Alexandria Commission for the Arts
Regular Monthly Meeting

Meeting Information

| Objective: | To address Arts Commission business. |
| Date: | 04-18-17 |
| Time: | Begin: 6:39 p.m. End: 9:00 p.m. |
| Location: | City Council Workroom 2nd Floor, City Hall, 301 King St Alexandria, VA |
| Meeting Type: | Regular Monthly Meeting |
| Called by: | Matthew Stensrud |
| Note Taker: | Cheryl Anne Colton, Regional Program Director, Office of the Arts |
| Facilitator: | Matthew Stensrud |
| Timekeeper: | Matthew Stensrud |
| Secretary/Minutes: | Karen Thomas |
| Attendees: | Catherine Ahern Barrett, Beth Coast, Susan Cohen, Gayle Converse, Kate Elkins, Tamsin Green, Susan (Amber) Gordon, Allison Heck, Sara Lavan, Allison Nance, Matthew Stensrud and Karen Thomas |
| Absent: | Lisa Baranello, Shirley Downs, Michael Detomo and Paige Vondenkamp |
| Vacancy(s): | None |
| Observers: | Dean Rust, Alexandria Harmonizers; Abbey Allson McClain, Torpedo Factory Artists; Margaret Wohler, Alexandria Film Festival; Edward Poetry, Charles Houston Recreation Center Writers; Daniel Guzman, Torpedo Factory Art Center; Melinda Kernc, Alexandria Symphony Orchestra; Marla Howell, Alexandria Singers; Ann Dorman, First Night Alexandria; and Herb Cooper-Ley, Focus Music |
| City Staff: | Diane Ruggiero, Deputy Director, Cultural Arts, RPCA/Office of the Arts Cheryl Anne Colton, Regional Program Director, RPCA/Office of the Arts Jimena Larson, Public Art Associate, RPCA/Office of the Arts Tiania Bady, Administrative Assistant, RPCA/Office of the Arts |

Agenda items

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<tbody>
<tr>
<td>1.</td>
<td>Meet and Greet</td>
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<tr>
<td>2.</td>
<td>Call to Order:</td>
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<td>3.</td>
<td>Public Comments:</td>
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<td>4.</td>
<td>Chair’s Report</td>
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<td>5.</td>
<td>Approval of Minutes</td>
</tr>
<tr>
<td>a.</td>
<td>March 21st Regular Meeting</td>
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<tr>
<td>6.</td>
<td>FY2018 Grants – 60 minutes</td>
</tr>
<tr>
<td>a.</td>
<td>Report from Grants Committee</td>
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<tr>
<td>ii.</td>
<td>Review Recommendations from Grants Task Force</td>
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<td>ii.</td>
<td>Additional Grants Committee Information</td>
</tr>
<tr>
<td>b.</td>
<td>Review of Funding Options</td>
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<td>c.</td>
<td>Motions on FY2018 Grants</td>
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<td>7.</td>
<td>Recess</td>
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<td>8.</td>
<td>Task Force &amp; Committee Appointments</td>
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<tr>
<td>a.</td>
<td>Nominating Committee</td>
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<tr>
<td>i.</td>
<td>Review of Elections Process</td>
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<td>ii.</td>
<td>Motion to Appoint Members</td>
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<td>b.</td>
<td>Duke Street Tunnel</td>
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Presenter

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<td>Matthew Stensrud</td>
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<td>Matthew Stensrud</td>
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<td>Matthew Stensrud and Karen Thomas</td>
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<td>Allison Nance</td>
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<td>Diane Ruggiero</td>
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<td>Matthew Stensrud and Allison Nance</td>
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<td>Matthew Stensrud</td>
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<td>Matthew Stensrud</td>
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<td>Matthew Stensrud and Diane Ruggiero</td>
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Discussion Summary

1. **Meet and Greet.** Informal gathering of attendees and Arts Commission members, no set agenda.

2. **Call to Order:** Mr. Stensrud welcomed everyone and began the meeting at 6:40 p.m.

3. **Public Comments:** Mr. Matthew Stensrud welcomed the Arts Commissioners and the members of the audience to the meeting. He invited the attendees to introduce themselves. Attendees as listed above each introduced themselves to the Arts Commission.

4. **Chair’s Report:** Mr. Stensrud distributed the monthly Chair’s Report (ATTACHMENT #1). Highlights from the report include:
   - Special acknowledgement of the Arts Commission members and Grants Task Force members for their assistance during the Fiscal Year 2018 grant review process.
   - Voting stickers project, if this project goes forward, then funds will need to be allocated from Fiscal Year 2018 grant funds, or other funding needs to be identified.
   - The Arts Commission Committees need to develop annual work plans which align with the Arts and Cultural Master plan.
   - Committee and Task Force chairs need to submit their information to Ms. Allison Nance for the Arts Commission’s Fiscal Year 2017 Annual Reports.

5. **Approval Minutes**
   a. March 21st Regular Meeting, Postponed until May Arts Commission meeting.

