cultural, social and economically-dynamic city

Primary Functions of the Alexandria Commission for the Arts

- Advising City Council regarding policies designed to strengthen the arts and further public access to arts and cultural affairs
- In partnership with the City’s Office of the Arts, the Arts Commission administers the City’s Art Grants -- organizations and individuals are invited to apply for an arts grant -- funding of grants is awarded through a competitive grant evaluation process
- Reviewing the public art annual work plan as developed by the Office of the Arts
- Reviewing and approving public art project plans for specific public art projects and reviewing/approving artist selection and concept development
- Creating committees and task forces to focus on public art project development and artist selection
- Reviewing proposals for donations of public art and commemorative art and making recommendations City Council
- Collaborating with the Office of the Arts on public art project evaluations
- Supporting public communication and outreach as related to the arts
- Serving as citizen liaisons to city planning initiatives when public art is involved

Arts and Culture Master Plan
To assist in accomplishing Alexandria’s broader goals, a comprehensive, city-wide cultural arts plan was developed in December 2016. The plan defines the role of the Office of the Arts in supporting, producing, defining, and sustaining arts and culture initiatives throughout the City.

- What do we mean by Arts and Culture?
  - **Arts** -- cultural and creative sectors: fine arts as well as popular, traditional and commercial arts
People -- visual and performing artists, craftspeople, makers, creative workers, designers, culinary artists, arts educators, cultural practitioners, avocational artists, and consumers

- Cultural events -- performances, exhibitions, festivals, and celebrations

**Economic Impact of the Arts**

By working together cultural organizations, working artists, and creative businesses contribute to the local economy by providing jobs, supporting other local businesses, and local revenue.

- **United States** -- The arts contribute $763.6 billion to the U.S. economy, more than agriculture, transportation, or warehousing. 1
- **Virginia** – The average annual *growth in arts value-added* by independent artists, writers and entertainers contributed significantly to growing arts economies in the Commonwealth. 2
- **Alexandria** – According to the most recent Americans for the Arts Economic Impact Study, Arts and Culture is a $111.8 million industry in Alexandria supporting 2,628 full-time jobs, generating over $56 million in household income to residents and providing $7.5 million in local and state government revenue. Of the more than 1,000 audience members who were surveyed, people who attend a cultural event spend an average of $32.04 above the cost of admission or tickets for items such as dining out and souvenirs. 3

**Quality of Life Impact of the Arts**

Arts and culture not only enhance the quality of life for residents and visitors in a community. The *creative economy* is a vital element in building and sustaining unique and diverse communities.

- The Arts, while important to study for their intrinsic value, also promote skills (such as creativity, confidence, problem-solving, perseverance, focus, non-verbal communications, receiving constructive feedback, collaboration, dedication, and accountability) seen as important in academic and life success. 4
- The Arts inspire community pride and mutual trust, provide alternative activities and enable places to become healthier and safer. The Arts are a powerful tool to help advocate for housing needs, innovate for new housing models and drive conversations to build homes in communities that thrive. The Arts promote healing, helping serve our nation’s active military, veterans and families. Using the Arts to help plan our transportation and infrastructure, integrates art into our communities. The Arts play a crucial role in raising environmental awareness and driving and sustaining change. The Arts strengthen the bridge to our past while carrying our traditions forward to the future. The Arts bridge societal divides, open dialogues and create understanding in working toward access, diversity, equity, and inclusion. The Arts contribute to lifelong learning by providing a gateway to an endless supply of new ideas for exploration. 5
2018-2019 Projects

- Voter Stickers
  - Arts Commission, City and Alexandria Office of Voter Registration and Elections sponsored artist competition for design of new City I Voted in Alexandria, Virginia stickers
  - November 2018 General Election debut

- Lake Cook
  - Interactive artwork that will capture and carry the sound created by the surrounding environment

- King Street Park at the Waterfront
  - Temporary public art series
  - (Add description following ACA vote)

- Duke Street Tunnel
  - “Sound art”/visual art installment in pedestrian concourse Serving almost 3,000 commuters
  - Tunnel connects King Street Metro to Carlyle Neighborhood, under Duke/Dulany Streets intersection

