MEETING NOTES

See attachment 1 for the attendance sign-in sheet for commissioners, City staff, and guests in attendance.

I. Call to Order (7:10pm) See attachment 2 for the meeting agenda.

II. Presentation – Jane Franklin of Jane Franklin Dance spoke about her organization.

III. Public Comment
   2. Anne Simpson of the Choral Society invited commissioners to attend their upcoming events.

IV. Approval of Minutes
   1. January 16th Regular Meeting minutes were approved with correction and additions made by Karen Thomas, see attachment 3 for the approved January meeting notes.

V. Chair Report – See attachment 4, Chair Report by Matthew Stensrud

VI. Committee, Task Force and Liaison Reports
   1. Advocacy and Outreach Committee – Gayle Converse led discussion regarding participation in the St. Patrick’s Day Parade. No written report was submitted.
   2. Arts Education Committee – Kate Elkins gave a committee report. No written report was submitted.
   3. Social Media Committee – A motion was made by Beth Coast and seconded by Chris Kurowski to create a Social Media Committee and appoint Catherine Ahern as the chair. The motion passed 12-0-0. See attachment 5, ACA motion Social Media Committee.
   4. Torpedo Factory Community Engagement Task Force – Catherine Barrett and Beth Coast made a committee report. No written report was submitted.
   5. King Street Waterfront Park Task Force – Susie Cohen made a committee report. No written report was submitted.
   7. Waterfront Commission Liaison – Susie Cohen made a committee report. No written report was submitted. A motion was made by Michael Detomo and seconded by Catherine Ahern to reappoint Susie Cohen to the Waterfront Commission. The motion passed unanimously. See attachment 6, ACA motion Waterfront Committee.

VII. Grants Committee – Matthew Harwood submitted a staff memo from Cheryl Anne Colton, Regional Program Director, Office of the Arts, requesting that the ACA appoint two Arts Commission members to serve on the FY2019 Grants Task Force. See attachment 7, staff memo Grants Task Force. A motion was made by Michael Detomo and seconded by Susie Cohen to appoint Chris Kurowski, Tamsin Green, Joseph Frandoni, Brenda MacRoberts, and Lily Sigel to the Grants Task Force. The motion passed unanimously. See attachment 8, ACA motion Grants Task Force.
VIII. Office of the Arts Update – Matthew Harwood gave an Office of the Arts Division Update. See attachment 9, staff Division Update.

IX. Old Town North Arts District Text Amendment
1. Matthew Harwood submitted a staff memo from Jefferey Farner, Deputy Director, Planning and Zoning, requesting the ACA endorse the proposed Zoning Ordinance text amendment to establish the Old Town North Arts and Cultural District. See attachment 10, staff memo Old Town North. Commission members reviewed and discussed the memo.

2. A motion was made by Allison Nance and seconded by Karen Thomas to endorse the Old Town North Arts and Cultural District Zoning text amendment with recommendations as drafted. See attached recommendations. The motion passed 13-0-0. See attachment 11, ACA motion Old Town North.

X. New Business – The City Manager’s proposed FY19 budget was discussed.

XI. Good of the Order and Announcements

XII. Adjournment (10:00pm)

For more detailed information about what was said at the meeting, see the audio recording made by the Office of the Arts staff.
Alexandria Commission for the Arts
Regular Meeting
Tuesday, February 20th, 2018
Lee Center, 1108 Jefferson Street --- 7:00pm

AGENDA

I. Call to Order (7:00pm)
II. Presentation – Jane Franklin Dance
III. Public Comment
IV. Approval of Minutes – 5 minutes
   1. January 16th Regular Meeting
V. Chair Report – 5 minutes
VI. Committee, Task Force and Liaison Reports – 30 minutes
   1. Advocacy and Outreach Committee – Gayle Converse
      ▪ Discussion on St. Patrick’s Day Parade
   2. Arts Education Committee – Kate Elkins
   3. Social Media Committee
      ▪ Motion to Create Committee and Appoint Chair
   4. Torpedo Factory Community Engagement Task Force – Catherine Barrett and Beth Coast
   5. King Street Waterfront Park Task Force – Allison Nance and Susie Cohen
   7. Waterfront Commission Liaison – Susie Cohen
VII. Office of the Arts Update – Matthew Harwood – 20 minutes
VIII. Old Town North Arts District Text Amendment – 45 minutes
    1. Review and Discussion of Memo
    2. Motion on Memo
IX. New Business – 5 minutes
X. Good of the Order and Announcements
XI. Adjournment (9:00pm)
### Members of Commission:
- Matthew Stensrud, Chair
- Allison Nance, 1st Vice Chair
- Catherine Ahern Barrett, 2nd Vice Chair
- Karen Thomas, Secretary
- Beth Coast
- Susan Cohen
- Gayle Converse
- Michael Detomo
- Shirley Downs
- Kate Elkins
- Amber Gordon
- Tamsin Green
- Allison Heck
- Chris Karowski
- Sara Lavan
- Shaan Shuster

### Attendance:
(Please sign name)
- [Signatures]

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

### 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

(Time: _____) VIII. Adjournment

(Guest(s) Attendance, over)
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<thead>
<tr>
<th>NAME</th>
<th>ORGANIZATION</th>
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<tbody>
<tr>
<td>JOHN GOSLING</td>
<td>NA LEAGUE, BOARD MEMBER.</td>
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<tr>
<td>SULPHUR BETHÉL</td>
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<td>JANE FRANKLIN</td>
<td>JANE FRANKLIN DANCE</td>
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<tr>
<td>ANNE SIMPSON</td>
<td>CHORAL SOCIETY</td>
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Please print:
# Alexandria Commission for the Arts
## Regular Monthly Meeting