6. **FY2018 Grants** – 60 minutes
   a. Report from Grants Committee: Ms. Nance distributed a memorandum with the Grants Committee’s funding recommendations (ATTACHMENT #2). She also distributed a spreadsheet with a variety of funding scenarios ranging from A-J (ATTACHMENT #3) along with the review guidance provided to the Grants Task Force Member (ATTACHMENT #4).
      i. **Review Recommendations from Grants Task Force:** Members review the distributed information.
      ii. **Additional Grants Committee Information:** Grants Task force members shared their insights about the grants review process.

   b. **Review of Funding Options:** Members discussed all the various scenarios outlined in the spreadsheet and the proposed funding scenarios. The Arts Commission’s funding policy has been to fund only grant applicants who have a score of 75% and up. This scenario is outlined in funding scenario I. After further discussions, three another scenarios were developed – K, L, and M.

   c. **Motions on FY2018 Grants:** It was finally decided upon that scenario M was the best funding recommendation. A motion was made, seconded and unanimously approved (MOTION #1).

7. **Recess occurred 7:45 p.m.–7:55 p.m.**

8. **Task Force & Committee Appointments**
   a. Nominating Committee:
      i. **Review of Elections Process:** Mr. Stensrud reported that Mr. Michael Detomo, Ms. Gayle Converse and Ms.
Sara Lavan have agreed to serve on the Nominating Committee. They will meet between the April and May meetings. A slate of officers will be presented by the Nominating Committee at the May meeting. Elections will be held at the June meeting.

ii. Motion to Appoint Members: A motion was made and approved to appoint Mr. Michael Detomo, Ms. Gayle Converse and Ms. Sara Lavan to the Nominating Committee (MOTION #2).

b. Duke Street Tunnel: It was reported that the Duke Street Tunnel project is moving forward. It was recommended that former Arts Commissioner Betsy Hennigan serve in the citizen slot for the Task Force. Ms. Tamsin Green and Ms. Gayle Converse volunteered to serve on the Task Force. A member suggested that the Task Force have a representative from the United States Patent and Trade Office.

i. Motion to Appoint Members: A motion was made and approved to have Ms. Betsy Hennigan, citizen member, along with Ms. Tamsin Green and Ms. Gayle Converse serve on the Task Force with a slot for a member of the United States Patent and Trade Office (MOTION #3).

### Committee, Task Force and Liaison Reports

<table>
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<tr>
<th>9.</th>
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<tbody>
<tr>
<td>a. Advocacy and Outreach:</td>
<td>Mr. Stensrud mentioned that Ms. Gayle Converse developed a letter requesting support for Federal Funding of the Arts (ATTACHMENT #5). The Arts Commissioners reviewed the letter then made a motion and approved the letter to be mailed to the Federal Elected Officials (MOTION #4). It was suggested that the Arts Commission send letters to the editor to both the Alexandria Gazette and the Alexandria Times.</td>
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<tr>
<td>b. Arts Education Committee:</td>
<td>Ms. Beth Coast informed that members that the Arts Education Committee will meet on April 19.</td>
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<td>c. Art Purchase Award Task Force:</td>
<td>Mr. Detomo and Ms. Nance serve on the Task Force. They are planning to meet before the May Arts Commission meeting.</td>
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<td>d. Waterfront Liaison Commission:</td>
<td>Ms. Susan Cohen reported that the Waterfront Commission has been discussing the Business Improvement District (BID) proposal. She also reported that the waterfront construction projects are ahead of schedule.</td>
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### Office of the Arts Staff Report

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| Ms. Ruggiero distributed the April Office of the Arts report (ATTACHMENT #6). Report highlights: | - Time and Place Project. Volunteers are needed for Sunday, April 23 event. An email will be sent to the Arts Commissioners inviting them to volunteer. 
  - Creative Mornings, D.C. Sheldon Scott, Artist, Time and Place will be the guest speaker for the Friday, April 20. 
  - Freedmen Cemetery structural problem has been remedied and the bronze work for both pieces have been cleaned. 
  - Torpedo Factory Art Center’s community engagement project will begin on April 26. As this process moves along, reports will be given. 
  - Community Supported Artists program will begin shortly. More half shares will be made available. Artists’ fees have been increased. |

### New Business:

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<th>11.</th>
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<td>- Members discussed possible dates for the Arts Commission’s retreat. The date of Saturday, August 26 from 10:30 am – 2:30 pm was the agreed upon date.</td>
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### Good of the order and Announcements:

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<td>None reported.</td>
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### Adjournment:

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<th>13.</th>
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<tbody>
<tr>
<td>Mr. Stensrud mentioned that all items were addressed from the meeting’s agenda, so the meeting adjourned at 8:57 p.m.</td>
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### New Action Items

<table>
<thead>
<tr>
<th>No.</th>
<th>Action Item</th>
<th>Responsible</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>No new actions.</td>
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### Other Notes & Information

**ATTACHMENTS:**
1. Chair’s Report - April 2017
2. April 18, 2017, Grants Committee’s Memorandum: Fiscal Year 218 Grant Funding
3. Grant Funding Scenarios Spreadsheet
4. Fiscal Year 2018 Review Guidance to Grants Task Force Members
5. April 18, 2017, Arts Commission Letter: Federal Funding for the Arts
6. Office of the Arts’ Division Report – April 2017

**“PARKING LOT” – Future Discussion/Agenda Items:**

**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 Multi-cultural 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.