- Alexandria City Public Schools (ACPS)
  - Long Range Educational Facilities Work Plan
    - ACPS and City developed Plan to improve facilities, accommodate increase in student population and enhance educational programs and services

- Trails and Paths
  - (Information inserted as task force decides its direction)

- Alexandria Renew Artist in Residence
  - Collaboration between the Office of the Arts and AlexRenew Enterprises
  - Engages multiple artists over seven year project plan to build permanent and/or temporary public art with the goal to:
    - Establish citizenry connection to local waterways
• Inform citizenry about water stewardship

Recognition

• Alexandria honored by Americans for the Arts

  • July 2017 – two public art projects selected – performed and exhibited at Gadsby’s Tavern Museum – “Centennial of the Everyday” and “the Finest Amenities”


5 Americans for the Arts  https://www.americansforthearts.org/socialimpact
Alexandria Commission for the Arts
“Defending the Arts” Talking Points*
September 2018

Public Welfare -- The Arts inspire community pride and mutual trust, provide alternative activities and enable places to become healthier and safer.

Economic Development -- The Arts generate hundreds of billions of dollars in positive economic impact each year.

Community Development -- The Arts break down barriers, encourage participation and spark innovation, creating expanding and flourishing communities.

Health and Wellness -- The Arts play a strong role leading to better health care, cost savings and an increased quality of life.

Education -- Studies repeatedly show the positive effects on students when the Arts are part of a well-rounded education.

Housing -- The Arts are a powerful tool to help advocate for housing needs, innovate for new housing models and drive conversations to build homes in communities that thrive.

Military -- The Arts promote healing, helping serve our nation’s active military, veterans and families.

Transportation and Infrastructure -- Using the Arts to help plan our transportation and infrastructure, integrates art into our communities.

Environment & Sustainability -- The Arts play a crucial role in raising environmental awareness and driving and sustaining change.

History, Tradition & Heritage -- The Arts strengthen the bridge to our past while carrying our traditions forward to the future.

Access, Diversity, Equity, & Inclusion -- The Arts bridge divides, open dialogues and create understanding in working toward access, diversity, equity, and inclusion.

Lifelong Learning -- The Arts contribute to lifelong learning by providing a gateway to an endless supply of new ideas for exploration.

**Americans for the Arts  https://www.americansforthearts.org/socialimpact**
<table>
<thead>
<tr>
<th>Motion made by:</th>
<th>Motion seconded by:</th>
<th>Vote count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Susan Friedman</td>
<td>Susie Cohen</td>
<td>Unanimous</td>
</tr>
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**Agenda Item #:**

**Motion:**

_Appoint Beth Coast as Chair of the Arts Education Committee._

**Discussion notes:**

(continue on other side of page if necessary)
Social Media Committee

Report from September 8, 2018 Meeting

Community member Jason Muller participated:

Jason Muller has been an Alexandria resident for 5 years and is deeply involved in the Alexandria arts community through his involvement with his wife's fine art business. He attends many local art events both as a result of the business, such as being a vendor in Art on the Avenue, as well as an arts consumer and enthusiast. Professionally, Jason works in federal government affairs for an energy utility, where he advocates for sound public policy on Capitol Hill. He is eager to get more involved with the Commission and apply what he has learned about growing a social media presence in the arts space to help the ACA engage even more members of Alexandria and our neighboring communities.

- Request motion to officially appoint Jason Muller to the Social Media committee.

We reviewed our SM Goals and Strategies (including grantee coverage) to see where we’ve been successful and where we have room for improvement. Some ideas discussed:

- Recognizing that Instagram is a more engaging platform, especially for younger audiences.
- Getting original photographs is the biggest challenge.
  - ACA members and SM Committee members can provide. (Thank you to those that have already done so.)
  - Possible to request photos directly from grantees?
  - Possible to profile Alexandria artists? (Need to work through the logistics of this.)
- Taking more advantage of Instagram Stories.
  - Jason and Allison plan on posting some stories from Art on the Avenue.
  - Potential to make some of these “highlights” (i.e. permanent stories)?
- Offering basic tutorials for Commissioners.
  - How to make sure you don’t miss the ACA Facebook posts.
  - How to tag.
  - Please let us know what you want to know!
- Covering National Arts Education Week (Sept 9-15).
  - Published 14 related Facebook posts and 2 related Instagram posts that week.
  - See metrics on back for a sense of the reach and engagement on Facebook.
- Other events worth covering more extensively.
  - We don’t have the bandwidth to post several times a week on both platforms, and agreed it’s not necessary (and can come across as spammy anyway), but we do want to make sure certain events get extra attention.
  - Potentially: Art on the Avenue, Scottish Walk, Alexandria’s birthday.
<table>
<thead>
<tr>
<th>Posts</th>
<th>Reach</th>
<th>Clicks/Actions</th>
<th>Published</th>
</tr>
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<tbody>
<tr>
<td>As #ArtsEdWeek comes to a close, we hope you’re fully convinced of the</td>
<td>55</td>
<td>0</td>
<td>Sep 15, 2018 at 10:00am</td>
</tr>
<tr>
<td>Did you have a positive experience in school #BecauseofArtsEd? In honor of,</td>
<td>46</td>
<td>4</td>
<td>Sep 14, 2018 at 3:00pm</td>
</tr>
<tr>
<td>We recently discovered The Art of Education’s “Art Ed Radio,” a fantastic</td>
<td>95</td>
<td>7</td>
<td>Sep 13, 2018 at 4:15pm</td>
</tr>
<tr>
<td>QuinTango is another one of our 2018 grant recipients who brings the arts to,</td>
<td>49</td>
<td>2</td>
<td>Sep 13, 2018 at 7:15am</td>
</tr>
<tr>
<td>Are you an advocate for STEAM education? STEAM stands for Science, etc.</td>
<td>131</td>
<td>18</td>
<td>Sep 12, 2018 at 9:31pm</td>
</tr>
<tr>
<td>Alexandria Commission for the Arts shared Americans for the Arts’s post</td>
<td>19</td>
<td>1</td>
<td>Sep 12, 2018 at 12:22pm</td>
</tr>
<tr>
<td>Young Playwrights’ Theater is another one of our 2018 grantees that brings the arts to</td>
<td>145</td>
<td>12</td>
<td>Sep 12, 2018 at 7:15am</td>
</tr>
<tr>
<td>Loving this thought-provoking TED Talk from Cindy Fowley about high quality art...</td>
<td>119</td>
<td>7</td>
<td>Sep 11, 2018 at 5:00pm</td>
</tr>
<tr>
<td>Jane Franklin Dance is another one of our 2018 grantees who brings the arts to</td>
<td>76</td>
<td>11</td>
<td>Sep 11, 2018 at 7:15am</td>
</tr>
<tr>
<td>#ArtsEdWeek</td>
<td>17</td>
<td>5</td>
<td>Sep 11, 2018 at 5:37am</td>
</tr>
<tr>
<td>K-8 teachers, you can bring art into your classroom no matter what subject you...</td>
<td>16</td>
<td>3</td>
<td>Sep 10, 2018 at 8:37pm</td>
</tr>
<tr>
<td>Alexandria City Public Schools teachers, did you know your school can apply for...</td>
<td>101</td>
<td>5</td>
<td>Sep 10, 2018 at 12:00pm</td>
</tr>
<tr>
<td>In honor of National #ArtsEdWeek, we’re featuring some of our awesome 2018</td>
<td>65</td>
<td>7</td>
<td>Sep 10, 2018 at 7:15am</td>
</tr>
<tr>
<td>It’s National Arts Education Week, and we’re pumped to celebrate some of the...</td>
<td>199</td>
<td>7</td>
<td>Sep 9, 2018 at 10:38am</td>
</tr>
<tr>
<td>So many good art events coming up this fall! Which ones are you most excited...</td>
<td>18</td>
<td>5</td>
<td>Sep 8, 2018 at 7:13am</td>
</tr>
</tbody>
</table>
Motion made by:  CHRIST KULOWSKI  
Motion seconded by:  RENEE COAST  
Vote count:  
Yes—13  
No—0  
Abstained—0

ACA Motion

Agenda Item #:
Motion:

MOTION TO APPOINT JASON MULLER  
TO THE SOCIAL MEDIA COMMITTEE

MOTION TO APPOINT KADHAMBARI SRIDHAR  
TO THE SOCIAL MEDIA COMMITTEE

Discussion notes:
(continue on other side if necessary)
Since our last Arts Commission meeting, I attended both an Alexandria Arts Alliance Board Meeting (on August 2, 2018) and the first member meeting of the Fall Arts season (September 12, 2018).