### Meeting Information

| Objective: | To address Arts Commission business. |
| Date: | January 16, 2018 |
| Time: | Begin: 7:06 p.m. End: 9:30 p.m. |
| Location: | Activity Room, Lee Center 1108 Jefferson St Alexandria, VA |
| Meeting Type: | Regular Monthly Meeting |
| Called by: | Matthew Stensrud |
| Note Taker: | LaToya Robinson |
| Facilitator: | Matthew Stensrud |
| Timekeeper: | Matthew Stensrud |
| Secretary/Minutes: | Karen Thomas |
| Attendees: | Matthew Stensrud, Allison Nance, Catherine Barrett, Karen Thomas, Beth Coast, Susan Cohen, Gayle Converse, Shirley Downs, Kate Elkins, Tamsin Green, Allison Heck, Sara Lavan, Chris Kurowski |
| Absent: | Shaan Shuster, Michael Detomo, Amber Gordon |
| Vacancy(s): | 0 |
| Observers: | Kadhambari Sridhar, LaToya Robinson, Maria Wasowski, Michelle Kozlak |
| City Staff: | Matthew Harwood, Public Art Manager, RPCA/Office of the Arts James Spengler, Director, RPCA Heba ElGawish, Department of Planning & Zoning |

### Agenda items

<table>
<thead>
<tr>
<th>Number</th>
<th>Item</th>
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<tbody>
<tr>
<td>1.</td>
<td>Call to Order:</td>
<td>Matthew Stensrud</td>
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<tr>
<td>2.</td>
<td>Presentation- Arts on the Horizon</td>
<td>Michelle Kozlak</td>
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<td>3.</td>
<td>Public Comment</td>
<td>Matthew Stensrud</td>
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<td>4.</td>
<td>Approval of Minutes ❖ December 18, 2017</td>
<td>Matthew Stensrud</td>
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<tr>
<td>5.</td>
<td>Chair Report (Attachment)</td>
<td>Matthew Stensrud</td>
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<td>6.</td>
<td>Old Town North Arts District Proposal (Attachment) ❖ Presentation ❖ Discussion</td>
<td>Heba ElGawish Maria Wasowski</td>
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<tr>
<td>7.</td>
<td>Committee, Task Force &amp; Liaison Reports ❖ Advocacy and Outreach Committee ❖ Grants Committee ❖ Arts Education Committee</td>
<td>Gayle Converse Allison Nance Beth Coast/Kate Elkins</td>
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<td>8.</td>
<td>Office of the Arts Update</td>
<td>Matthew Harwood</td>
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<td>9.</td>
<td>New Infrastructure Public Art Project ❖ Proposal on Traffic Box Wraps ❖ Discussion ❖ Motion on Project</td>
<td>Matthew Harwood</td>
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<tr>
<td>10.</td>
<td>New Business ❖ Retreat Date Selection</td>
<td>Matthew Harwood</td>
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<tr>
<td>11.</td>
<td>Good of the Order and Announcements</td>
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<tr>
<td>12.</td>
<td>Adjournment</td>
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**Discussion Summary**

1. **Call to Order:** Mr. Matthew Stensrud welcomed everyone and started the meeting at 7:06pm

2. **Presentation:** Ms. Michelle Kozlak, *Arts on the Horizon* provided information on their youth theater program for kids ages 0-6 years old.
   - A 5-minute video was showed.
   - Arts on the Horizon has been nominated for a Virginia Commission of the Arts “50 for 50” award.
   - Arts on the Horizon has moved to Convergence.
   - They offer space for performance, education and classes.

3. **Public Comment:** Commissioners were encouraged the group to visit exhibit at Torpedo Factory

4. **Approval of Minutes:**
   - December 18, 2017 minutes were approved unanimously.

5. **Chair Report:**
   Commission Chair provided updates on:
   - New Infrastructure Public Art Report
   - Social Media Tips
   - Winter Retreat will take place at Lee Center on February 17, 2018. The tentative time is 10am-3pm. Commission Chair will confirm time with all members. Everyone is encouraged to be mindful of parade traffic.
   - Commission Chair reinforced attendance policy, stating that all members are allowed 1 excused absence and that attendance at 75% is required.

6. **Old Town North Arts District Proposal (Attachment)**
   Presentation: Planning & Zoning staff presented the new proposed zoning ordinance:
   - **Purpose:** Allowance for incentives to retain and attract arts and cultural uses in Old Town North through the creation of an Arts and Cultural District as authorized by Virginia Code 15.2-1129.1. The use of these incentives will be limited to properties located along the frontages identified in the Old Town North Small Area Plan.
     - **Tier 1: Incentive for ground floor arts & cultural uses**
     - For the frontages within the Old Town North Arts and Cultural Corridors, the floor area for the ground floor arts and cultural uses may be excluded from the maximum floor area ratio permitted for the site.
     - **Tier 2: Incentives for arts anchors**
     - For the frontages within the Old Town North Arts and Cultural Corridors, additional floor area may be increased by a maximum of 30 percent above the maximum floor area ratio permitted by the zone for the provision of an Arts and/or Cultural Anchor.
   - **Next steps with ordinance:**
     - March 6, Planning Commission Meeting
     - March 17, City Council Public Hearing
     - An amendment will be added to enhance public transit and parking

7. **Committee, Task Force & Liaison Report:**
   1. **Advocacy and Outreach Committee: (Attachment)**
      - **St. Patrick’s Day Parade:**
        - Ms. Gayle Converse is requesting that admission fee of $75 is waived for commission.
      - **Vote Ship update**
      - **Candidate’s Night Debate Open House**
        - Candidate’s Night Debate Open House will be hosted by Alexandria Arts Alliance.
      - **Take a Council Member to lunch**
        - was discussed.
      - **Details for plan**
        - will be discussed at retreat.
2. **Grants Committee:**
FY2019 Grants Task Force meeting will be held April 9, 2018.