Submitted by: Cheryl Anne Colton
Draft Notes Sent to Secretary 05-11-2017

Reviewed by: Karen Tomas
Draft Minutes Sent to Commissioners 05-11-2017

Approved by: Alexandria Commission for the Arts
Date: 05-16-2017
### Motion Tracker

<table>
<thead>
<tr>
<th>Motion</th>
<th>Made By</th>
<th>2nd</th>
<th>Vote</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Agenda Item: #6, c., Motion on Fiscal Year 2018</td>
<td>Allison Heck</td>
<td>Kate Elkins</td>
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<td></td>
<td>Motion. To approve Fiscal Year 2018 funding scenario “M” for the grant program.</td>
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<td></td>
<td>Discussion: As noted in the minutes.</td>
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<td>2.</td>
<td>Agenda Item: #8, Task Force Appointments, item a. Nominating Committee, items ii., Appointment of Nominating Committee Members</td>
<td>Allison Nance</td>
<td>Catherine Barrett</td>
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<td>Motion: To appoint Mr. Michael Detomo, Ms. Gayle Converse and Ms. Sara Lavan to the Nominating Committee</td>
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<td></td>
<td>Discussion: As noted in the minutes.</td>
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<td>3.</td>
<td>Agenda Item: #8, Task Force Appointments, item b. Duke Street Tunnel Task Force, item i., Appointment of Task Force members.</td>
<td>Susan Cohen</td>
<td>Beth Coast</td>
</tr>
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<td></td>
<td>Motion. To approve the appointment of Betsy Hennigan, citizen member along with Ms. Tamsin Green along with a slot for a member of the United States Patent and Trade Office to the Duke Street Tunnel Task Force.</td>
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<td>Discussion: As noted in the minutes.</td>
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## Agenda Item: #9. Committee, Task Force and Liaison Reports, item a. Advocacy and Outreach Committee.

**Motion:** To approve the Arts Commission letter in support of the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Public Broadcasting System.

**Discussion:** As noted in the minutes.

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<th>Motion</th>
<th>Made By</th>
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<th>Vote</th>
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<td></td>
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Discussion: As noted in the minutes.
### Action Items

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<th>Action Item</th>
<th>Responsible</th>
<th>Due Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Dates, agendas and locations for Arts Commission monthly and Committee meetings.</td>
<td>Chair of Arts Commission and Chairs of Committees</td>
<td>Required 3 business days prior to meetings</td>
<td>Ongoing</td>
</tr>
<tr>
<td>2. Continue conversations with the Arts Alliance, the Arts Commission and the Office of the Arts as the Fiscal Year 2018 budget is prepared.</td>
<td>Matthew Stensrud and Arts Commission</td>
<td>Ongoing</td>
<td>Ongoing</td>
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</table>
Alexandria Commission for the Arts  
April 18th, 2017 Regular Meeting  
Chair Report  
Submitted by Matthew Stensrud

Big Grants Thank You!  
Thank you to the Commissioners and community members who stepped up to serve on the Grants Task Force: Gayle Converse, Michael Detomo, Kate Elkine, Sara Lavan, Marta Ali, Thomas Eisman and Joan Lynch. They successfully met this past Monday, April 10th, led by Grants Committee Chair Allison Nance. Additional thanks to Cheryl Anne Cotton for always working hard on the arts grants every year! Please ensure you read each and every grant yourself to be fully prepared for Tuesday’s meeting.

Public Art and the CIP  
Keep at it! Continue to highlight public art through social media, find community members to contact Council, and remind our City Council of the importance of public art in Alexandria. In lieu of possible cuts at the federal level, this is more important than ever! Preliminary Add/Deletes begin on Tuesday, April 25th, so we are in the final stretch until budget adoption on Thursday, May 4th!

Voting Stickers Update  
More information is forthcoming, but the Office of the Arts and the Executive Committee have been working toward a successful way to use grants funds to provide a mini-grant for the design of voting stickers. We hope to have this process in place for the 2018 elections. We are exciting to get this project off the ground and thanks go to Catherine Barrett for coming up with the idea and engaging stakeholders!

Torpedo Factory Community Engagement Update  
The Commission appointed Lisa Schumayer as Torpedo Factory Art Center stakeholder, Antonio Melus as community stakeholder, and Danielle Romanetti as business community stakeholder at our March meeting. Thank you to the many citizens who applied to serve. They will be joining Commissioners Beth Coast and Catherine Barrett on the Task Force. I will be joining the Task Force in an Ex-Officio capacity. Currently, the first meeting of the Task Force is set for Monday, May 8th at 7pm.

In case you forgot from last month…

Committee Goals for 2017-2018  
Over the next few months, each standing committee is asked to review the vision, mission or goals from last year and, in light of the approved Arts and Culture Plan, define goals for the upcoming two years. Please have ideas ready to share for discussion at our March meeting and more finalized goals prepared by May.