**Board Meeting:**
There are several new members on their Board, Melinda Kernc, Michelle Kozlak, and John Bordner, who were all in attendance, in addition to Kelley Organuk, Pat Miller, Alan Wile, and Joan Singer.

Highlights of the meeting included:
- An extensive discussion about testing and rolling out new membership management software. Several programs had been researched, and costly programs were eliminated. One service, Club Express, seemed to meet most of their needs, including
  - Members enter their own listing on the site;
  - Site automatically alerts members when their annual dues are coming up;
  - Automated system makes mid-year memberships painless – no pro-rating required by treasurer;
  - It has the potential to segment member lists;
  - It can separate data base for “friends” – important for fundraising; and
  - Automating can help grow the Alliance membership.
- Most important: the Alliance now has a Membership Chair, Michelle; and she, together with Pat Miller, will explore and test the service and report back to the Board.
- Discussion of ways in which Arts Commission Liaison (AG) can be most helpful to Arts Alliance
- Plans for their upcoming September 12th membership meeting (discussed below)
- Design and distribution of a member survey to determine meeting topics and popular times for upcoming monthly member meetings (see Note at end regarding October meeting)

**Membership Meeting**
The meeting was held at Noon at the Torpedo Factory: there was a “full capacity” turnout (22 organizations represented), and a lively, highly collaborative meeting ensued. The overall topic was: **What’s New with You?** Additionally, Melinda presented the Alexandria Symphony’s new Maestro Jim Ross, whose concise encapsulation of his goals included developing new ways of audience involvement.

Following introductions and updates, several topics were raised and discussed as challenges common to most, if not all, arts organizations, and for which collaboration can provide substantial advantages:
- Audience development
- Building bridges to underserved populations
- Building partnerships with schools
- Social media sharing
- Volunteer staffing and volunteer management; and
- More effective advocacy to city council

**PLEASE NOTE:**
*Next membership meeting of the Alexandria Arts Alliance (to which you are all invited):*
Date: Wednesday, October 10
Topic: “Connecting with Schools”
Time: to be determined
Location: TBD
Africa FEST Report
From: Marta Ali and Shirley Downs, ACA
       Members of the Planning Committee for Africa FEST
       September 18, 2018

The Office of the Arts’ Africa FEST held on Saturday, September 8, 2018 at the William Ramsay Recreation Center was a huge success. It opened with Mayor Allison Silberberg introducing the representatives from the various Embassies and HIH Prince Ermias and Princess Saba of Ethiopia who presided over the Ethiopian Coffee Ceremony which starts their New Year. One of the highlights during the event was an amazing parade of African Nations that excited all the guests to take part in celebrating the first Africa FEST in Alexandria which was very memorable.

Gathoni Kamau, a member of the Planning Committee who handles Education and Community Outreach for the Museum of African Art indicated that 120 people were involved with the production of art during the event and some of the paintings created will hang in the Ramsey Recreation Center and the African Union. Further Cheryl Anne Colton indicated that the Ethio American Eskita Dance Group is interested in teaching dance at the Durant Center.

Some 750 people attended the event and the African Union Mission Ambassador, Dr. Arikana Chihombori-Qua, was so pleased with the event that they have invited the planners to come to a dinner on Monday October 29, 2018, hosted by the Ambassador and members of the African Union, to discuss how the event can be improved next year. There was also a very good representation at the event by members of the Alexandria Commission for the Arts, including Catherine Barrett, Gayle Converse, Brian Kelly, Marta Ali, Shirley Downs and former ACA Commissioner David Martin. Both Marta and David were also exhibitors.