3. **Arts Education Committee:**
Ms. Beth Coast is no longer Committee Chair. Motion was made by Ms. Beth Coast and seconded by Ms. Susie Cohen for Ms. Kate Elkins to serve as Chair for Arts Education Committee. Motion passed unanimously. Committee is hosting their 3rd All City High School Art Exhibition and has invited two new schools: Commonwealth Academy and The Howard Gardener School. Ms. Allison Nance and Ms. Lisa Schumaier are jurors for the Exhibit Opening, February 23, 2018, 7pm-9pm. More updates will be provided at next meeting.

4. **Torpedo Factory:**
No report.

5. **Waterfront:**
Fitzgerald Park is now referred to as King Street Waterfront Park. The future budget will be discussed at the next meeting.

8. **Office of the Arts:**
- **Duke St. Tunnel:** Awaiting parameters by CCC to move forward
- **Simpson Park:** Awaiting renovation bid, artists cannot proceed due to changes with planning
- **Lake Cook:** Budget issues and cut backs are the current challenge. Renovations will be underway in summer of 2018.
- **Trails & Paths:** there are two consultants assisting with this project.
- **Residency:** the meeting with Alex Renew was held.
- **Burke Library:** public art will soon be coming to this library.

9. **New Infrastructure Project:** (2 attachments). There is $20,000 in funding available from FY 2017. The committee proposed several suggestions on box wraps and locations for them. Ms. Shirley Downs shared that Interstate-395 will add a new lane which will move the noise walls next to Van Dorn. Mr. Harwood explained to the commission that coordination with TE&S is required to determine where art and wrap boxes will be located throughout the Van Dorn area. The committee will continue discussion at next meeting.

10. **New Business**
No items noted.

11. **Good of the order and Announcements:**
No items noted.

12. **Adjournment:**
Mr. Stensrud mentioned that all items were addressed from the meeting’s agenda, so the meeting adjourned at 9:30 p.m.

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<th>New Action Items</th>
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<tbody>
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<td>1.</td>
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**Other Notes & Information**

**ATTACHMENTS:**
1. Department of Planning & Zoning - Old Town North Small Area Plan Arts & Cultural District Text Amendment
2. Infrastructure Public Art Project – Memorandum
3. Staff Memorandum - Duke Street Tunnel Task Force
4. Office of the Arts Division Report - January
5. Sign-in Form
6. Fitzgerald Square - Draft for Pilot Project

“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.

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<tr>
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<th>Karen Thomas</th>
<th>Draft Notes Sent to Secretary</th>
<th>2-16-18</th>
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<td>Alexandria Commission for the Arts</td>
<td>Draft Minutes Sent to Commissioners</td>
<td>2-18-18</td>
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<td>Date:</td>
<td>02-20-18</td>
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Alexandria Commission for the Arts
Advocacy and Outreach Committee
December 2017 Report
--G. Converse, chair

I. Scottish Walk
   a. 30-ish participants
   b. Thank-you’s: Sean, Allison N., Allison H., Kate, Matthew, Pat Miller, Lisa, Chris, UpCycle
   c. Penguins – will Allison N. speak with Lisa for permission to re-use penguins by ACA?

II. St. Patrick’s Parade 2018
    a. Registration open
    b. Fees?
    c. Penguins?

III. Federal Tax Bill – Effects on Arts
     a. ACA awareness
     b. Letter? (DEPENDING ON TUESDAY HOUSE VOTE)
FITZGERALD SQUARE: TEMPORARY PUBLIC ART EXHIBITION

DRAFT PROJECT PLAN FOR PILOT PROJECT

November 16, 2017
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    Stakeholders ............................................................................................................................... 6
    Marketing and Communications ................................................................................................. 6
VIII. Evaluation .............................................................................................................................. 6
I. Introduction

The City of Alexandria’s Public Art Implementation Plan outlined a vision and goals for the public art program and established three Creative Directions: Time and Place, Neighborhood Identity, and Urban and Natural Systems.

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

This document is the Project Plan for the first, or pilot, temporary sculpture exhibition at Fitzgerald Square.

II. Site and Context

Fitzgerald Square is the working name for a new public plaza at the foot of King Street, which was called out in the City’s Waterfront Plan. The plaza encompasses 1 & 2 King Street, and the existing King Street Park, totaling about one acre of land. It is adjacent to, but does not include, Waterfront Park.

The overall concept for Fitzgerald Square and other waterfront public spaces was approved in 2014, but it may be a decade or more before the planned flood mitigation infrastructure is in place and the permanent plaza can be constructed. When the Old Dominion Boat Club relocates to a new facility at the foot of Prince Street, the City will create an “interim” public space that can be enjoyed until construction begins on the permanent plaza. The project is being led by the City’s Department of Recreation, Parks and Cultural Activities, along with the City’s Department of Project Implementation. The Commission for the Arts and the Waterfront Commission serve as advisory bodies.