Annual Report Reminder  
As discussed last month, the Annual Report for 2017 is already in motion! Be sure to snap pictures and keep tabs on arts in Alexandria - this will make the process easier for all. Please send any pictures to Matthew, Allison and Gayle and we will keep them in a Google folder for use in the report.
City of Alexandria, Virginia
MEMORANDUM

DATE: APRIL 18, 2017
TO: ALEXANDRIA COMMISSION FOR THE ARTS (ACA)
FROM: ALLISON NANCE, CHAIR, ACA GRANTS COMMITTEE
RE: FISCAL YEAR 2018 ARTS GRANTS – FUNDING

Background:
The funding level for FY18 is expected to be $175,000 ($170,000 from the City of Alexandria and $5,000 from the Virginia Commission for the Arts Local Government Challenge Grant). Seven members of the Grants Task Force met on Monday, April 10, 2017 to review and score all eligible grant applications.

Scores was based on an updated, scoring criteria. While most of the application was the same as the previous year, questions were grouped into three categories that the committee believes were more intuitive. This also made for the scoring process to be more straightforward for the reviewers.

Task Force members individually reviewed and sent in preliminary scores before meeting on April 10th as a group. The group discussed each application, and Task Force members were given the opportunity to change their scores if they so desired.

For Discussion:
Attached is a list of all of the applicants, their scores, and their funding request. There is $249,700 in grant requests and only $175,000 available. This leaves a $74,700 difference. Tonight we will discuss the proposed Funding Scenarios, and vote on which of these scenarios will be used to allocate the available Grants Funds. **Note: The ACA’s approved policy is that any application with a score of 75% or below will not be considered for funding. The attached Funding Scenarios does provide scenarios that show options for funding applicants below the 75% cut off.**

Recommendations: As described in the Funding Scenarios attachment, there are many ways that the $175,000 of available funds can be split. Below are the three scenarios that the Grants Committee recommends that we think is the best way to support the artists and arts organizations of our City and at the same time be good stewards of City dollars.

- **Scenario D: Funding Based on Score:** This scenario multiplies the score % times the funding request. The funding is based on merit of the application, rewarding those with the best applications. This scenario will only fund applicants that scored an 80% or higher.

- **Scenario F: Funding Based on Score minus additional 3.5%:** This scenario multiplies the score % times the funding request, then subtracts an additional 3.5%. This is done in order to fund all applicants above 75% (using rounded up scores), excluding the Symphony Orchestra of Northern Virginia. This applicant stated in their application that if they do not receive full funding then they would most likely close their doors permanently, which is very troubling to the Grants Committee.

- **Scenario H: Funding Based on Score minus additional 6.5%:** This scenario multiplies the score % times the funding request, then subtracts an additional 6.5%. This is done in order to fund all applicants above 75.00%, excluding the Symphony Orchestra of Northern Virginia. This option will fund Jane Franklin Dance, who without rounding up scored a 75.24%.