In addition to Mayor Allison Silberberg, Councilman Del Pepper, and City Council candidates Canek Aguirre, and Mo Seifeldein attended as did many members of City Staff including Alexandria Department of Recreation, Parks and Cultural Activities Director James Spengler, Deputy Director for Arts and Cultural Affairs Diane Ruggiero, Regional Program Director of the Office of the Arts Cheryl Anne Colton, Deputy City Manager Debra Collins, and Audrey Davis, Director Alexandria Black History Museum.
The Africa FEST Planning Committee graciously acknowledges the following contributors to this year’s event:

**Collaborators:**
- African Union Mission to the United States
- Alexandria Black History Museum
- Alexandria Department of Recreation, Parks and Cultural Activities
- Alexandria Office of the Arts
- Marta Ali Studios
- National Museum of African Art, a Smithsonian Museum
- Pan African Diaspora Women’s Association

**Media Sponsors:**
- Jolly Papa Radio Station
- BAWZA Newspaper
- Zebra Newspaper

**Producing Sponsors:**
- INTotal Health, A United Healthcare Health Plan
- West End Business Association (WEBA)

**Directing Sponsors:**
- Abyssina Mart
- Embassy of Nigeria
- Rosenthal Landmark Honda

**Promoting Sponsors:**
- Gold Works USA, LLC
- Kathy Wilson Foundation

---

**Schedule of Activities:**

**Masters of Ceremony:** Eme Awe and Michael Shereikis hosts of Jolly Papa Radio Station

11:30 a.m. Pre-show, Introduction of day

12:00 p.m. Official Welcome with Elected Officials and Dignitaries

12:30 p.m. Traditional Ethiopian Coffee Ceremony officiated by HIH Prince Ermias and Princess Saba, hosted by Abyssinia Mart

1:30 p.m. Ni Dembaya African Drum and Dance Ensemble, a community promoting empowerment, healing, and self-awareness through traditional African and African-inspired music and dance

1:30 p.m. Cheick Hamala Diabate Band, West African music from Mali

2:30 p.m. Fusion Flow, a Zimbabwe band planning African Music from across the continent, sponsored by the African Union Mission to the USA

3:30 p.m. Ethio American Eskita Dance Group, Professional and Youth Dancers performing Traditional Ethiopian and Eritrean Dances

3:30 p.m. VUSA - Voices of Southern Africa, a community based acapella choral group, specializing in songs and music from Southern Africa, which includes folk, traditional, composed music, hymns and choruses as sung in Southern Africa by indigenous folk

**Africa FEST Planning Committee Members:**
- Marta Ali, Marta Ali Studios
- Cheryl Anne Colton, Regional Program Director, CPRP, CPP, Alexandria Department of Recreation, Parks and Cultural Activities, Office of the Arts
- Shirley Downs, Member, Alexandria Commission for the Arts, City Resident/Neighbor
- Glen Harriott, Recreation Manager, William Ramsay Recreation Center, Alexandria Department of Recreation, Parks and Cultural Activities
- Gathoni Kamau, Community Outreach Specialist Education, African Advisory Committee, National Museum of African Art, Smithsonian Institution
Exhibitors
Abshirokids Heritage & Culture Camps
ACBC Baby, LLC
African Memory Game
Alexandria City Public Library
Alexandria Health Department
Embassy of the Republic of Angola
Embassy of Cameroon
Embassy of Cote d'Ivoire
Embassy of Democratic Republic of Congo
Embassy of the Arab Republic of Egypt
Embassy of Republic of Kenya
Embassy of Madagascar
Embassy United Republic of Zambia
Ethiopian Yellow Pages
Eyoha Ethiopian Magazine
First Night Alexandria
Humans Town, Inc
Jerome Buddy Ford Nature Center
KenAfrica
Marta Ali Design/Unique Collections
Mark Computing & Accounting
Nice Salon, LLC
Odite Fashion
Regal Group
Warped Vortex Art
Mesh CART
Transportations & Environmental Services

Food Vendors
Calbra Classics
Taste of Saleesha
Suyamaster, LLC
Enat Restaurant