The interim Fitzgerald Square design calls for a Promenade walkway of crushed granite that runs along the Potomac River, connecting walkways to the north and south of the park; the Marina Terrace, with a large shade structure, movable tables and chairs, and crushed granite surface; the Center Green, an open lawn space; the River Terrace area closer to the Potomac with synthetic turf; and an asphalt plaza with trees in planter boxes. It is anticipated that the plaza will be used both for passive enjoyment and for programming with performance, festivals, food trucks and, potentially, an ice skating rink in the winter.

Fitzgerald Square is sited at the base of King Street, the main commercial street in historic Old Town Alexandria, with popular shops, restaurants, hotels and other destinations. The creation of the plaza will create new views from King Street to the Potomac River, and with that the potential for a work of art that serves as a visual focal point. According to City staff, restauranteurs plan to take advantage of the plaza by creating outdoor seating and otherwise opening up their facades to address the new public space.
III. Goals
The Alexandria Public Art Program is interested in commissioning artists to create a site-specific, temporary work of art for Fitzgerald Square that will be on display for up to twelve months.

The program goals of the Fitzgerald Square Temporary Exhibition are to:

• Amplify Alexandria’s reputation as an of-the-moment arts destination on the water with a new work of art that captures the public’s imagination and is unlike anything else you can experience in the region.

• Highlight Fitzgerald Square as a new civic space that gives prominence to the location where the mercantile city meets the river.

• Bring a new work of art to Alexandria that is informed by the context of the site.

• Foster engagement and interaction with a contemporary work of art on Alexandria’s historic waterfront.

• Attract visitors to experience a dramatic, visually compelling and unique work of art.

• Encourage repeat visits with work that changes between day and night or through the seasons.

In addition, the Public Art Program has identified the following internal goals related to the project:

• Take advantage of the interim nature of the site to test out different approaches to public art for this location.

• Create a signature exhibition that raises awareness of the City’s public art program.

• Accommodate plaza programming and other plaza uses.

IV. Selection Process
For the Fitzgerald Square Temporary Exhibition pilot project, the Office of the Arts has engaged Meridith McKinley of the consulting firm Via Partnership, working with Todd W. Bressi, to facilitate artist selection and manage the overall project.

Fitzgerald Square Task Force
The Fitzgerald Square Task Force helps shape the Project Plan for the exhibition and recommends selection of artist(s) and approval of concept(s).

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

• Alison Nance
• Susan Cohen

The Community Stakeholders for the Task Force include:

• Claire Mouledoux, Visit Alexandria
• Future member TBD
Project Stakeholders from the Department of Project Implementation and the Department of Recreation, Parks and Cultural Activities for the Task Force include:

- Jack Browand, Division Chief, Department of Recreation, Parks and Cultural Activities
- Anthony Gammon, Deputy Director, Department of Project Implementation

**Artist Selection Process and Concept Approval**

An invitational process will be used to select artists for the Fitzgerald Square Temporary Exhibition Pilot Project.

Based upon the approved Project Plan, the Office of the Arts, working with its project consultants, will draft a Call to Artists. This call will be sent to a short-list of artists developed by the Office of the Arts, the project consultants, and the Task Force. Interested artists will be invited to submit a letter of interest and qualifications.

The Task Force will review the letters of interest and qualifications and recommend an artist for the project. The Task Force will have the option of selecting two artists, one for an installation in 2019 and one for an installation in 2020. The selected artist/s will be approved by the Commission for the Arts.

The selected artist/s will develop Concept Proposal/s in collaboration with the Office of the Arts staff, consultants and other partners. The Concept Proposal/s will include a rendering, narrative description, fabrication methods, budget and timeline. The Concept Proposal/s will be reviewed for feedback by the Task Force. The Concept Proposal/s will be approved by Commission for the Arts prior to execution.

**V. Timeline**

- **November 2017**  
  Task Force reviews and approves Project Plan.
- **December 2017**  
  Project Plan submitted to Commission for the Arts for approval.  
  Task Force members recommend names for artist invitation.  
  Final list submitted to Task Force for review.
- **January 2018**  
  Issue Call for Artists to invited list.
- **March 2018**  
  Review qualifications and select artist.
- **April 2018**  
  Artist contract.
- **May 2018**  
  Artist site visit.
- **August 2018**  
  Selected artist presents proposal.
- **August 2018**  
  Proposals approved by Task Force, Commission for the Arts.
- **Sept 2018**  
  Anticipated opening of Fitzgerald Square
- **Nov 2018**  
  Artist submits final design for technical review
- **March – Nov 2019**  
  Exhibition
VI. Budget

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<td>Artist design, fabrication &amp; installation</td>
<td>$80,000</td>
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<td>Contingency</td>
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<td>Programming &amp; communications (specific to the public art project)</td>
<td>$12,000</td>
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<td>Total</td>
<td>$100,000</td>
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VII. Community Engagement, Marketing and Communications

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

Stakeholders

Community engagement, marketing and communications should build upon the existing stakeholder base for art and tourism in Alexandria and the stakeholders in Old Town and along the waterfront. These will include, but may not be limited to, representatives from:

- Fitzgerald Square Task Force members
- Commission for the Arts
- Visit Alexandria
- The Torpedo Factory
- Waterfront Commission
- Parks and Recreation Commission
- Old Town Business and Professional Association (OTBPA)
- Old Town Civic Association

Marketing and Communications

The Office of the Arts staff will develop a marketing and communications strategy that will include:

- Web-based information about the exhibition.
- Social media announcements about specific events.
- Print materials about the exhibition to be distributed at local tourist information areas.
- Media releases to local and national publications and blogs.
- Print and/or online advertising in local and regional publications.
- Micro-targeted online / social media advertising.