**Note: The Grants Committee recommends any left over money is awarded to the top scoring applicant up to their funding request.**
<table>
<thead>
<tr>
<th>Type</th>
<th>Applicant</th>
<th>Score rounded</th>
<th>Score</th>
<th>Request</th>
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<tbody>
<tr>
<td>Op</td>
<td>Upcycle Creative Reuse Center</td>
<td>95%</td>
<td>94.75%</td>
<td>$12,500</td>
</tr>
<tr>
<td>Op</td>
<td>QuinTango</td>
<td>92%</td>
<td>92.33%</td>
<td>$12,500</td>
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<tr>
<td>Op</td>
<td>Art League</td>
<td>92%</td>
<td>91.00%</td>
<td>$12,500</td>
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<tr>
<td>Op</td>
<td>NVFAAN</td>
<td>92%</td>
<td>91.67%</td>
<td>$12,500</td>
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<tr>
<td>Op</td>
<td>Arts on the Horizon</td>
<td>92%</td>
<td>91.55%</td>
<td>$12,500</td>
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<tr>
<td>Prog</td>
<td>Virginia Opera</td>
<td>91%</td>
<td>91.07%</td>
<td>$7,500</td>
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<tr>
<td>Prog</td>
<td>Virginia Bronze Handbell Ensemble</td>
<td>90%</td>
<td>90.12%</td>
<td>$4,500</td>
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<tr>
<td>Prog</td>
<td>Alex Film Festival</td>
<td>89%</td>
<td>88.93%</td>
<td>$7,500</td>
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<tr>
<td>Op</td>
<td>Alex Symphony Orchestra</td>
<td>88%</td>
<td>87.85%</td>
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<tr>
<td>Prog</td>
<td>Young Playwrights’ Theater</td>
<td>88%</td>
<td>87.50%</td>
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<tr>
<td>Op</td>
<td>First Night Alexandria</td>
<td>86%</td>
<td>86.43%</td>
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<tr>
<td>Op</td>
<td>Washington Metro Philharmonic</td>
<td>86%</td>
<td>86.07%</td>
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<td>SpOp</td>
<td>Teasley, Tom</td>
<td>85%</td>
<td>85.83%</td>
<td>$2,250</td>
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<tr>
<td>Op</td>
<td>Alex Harmonizers</td>
<td>85%</td>
<td>84.64%</td>
<td>$12,500</td>
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<tr>
<td>Op</td>
<td>MetroStage</td>
<td>85%</td>
<td>84.64%</td>
<td>$12,500</td>
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<tr>
<td>Op</td>
<td>Alex Singers</td>
<td>84%</td>
<td>84.17%</td>
<td>$12,500</td>
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<tr>
<td>Prog</td>
<td>Brave Spirits Theatre</td>
<td>84%</td>
<td>83.69%</td>
<td>$5,000</td>
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<tr>
<td>Op</td>
<td>Del Ray Artesian</td>
<td>83%</td>
<td>82.50%</td>
<td>$12,000</td>
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<tr>
<td>Op</td>
<td>Eclipse Chamber Orchestra</td>
<td>80%</td>
<td>80.12%</td>
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<tr>
<td>Op</td>
<td>Alex Choral Society</td>
<td>78%</td>
<td>77.86%</td>
<td>$12,200</td>
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<tr>
<td>Op</td>
<td>Symphony Orchestra of Nova</td>
<td>78%</td>
<td>77.50%</td>
<td>$12,200</td>
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<tr>
<td>Prog</td>
<td>Jane Franklin Dance</td>
<td>75%</td>
<td>75.24%</td>
<td>$7,500</td>
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<tr>
<td>Prog</td>
<td>FocusMusic</td>
<td>75%</td>
<td>75.00%</td>
<td>$2,000</td>
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<td>Prog</td>
<td>Friday Morning Music Club</td>
<td>75%</td>
<td>75.00%</td>
<td>$7,500</td>
</tr>
<tr>
<td>Sp Op</td>
<td>Asellford, Catherine</td>
<td>70%</td>
<td>69.52%</td>
<td>$2,500</td>
</tr>
<tr>
<td>Prog</td>
<td>Washington Balalaika Society</td>
<td>65%</td>
<td>65.00%</td>
<td>$7,500</td>
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<tr>
<td>SpOp</td>
<td>Brown, Monica</td>
<td>57%</td>
<td>56.55%</td>
<td>$2,500</td>
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<tr>
<td>SpOp</td>
<td>Escudea, Helisa</td>
<td>55%</td>
<td>55.12%</td>
<td>$1,000</td>
</tr>
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<thead>
<tr>
<th></th>
<th>Rec. 1</th>
<th>Rec. 2</th>
<th>Rec. 3</th>
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</thead>
<tbody>
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<td>A</td>
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<tr>
<td>J</td>
<td></td>
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</tbody>
</table>

**Total $249,770**

**Amount Available $175,000**

**Difference $-74,770**

**A** Full Funding to Everyone 75%
**B** Full Funding to Everyone 75% (rounded up)
**C** Full Funding until out of money
**D** Funding based on score percentage
**E** Funding Based on 90/80/70% (those with scores in 90s get 90%, etc)
**F** Funding based on score percentage X 95.5%
**G** Funding based on score percentage X 92% (rounded)
**H** Funding based on score percentage X 93.5% (funds everyone above 75.00 except NoVA Symphony)
**I** Funding based on score percentage X 86%
**J** Funding based on score percentage X 62%
City of Alexandria’s Arts Grants FY18 Application - Scoring Instructions for Grant Task Force

You are being asked to score the applicants in three categories: Artistic Content, Impact and Engagement, and Management and Budget. Each of these categories is described below. You should score each of these categories with a score of 1-6, with 1 being the lowest and 6 being the highest. Since a score of 6 could mean one thing to one committee member and something different to another, below you are provided a score chart that describes what these numbers reflect in this context. You should use these criteria when scoring. The categories will be weighted so that the heaviest weighted category is Artistic Content, followed by Impact and Engagement, then Management and Budget. Staff will take care of the math that goes into this after the preliminary scores are received back from each panelist.

Record your scores in the provided Submission Score Spreadsheet. There is a column for your own personal notes if you would like to use that, but you do not have to. These notes are for your personal reference and will not be shared with applicants. A summary of comments will be compiled and provided to the applicants if requested.

Score Chart

<table>
<thead>
<tr>
<th>High</th>
<th>6</th>
<th>Exceptional</th>
<th>Exceptionally strong with no material weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>Excellent</td>
<td>Very strong with only a few minor weaknesses*</td>
</tr>
<tr>
<td>Medium</td>
<td>4</td>
<td>Good</td>
<td>Strong with at least one moderate weakness**</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>Average</td>
<td>Some strengths but several moderate weaknesses</td>
</tr>
<tr>
<td>Low</td>
<td>2</td>
<td>Fair</td>
<td>Some strengths and at least one major weakness***</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Poor</td>
<td>Few strengths and numerous major weaknesses</td>
</tr>
</tbody>
</table>

*Minor weakness defined as an easily addressable weakness that does not substantially lessen artistic quality or impact.