VIII. Evaluation

The Office of the Arts should conduct an evaluation to learn more about the audience for the project and their reaction to it. The primary purpose of the evaluation should be to help the Office of the Arts plan future projects and marketing. The secondary purpose, to the extent the data allows, should be to determine if public art drives tourism to the waterfront. The evaluation should not consider economic impact as those studies involve data collection and analysis techniques that require far more resources than available for this project.

These issues should be considered in an evaluation:
• Audience demographics.
• How did visitors learn about the project?
• First time or repeat visitor to the project? To the site?
• What is their impression of the installation?
• How does public art impact their experience of the waterfront?
• Previous awareness of Alexandria’s public art program?
• Would they like to follow the public art program?
• Did they come specifically to see the art on the waterfront?
• Would they attend future public art projects in this location?
• Would they attend future public art projects elsewhere in the city?

Given the resources available, a partnership with a university, such as Virginia Tech architecture and planning faculty, will be sought for assistance in developing and implementing the evaluation.

In addition, a questionnaire should solicit feedback from the Task Force and the artist on the overall project development process.
Alexandria Commission for the Arts
December 19th, 2017 Regular Meeting
Chair Report
Submitted by Matthew Stensrud

Happy Holidays!
Wishing everyone a wonderful holiday season and Happy New Year! I look forward to making 2018 a wonderful one for the arts in Alexandria.

Hellos & Goodbyes
Welcome to Chris Kurowski for his appointment to the Commission, filling Lisa Baranello’s position for the remainder of her term. Many of us already know Chris, as he has attended Commission meetings and events recently, and we look forward to working with him as we continue to push for more support for arts in Alexandria.

Arts in the News!
Check out the Alexandria Gazette-Packet from last week for an amazing Op-Ed from Patricia Washington, Pat Miller and me on the arts in Alexandria and its impact on the local economy. Thank you to Patricia and Pat for helping put together a great opportunity to build awareness for the arts!


Social Media Tips
Join us on Facebook and Instagram!
Facebook --- https://www.facebook.com/AlexandriaArtsCommission/ 280 likes +10 since Nov ‘17

Instagram --- https://www.instagram.com/alexandriaartscommission/ 482 followers +150 since Nov ‘17

Tweet Possibilities:
Looking forward to @AlexandriaVAGov presentation on #FitzgeraldSquare at Arts Commission December meeting! #arts #publicart #waterfront #OldTown #AlexandriaVA
What are you doing this holiday season in #AlexandriaVA? Spend an evening with a phenomenal arts group taking in a show, a concert, stopping by a gallery or more! #arts #advocacy @AlexandriaVA

Upcoming Dates

**Executive Committee** - Tuesday, January 9th, 7pm, Mt. Vernon Recreation Center

**Commission Regular Meeting** - Tuesday, January 16th, 7pm, Lee Center
DATE: JANUARY 16, 2018
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: MATTHEW HARWOOD, PUBLIC ART MANAGER
RE: 2017 INFRASTRUCTURE PUBLIC ART PROJECT

**Project Description**
Vinyl wrap a combination of 12 traffic control boxes or City park electrical boxes with original artwork.

**Background**
Since 2015 the Public Art Program has wrapped 24 traffic light control boxes with original art by six regional artists in two projects (Duke Street and Beauregard/Seminary). Exclusively located at intersections in the West End of Alexandria, the project gives a unique art identity to the area and is popular with the public. As approved by the Commission for the Arts for FY2017, efforts by staff to coordinate with DASH and Capital Bikeshare to wrap buses and bicycles have been unsuccessful. Staff is now proposing that the Infrastructure Public Art Project be redirected to vinyl wrap either another 12 traffic light control boxes located in the West End or, if a new approach is seen warranted, to wrap electrical boxes located within City parks.

**Artist Selection**
Three artists/teams will be selected with each artist designing four boxes. Artists will be selected through a regional call open to all artists living and working in Virginia, Maryland, DC, West Virginia, Kentucky, North Carolina, and Tennessee.

The project is scheduled to be completed by June, 2018.

**Recommendations**
Staff recommends that the Commission for the Arts votes to redirect the 2017 INFRASTRUCTURE PUBLIC ART PROJECT to either vinyl wrap another 12 traffic light control boxes located in the West End or 12 electrical boxes located in various public parks throughout the city.
PUBLIC ART PROJECTS

Simpson Park

Lead Agency
Office of the Arts

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

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

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

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

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

Anticipated Completion
Summer, 2018

Lake Cook

Lead Agency
Office of the Arts

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

Project Budget
$90,000

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

Update
The artist is working with staff and the construction company on designs and needs for installation (e.g. soil compaction, concrete footings, etc.)

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

Anticipated Completion
Summer, 2018
PUBLIC ART PROJECTS, cont’d

Trails & Paths, Planning

Lead Agency
Office of the Arts

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

Project Budget
$20,000

Task Force Members
Shirley Downs, Allison Heck

Update
Staff has engaged Todd Bressi and Elisabeth Lardner to lead the planning process. The consultant team has met/spoken with staff in Park Planning and T&ES to gather more information about the trails and paths systems and to learn about upcoming construction and renovation projects.

Next Steps
The consultant team will develop a series of possible permanent and temporary public art options for the trails and paths network in the city.

Anticipated Completion
Ongoing

Fitzgerald Square, Planning

Lead Agency
Office of the Arts

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

Project Budget
$20,000

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

Update
The invitational call to artists is being developed and is scheduled to go out by late January/early February.

Next Steps
After the call goes out and submissions have been received, the task force will review all applications and make a recommendation to the Commission.

Anticipated Completion
Spring, 2019 (1st installation)
PUBLIC ART PROJECTS, cont’d

Residency, Planning

Lead Agency
Office of the Arts

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

Project Budget
$20,000

Task Force Members
Karen Thomas, Sara Lavan

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

Next Steps
The consultants will meet with the Board of Directors in early 2019.

Anticipated Completion
TBD

Duke Street Tunnel

Lead Agency
Office of the Arts

Project Scope
Update artwork in the Duke Street Tunnel

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

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

Update
Staff is awaiting a new set of constrains for the security system from the CCC to determine what type of public art project can work in the site. ZeroZero Collective will be given an opportunity to develop a new proposal for the site. Mike McConnell’s project will be installed after a decision is made about ZeroZero’s participation.

Next Steps
Work with the CCC and ZeroZero Collective on a new proposal.

Anticipated Completion
Spring, 2019
PUBLIC ART PROJECTS, cont’d

Burke Library

Lead Agency
Office of the Arts
Project Scope
Outdoor public art at Burke Library.
Project Budget
$100,000
Task Force Members
Catherine Barrett, Shirley Downs
Update
Staff has met with representatives from the Library to discuss possible timeline and to review the public art process.
Next Steps
Set a meeting to review options for community stakeholders and present to the current task force.
Anticipated Completion
TBD

Potomac Yards Metro

Lead Agency
WMATA
Project Scope
Include public art in the new Potomac Yards metro station.
Project Budget
$250,000
Task Force Members
N/A
Next Steps
Staff is waiting for an update from WMATA regarding the public art and the panel.
Anticipated Completion
TBD
PUBLIC ART PROJECTS, cont’d

Art Purchase Awards

Lead Agency
Office of the Arts

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

Project Budget
$4,000

Task Force Members
Mike Detomo, Allison Nance, Maya Contreras, Joyce Frank, Val Proudkiii

Update
The artwork has been installed in City Hall.

Next Steps
The task force will make the purchase recommendations to the Commission.

Anticipated Completion
Ongoing
Task Force Roster

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

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

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

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

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

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

Burke Library
1. Shirley Downs*
2. Catherine Barrett*
3. Renee Dipilato (project stakeholder)
4. Kyle Maier (Project Stakeholder)
5. TBD (community stakeholder)
6. TBD (community stakeholder)

Waterfront/Fitzgerald Square Public Art
1. Susie Cohen*
2. Allison Nance*
3. Tony Gammon (project stakeholder)
4. Jack Browand (project stakeholder)
5. Claire Mouledoux (community stakeholder)
6. Clint Mansell (community stakeholder)

Waterfront Commission Liaison
1. Susie Cohen*

Alexandria Arts Alliance Liaison
1. Matthew Stensrud*

*Arts Commissioner
Commission Committee Roster

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

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

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*
MEMORANDUM

DATE: JANUARY 16, 2018
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: MATTHEW HARWOOD, PUBLIC ART MANAGER
RE: 2017 INFRASTRUCTURE PUBLIC ART PROJECT

Project Description
Vinyl wrap a combination of 12 traffic control boxes or City park electrical boxes with original artwork.

Background
Since 2015 the Public Art Program has wrapped 24 traffic light control boxes with original art by six regional artists in two projects (Duke Street and Beauregard/Seminary). Exclusively located at intersections in the West End of Alexandria, the project gives a unique art identity to the area and is popular with the public. As approved by the Commission for the Arts for FY2017, efforts by staff to coordinate with DASH and Capital Bikeshare to wrap buses and bicycles have been unsuccessful. Staff is now proposing that the Infrastructure Public Art Project be redirected to vinyl wrap either another 12 traffic light control boxes located in the West End or, if a new approach is seen warranted, to wrap electrical boxes located within City parks.

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Three artists/teams will be selected with each artist designing four boxes. Artists will be selected through a regional call open to all artists living and working in Virginia, Maryland, DC, West Virginia, Kentucky, North Carolina, and Tennessee.

The project is scheduled to be completed by June, 2018.

Recommendations
Staff recommends that the Commission for the Arts votes to redirect the 2017 INFRASTRUCTURE PUBLIC ART PROJECT to either vinyl wrap another 12 traffic light control boxes located in the West End or 12 electrical boxes located in various public parks throughout the city.
TRAFFIC LIGHT CONTROL BOX INTERSECTIONS

- Seminary Road/Jarney's Lane
- King Street (West)
- Van Dorn Street
- Miscellaneous West End
- Existing Traffic Control Box Wraps
PUBLIC ART PROJECTS

Simpson Park

Lead Agency
Office of the Arts

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

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

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

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

Anticipated Completion
Summer, 2018

Lake Cook

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

Project Budget
$90,000

Task Force Members
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Update
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Summer, 2018
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Project Scope
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Task Force Members
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Update
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Next Steps
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Anticipated Completion
Ongoing

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Project Scope
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Project Budget
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Spring, 2019 (1st installation)
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Update artwork in the Duke Street Tunnel

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Spring, 2019
PUBLIC ART PROJECTS, cont’d

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Outdoor public art at Burke Library.

Project Budget
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Next Steps
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Lead Agency
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Project Scope
Include public art in the new Potomac Yards metro station.

Project Budget
$250,000

Task Force Members
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Next Steps
Staff is waiting for an update from WMATA regarding the public art and the panel.