**Moderate weakness defined as a weakness that lessens artistic quality or impact.

***Major weakness defined as a weakness that severely limits artistic quality or impact.

Artistic Content (45%)

- Applicant’s work samples demonstrate high standards of artistic excellence through professional quality of craftsmanship and mastery of skills, techniques, and professional approaches to processes and presentation.

- The submitted goals and achievements over the last twelve months, as well as the planned activities during the grant period reflect high standards of artistic excellence.

- The goals are SMART (Specific, Measurable, Attainable, Relevant, Timely), and will help further the City of Alexandria’s Strategic Plan goals.

- The applicant stands out from other arts organizations in the City, solving a problem or fulfilling a need with their proposed activities and goals.
Impact and Engagement (35%)

- Applicant’s activities provide opportunities for the citizens of the City of Alexandria to engage with the arts in a meaningful way. They have provided evidence that they have positively impacted these citizens.
- The applicant’s activities promote inclusion, diversity, and access.
- They demonstrate intentional efforts to ensure parity among their audience, participants, staff, and board.
- The applicant uses methods to effectively track participation and impact of their arts activities, and uses this information to encourage growth.

Management and Budget (20%)

- Applicant’s budget is demonstrably realistic, advances their program’s goals, and is focused on realizing their mission.
- The applicant has provided evidence that their key management personnel are qualified in managing an arts organization and advancing the success of the organization and/or their programs.

City of Alexandria - Definition of Terms

Artistic Excellence: A standard exhibited by creative work or artistic product or practice that is characterized by such qualities as vitality, originality, relevance, creativity, innovation, experimentation, and technical and professional expertise.

SMART goals are defined as:

- SPECIFIC
  - Well Defined
  - Clear to anyone that has a basic knowledge of the project
- MEASURABLE
  - Progress is quantifiable
  - Completion and success can be objectively determined
- ATTAINABLE
  - Results can realistically be achieved, given available resources
- RELEVANT
  - Aligned with organization’s mission
  - Appropriate to the City of Alexandria’s Strategic Plan
- TIMELY
  - Appropriate amount of time to achieve the goal

City of Alexandria’s Strategic Plan (use FY17 Strategic Plan): https://www.alexandriava.gov/CMPPFY14-16
City of Alexandria
Commission for the Arts

Commission for the Arts
Matthew Stensrud
Chair
Allison Nance
Vice Chair
Susan Amber Gordon
Vice Chair
Karen Thomas
Secretary
Lisa Baranello
Catherine Barrett
Beth Coast
Susan Cohen
Gayle Converse
Michael Detomo
Shirley Downs
Kate Elkins
Tamsin Green
Allison Heck
Sara Lavan
Paige Vandekamp

April 18, 2017
To: Representative Don Beyer
    Senator Tim Kaine
    Senator Mark Warner
Cc: City of Alexandria City Council
Re: Federal Funding for the Arts

"To encourage literature and the arts is a duty which every good citizen owes to his country." - George Washington

These words, by an Alexandria resident during the formative years of the United States, are as remarkably noteworthy today as they were when George Washington first penned them.

Our nation's first president and the Commonwealth's first son knew that without creativity and imagination, an untrained and ragged army of colonials couldn't possibly have stood up to the regimented and red-coated troops of King George and later emerge as the most influential nation in the world.

United States
Creativity and imagination in 21st Century America are in danger. This time, the threats to these freedoms are coming from inside our own borders. Unprecedented proposals from Washington to eliminate the budgets of four independent cultural agencies—the National Endowment for the Arts (NEA), the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Corporation for Public Broadcasting are reportedly part of an effort to increase defense spending by $54 billion.

Arts funding accounts for only a miniscule portion of the federal budget. According to the NEA, forty percent of its grant-making budget goes to states and flows through state and regional arts agencies, with the rest going to organizations and individuals that apply for funds. The endowment's 2016 budget was $147.9 million – only 0.004 percent of the federal budget. Cuts to this program would harm local communities without achieving real savings.

Virginia
Arts organizations in Virginia receive most of their NEA funding through grants administered by the Virginia Commission for Arts (VCA). These grants contain a mix of federal and state funds. On March 17, the Roanoke Times reported that the "VCA receives about $708,000 a year from the NEA, which accounts for about 16 percent of the VCA's $4.5 million operating budget. With the VCA using 85% of its funds for grants to cities and organizations in Virginia, continuing funding the arts at the state level is equally important."
City of Alexandria
Commission for the Arts

Additionally, Commission Executive Director Margaret Vanderhye estimated that the NEA also gives more than $1.1 million in direct grants to individual arts organizations in Virginia each year."

Alexandria
Created by the Alexandria City Council, the Alexandria Commission for the Arts (ACA) leads and advocates for cultural development within the City of Alexandria and surrounding region, to stimulate artistic excellence and make the arts accessible to all Alexandrians.

As in other parts of the country, local arts organizations rely on federal and state funding to supplement local funding and sustain their programs and services. Arts education enables Alexandria's children to excel in the arts and sciences. Public art advances tourism and economic growth. From the entertainment offered in Alexandria's taverns in the days of George Washington to the its internationally renowned reputation as an arts destination of today, the arts have played a significant role in our City's history. The arts are synonymous with Alexandria — integral to our culture, prosperity and identity — just as they are integral to our nation's democracy.

Thank you for continuing to fight for the arts — including the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Corporation for Public Broadcasting — to ensure local communities and citizens can continue to take part in an essential fabric of our lives.

Artfully Yours,

Matthew Stensrud, Chair
Alexandria Commission for the Arts
PUBLIC ART PROJECTS

Time & Place

Lead Agency
Office of the Arts

Project Scope
Develop a program plan for contemporary public art in historic settings as recommended in the Plan.

Project Budget
$50,000 for the public art projects

Task Force Members
Beth Coast, Kate Elkins, Liz Williams, Kathy Glennon, Michele Longo, and Carol Reed

Update
Sheldon’s performance will be on Sunday, April 23 from 1-4 p.m. Lauren and Stewart will host an invitation-only opening on Saturday, May 20, 2017. Sheldon will have an exhibit in the community studio at the Torpedo Factory Art Center during Lauren and Stewarts exhibit at Gadsby’s Tavern in July and August.

Next Steps
The artists are finalizing their Spring/Summer, 2017 programs.

Anticipated Completion
Spring/Summer, 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.

Task Force Members
Betsy Hennigan, Michelle Kozlak, Paul Linehan, Laura Fries, Dana Wedeles, and Lardner/Klein

Update
The plans for the entire project have been submitted to the City for review and approval.

Next Steps
Waiting for approval of the plans then the artists will begin fabrication of the work.

Anticipated Completion
FY17
PUBLIC ART PROJECTS, cont’d

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
$20,000 for phase 1 design, $90,000 total budget

Task Force Members
Allison Nance, Allison Heck, Stephanie Pankiewicz, Marcy Giannunzio, Umar Shahid, Matt Landes, and Sara DeGroot

Update
The artist has revised his proposal to work into the revised landscape. The Task Force has a conference call to review the proposal submitted by the artist.

Next Steps
Staff will receive feedback from the task force and work with the artist as the entire project moves forward.

Anticipated Completion
Winter, 2017

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
Todd has met with staff from various City departments to review the opportunities for public art along trails and paths.

Next Steps
Develop an appropriate task force for the planning phase of the project.

Anticipated Completion
Ongoing
PUBLIC ART PROJECTS, cont’d

Fitzgerald Square, Planning

Lead Agency
Office of the Arts

Project Scope
Hire a curator/consultant to develop the public art program plan.

Project Budget
$20,000

Task Force Members
Allison Nance, Susan Cohen

Update
Staff has engaged Meridith McKinley and Todd Bressi to lead the planning process.

Next Steps
Work with the consultants and commissioners on the development of a task force.

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
Amber Gordon, TBD

Update
Staff has engaged Meridith McKinley and Todd Bressi to lead the planning process.

Next Steps
Work with the consultants and commissioners on the development of a task force.

Anticipated Completion
TBD
PUBLIC ART PROJECTS, cont’d

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

Duke Street Tunnel

Lead Agency
Office of the Arts

Project Scope
Update artwork in the Duke Street Tunnel

Project Budget
$20,000 (from Carlyle Vitality budget)

Task Force Members
Betsy Hennigan, Gayle Converse

Next Steps
The Office of the Arts has been asked to update the temporary public art that has been in the tunnel for over 12 years. The new public art can includes two-dimensional work as well as new media works.

Anticipated Completion
TBD
PUBLIC ART MAINTENANCE

Path of Thorns and Roses/Freedmen’s Cemetery Memorial

**Lead Agency**
Office of the Arts

**Project Scope**
Clean and wax the bronze elements at the site.

**Update**
The conservator has been contracted and will begin work in April/May, 2017.

**Next Steps**
Complete the cleaning and waxing

**Anticipated Completion**
Spring, 2017 (weather dependent)

King Street Gardens Park Artwork

**Lead Agency**
Office of the Arts

**Project Scope**
Begin the development of a restoration plan for the artwork.

**Update**
Office of Environmental Quality (OEQ) has identified funding to help restore the raingarden. Staff has spoken with Buster Simpson (artist) and he is aware of the project.

**Next Steps**
DPI will design the raingarden to OEQ specifications which will be shared with the artist.

**Anticipated Completion**
OEQ will set the schedule.

Public Art Condition Assessment

**Lead Agency**
Office of the Arts

**Project Scope**
Complete assessment by conservator of the public art collection to develop a public art maintenance plan.

**Update**
Staff will conduct a site inspection of the public artwork collection (public and private) and a full conservation assessment will be done in 2018 (every 5 years).

**Next Steps**
Assess the public art

**Anticipated Completion**
Summer, 2017
PROGRAMS & ACTIVITIES

Grant Program

Lead Agency
Office of the Arts

Project Scope
Administering the City of Alexandria’s Arts Grant Program

Committee Members
Allison Nance, Catherine Barrett, Lisa Baranello, Karen Thomas, Mike Detomo, Regan Spurlock

Task Force Members
Gayle Converse, Mike Detomo, Kate Elkins, Sara Lavan, Joan Lynch, Marta Ali, and Thomas Eisman

Update
Applications have been reviewed and scored.