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3. Allison Heck*
4. Amber Gordon*
5. Betsy Hennigan*
6. Shirley Downs*
7. Mike Detomo*
8. Sarah Bobbin*
OLD TOWN NORTH SMALL AREA PLAN ARTS AND CULTURAL DISTRICT TEXT AMENDMENT

Alexandria Commission for the Arts
January 16, 2018
Old Town North Small Area Plan

Figure 2.15: Illustrative Concept Plan

* Note: The potential buildings, open spaces, and roof-top open spaces depicted are for illustrative purposes. The final design and configuration of buildings, open spaces and roof-top open spaces will be subject to the OTN SAP, the OTN Urban Design Standards and Guidelines, the Zoning Ordinance as amended, and as part of the development review process.
Old Town North—Arts District Text Amendment

Purpose:
• Allowance for incentives to retain and attract arts and cultural uses in Old Town North through the creation of an Arts and Cultural District as authorized by Virginia Code 15.2-1129.1. The use of these incentives will be limited to properties located along the frontages identified in the Old Town North Small Area Plan.
Old Town North– Arts District Text Amendment

Tier 1: Incentives for Ground Floor Arts and Cultural Uses

For the frontages within the Old Town North Arts and Cultural Corridors, the floor area for ground floor arts and cultural uses may be excluded from the maximum floor area ratio permitted for the site. Subject to the following:

1. Arts and Cultural uses will be limited to the ground floor of the building frontages and limited to a maximum amount of 15,000 sf for each redevelopment block.

2. Limited to organizations, businesses and/or individuals operating uses such as studios, galleries, or other venues that are related to cultural, visual and performing arts, design, handcrafted products, media, marketing, and art supply.

3. A covenant requiring the space be used for Arts and Cultural uses for a minimum period of 10 years.
Old Town North– Arts District Text Amendment

Tier 2: Incentives for Arts and Cultural Anchors

For the frontages within the Old Town North Arts and Cultural Corridors, additional floor area may be increased by a maximum of 30 percent above the maximum floor area ratio permitted by the zone for the provision of an Arts and/or Cultural Anchor. Subject to the following:

1. Limited to visual or performing arts or cultural venue that is accessible to the public with performances/activities open to the public for a minimum of 150 days within the calendar year.

2. Provide an easement at no cost to the Arts and Cultural operator of the space with a covenant for a minimum period of 30 years.

3. Minimum contiguous size of 5,000 sf.

4. Height may increased up to 25 feet beyond the permitted height, excluding buildings located in maximum allowable height of 50 feet or less.

5. The design of the space should be flexible to accommodate a variety of uses.

6. Limit the total additional floor area for Arts and Cultural uses resulting from the Tier 2 incentive within the Old Town North Small Area.
Old Town North– Arts District Text Amendment

Next Steps:

March 6 – Planning Commission Meeting

March 17 - City Council Public Hearing
FEBRUARY CHAIR REPORT MISSING
<table>
<thead>
<tr>
<th>Agenda Item</th>
<th>Motion</th>
<th>Made By</th>
<th>2nd</th>
<th>Vote</th>
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<tr>
<td></td>
<td>TO CREATE A SOCIAL MEDIA COMMITTEE</td>
<td>BETH CONGY</td>
<td>CHERYS KURISZKA</td>
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<td>MAKE WORKSHOP ABOUT THE COMMITTEE</td>
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<tr>
<td><em>Motion to Accept Subie Committee's Report</em></td>
<td>Michael Detwold</td>
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<tr>
<td><em>Discussion</em></td>
<td>Catherine Allen</td>
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</table>

Agenda Item

- Motion to Accept Subie Committee's Report
- Discussion
City of Alexandria, Virginia

MEMORANDUM

DATE: FEBRUARY 14, 2018
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: CHERYL ANNE COLTON, REGIONAL PROGRAM DIRECTOR, ALEXANDRIA DEPARTMENT OF RECREATION, PARKS AND CULTURAL ACTIVITIES, OFFICE OF THE ARTS
RE: FY19 GRANT TASK FORCE

Background:
The City of Alexandria Office of the Arts provides an opportunity for arts organizations and artists to apply for operating or program grants to fund their programs that occur within the City of Alexandria.

Discussion
Per the approved grant program policy, the Grants Task Force shall consist of up to five members, with the following representation: two representatives of the Commission for the Arts, and up to three members with professional expertise in the arts as an artist or arts administrator in each of the artistic disciplines reflected in the Arts Grant Program (i.e., music, dance, literature, theatre, the visual arts, and interdisciplinary).

Some Task Force members may be counted in more than one category (e.g., a Commissioner with professional expertise in the arts would be counted in two categories). The minimum number of panelists allowable for a Task Force grant review meeting is three.

Staff selected the following three members with expertise in the arts as either as an artist or arts administrator to serve on the FY19 Grants Task Force:
1. Joseph Frandoni, Deputy Director, Arts and Humanities Council of Montgomery County
2. Brenda MacRoberts, Director of Development and Administration, Arts Council of Fairfax County
3. Lily Sigel, Executive Director and Curator, Greater Reston Arts Center

Staff Recommendation
Staff recommends appointment of two Arts Commission members to serve on the Fiscal Year 2019 Grants Task Force.
Office of the Arts
Grants Task Force Members – Fiscal Year 2019

BIOS – Arts Administrators/Arts Practitioners

Joseph Frandoni, Deputy Director
Arts and Humanities County of Montgomery County
801 Ellsworth Drive, Silver Spring, MD 20910-4438
Main:  301.565.3805 x25
Fax:    301.565.3809
Direct: 240.398.3160
Joe.Frandoni@creativermoco.com
http://Creativermoco.com

Joe Frandoni has worked in arts management and advocacy for the past nine years; advocating for expanded cross-cultural dialogue, increasing visibility for artists, and assisting arts and cultural organization in developing and implementing innovative business solutions for their nonprofit organizations. Scaffolding his professional experience, Mr. Frandoni earned a Master's Degree in Arts Management from Carnegie Mellon University as well as Graduate Degree in Innovation and Organization of Culture and the Arts from the University of Bologna in Bologna Italy. Continually striving to help arts organizations expand their brand and implement sustainable business solutions, he currently works as the Deputy Director of the Arts and Humanities Council of Montgomery County and has held previous positions with the Kennedy Center's DeVos Institute of Arts Management, the Center for Arts Management and Technology, and as a private consultant providing capacity building, strategic planning and marketing services to local and regional arts organizations in the Midwest and National Capital Region.