Next Steps
ACA to make funding recommendations.

Art Purchase Award

Lead Agency
Office of the Arts

Project Scope
Acquire works of art to be displayed in city buildings such as City Hall and the public libraries.

Task Force Members
Allison Nance, Mike Detomo

Update
Staff has spoken with the current task force members to discuss full task force composition, scope of the project, artist selection, etc.

Next Steps
Staff will propose a task force roster in May. A RFQ (Request for Qualifications) will be submitted in late April/early May to regional artists.

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 which will help determine the appropriate governance structure for successful continued operation and long-term sustainability.

Task Force Members
Catherine Barrett, Beth Coast

Update
The task force has been appointed and staff is working with them and the consultant team on scheduling upcoming meetings.

Next Steps
Prepare for the consultant visits in May and work with the task force to develop a communications strategy.
PROGRAMS & ACTIVITIES, cont’d

Community Supported Arts (CSA)

Lead Agency
Office of the Arts

Project Scope
Built upon the traditional Community Supported Agriculture model that provides opportunities for consumers to buy seasonal food directly from local farmers, Community Supported Arts (CSA) will provide a unique way for collectors to acquire original art from regional artists. Each selected artist or artist team will be paid $1,500 to create fifty (50) original pieces of art. Each piece must be identical or similar in quality and design.

Update
The call has gone out. Proposals are being accepted until the end of April, 2017.

Next Steps
Work with the jury on artist selection.
Save the Date(s)

**Post-Graduate Residency: Samantha Sethi**  
April 1 – June 30, 2017  
Torpedo Factory Art Center

Samantha Sethi see our world as a landscape that is both inhabited and studied by humankind, altered even as it is observed. It’s both the location and the material of our pursuit of meaning. She blends the physical with the digital in her work. In using natural materials like ice, tar, and sediment, and processes like melting and erosion, she creates works that are both action and images. She records the work in video and also draws or traces it to represent it through time. Sethi is currently based in Washington, D.C. She completed her Masters of Fine Art at American University in May 2016.

**Second Thursday Art Night: The Art of Poetry**  
Thursday, April 13, 2017  
Torpedo Factory Art Center 6pm-9pm

A variety of activities relating to poetry and literature in honor of National Poetry Month.

**Poetry Month Reading**  
Friday, April 21, 6 pm – 8 pm  
Durant Arts Center  
Free

In celebration of National Poetry Month, Wendi R. Kaplan, City of Alexandria’s Poet Laureate, invites you to read poetry. “DASHing Words in Motion” Poets will also read their winning poetry that will be on the DASH buses and Trolleys in April and May, 2017.

**“Generating Hope!”**  
Thursday, April 27, 7pm – 8:30pm, formal program begins at 7:30 pm  
The Athenaeum  
201 Prince St., Alexandria, VA

Celebrate National Poem in Your Pocket Day by reading a poem with Wendi R. Kaplan, Alexandria’s Poet Laureate for a community gathering called “Generating Hope!” Please bring poetry and stories that spark your creative spirit and inspire hope! All are welcome.

**the Finest Amenities**  
Sunday, April 23, 1pm – 4pm.  
Starting at Waterfront Park, Ending at Gadsby’s Tavern (134 N. Royal Street)

Sheldon Scott’s immersive performance and art installation uses the history of harvesting ice from the Potomac, and the storage and use of this ice at Gadsby’s Tavern, as his starting point. Scott, a D.C.-based performance artist and storyteller, examines the historic relationship of the Potomac and the people of Alexandria with the contemporary utility of the river as a resource.
### Task Force & Committee Roster

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

#### Time & Place
1. Kate Elkins*
2. Beth Coast*
3. OHA staff (project stakeholder)
4. Kathy Glennon (comm. stakeholder)
5. Carol Reed (comm. stakeholder)

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

#### Artist Residency (AlexRenew)
1. Amber Gordon*
2. TBD (Arts Commission)
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 Engagement
1. Catherine Barrett*
2. Beth Coast*
3. Lisa Schumaier (Project Stakeholder)
4. Danielle Romanetti (Community Stakeholder)
5. Antonio Melus (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. Lisa Baranello*
4. Mike Detomo*
5. Karen Thomas*
6. Regan Spurlock

#### Trails & Paths
1. Shirley Downs*
2. Allison Heck*
3. TBD (project stakeholder)
4. TBD (community stakeholder)
5. TBD (community stakeholder)

#### Duke Street Tunnel
1. Gayle Converse*
2. TBD (Arts Commissioner)
3. Katherine Carraway (project stakeholder)
4. TBD (community stakeholder)
5. TBD (community stakeholder)

#### Waterfront/Fitzgerald Square Public Art
1. Susie Cohen*
2. Allison Nance*
3. TBD (project stakeholder)
4. TBD (community stakeholder)
5. TBD (community stakeholder)

#### Waterfront Commission Liaison
1. Susie Cohen*

#### Alexandria Arts Alliance Liaison
1. Amber Gordon*