Brenda MacRoberts, Director of Development and Administration
Arts Council of Fairfax County
2667 Prosperity Avenue, Suite A, Fairfax, VA 22031
Main: 703-842-0862 ext. 2
Fax: 703-712-8599
bmacroberts@artsfairfax.org
http://artsfairfax.org

As Director of Development & Administration for the Arts Council of Fairfax County Brenda MacRoberts directs and manages all fundraising activities including the Arts Awards and oversees the organization’s administrative functions. She works with the President & CEO and Board of Directors committees to set priorities and strategies in these functions. Before joining the Arts Council, she was Executive Director of the Broadway Rose Theatre Company, and prior to that, she worked for several years and held many positions at Young Audiences of Oregon and SW Washington. Ms. MacRoberts holds an MBA in Arts Administration from Golden Gate University and BA in Theatre Arts from California State University, Fresno.

Lily Siegel, Executive Director and Curator
Greater Reston Arts Center
12001 Market Street #103
Reston, VA 20190
Main: 703-471-9242 x 111
LSiegel@restonarts.org
http://restonarts.org

Lily Siegel is Executive Director and Curator at the Greater Reston Arts Center (GRACE) in Northern Virginia where she oversees a robust program of exhibitions, education for all ages, and the Northern Virginia Fine Arts Festival. Before joining GRACE, she held curatorial positions at The Contemporary Jewish Museum, San Francisco; High Museum of Art, Atlanta; and Museum of Contemporary Art, Los Angeles. She is currently working on an exhibition of the work Moira Dryer (1957–1992) to be presented at the Phillips Collection, Washington, DC, in early 2020.
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<td>Michael Detomo</td>
<td>Susie Cohen</td>
<td></td>
<td>Yes – All</td>
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<td>No – 0</td>
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OFFICE OF THE ARTS DIVISION SUMMARY

This summary is a brief narrative of activities and actions that the Office of the Arts has taken since the previous Division Update. The Public Art Planning and Development Process information is the last page of this document (and is included in the Public Art Implementation Plan).

If you have any questions or require additional information/clarification please review the following section(s) of this report, the most recent public art annual workplan, the Public Art Implementation Plan, the Arts & Culture Master Plan, or contact the appropriate staff in the Office of the Arts.

Highlights

• Demolition has started at the new King Street/Waterfront Park (KSWP - previously known as Fitzgerald Square).
• The Simpson Park Playground construction contract has been issued, the artists have been notified.
• Task force meetings have been scheduled for KSWP (date pending) and Burke Library.
• Art parameters for Duke Street Tunnel have been provided by the security firm. They have been reviewed by staff and shared with the artists (ZeroZero Collective).
• The Art Purchase Award installation has been well received. A task force meeting to select works for purchase will be scheduled within the next month.

Public Art - Quick Update:

<table>
<thead>
<tr>
<th>Public Art Project</th>
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<tbody>
<tr>
<td>King Street/Waterfront Park</td>
<td>Develop Artist Pool</td>
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<tr>
<td>Artist Residency (AlexRenew)</td>
<td>Setting Project Goals &amp; Parameters</td>
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<tr>
<td>Duke Street Tunnel (ZeroZero Collective)</td>
<td>Approve Concept Proposal #2</td>
</tr>
<tr>
<td>Trails &amp; Paths</td>
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<tr>
<td>Simpson Park</td>
<td>Fabrication</td>
</tr>
<tr>
<td>Lake Cook</td>
<td>Fabrication</td>
</tr>
<tr>
<td>Duke Street Tunnel (M. McConnell)</td>
<td>Fabrication</td>
</tr>
</tbody>
</table>

Staff Contact Info:

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PUBLIC ART PROJECTS – PLANNING/DESIGN PHASE

King Street/Waterfront Park

**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, Jack Browand, Tony Gammon

**Current Status (per project development process)**  
Developing Artist Pool.

**Update**  
The invitational call to artists has been released. Applications are due March 5, 2018.

**Next Steps**  
After the have been received, the task force will review all applications and make a recommendation to the Commission.

**Anticipated Completion**  
Spring, 2019 (1st installation)

Artist Residency (with AlexRenew)

**Lead Agency**  
Office of the Arts

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

**Task Force Members**  
Karen Thomas, Sara Lavan

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

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

**Next Steps**  
The consultants will meet with the Board of Directors in early 2019. After that meeting a task force meeting will be scheduled.

**Anticipated Completion**  
TBD
PUBLIC ART PROJECTS – PLANNING/DESIGN PHASE, cont’d

Burke Library

Lead Agency
Office of the Arts

Project Scope
Outdoor public art at Burke Library.

Task Force Members
Cathering Barrett, Shirley Downs

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

Update
A meeting of current task force members has been scheduled. The meeting will focus on identifying community stakeholder members of the task force and begin setting project goals and parameters.

Next Steps
Have the Arts Commission approve the task force and project plan.

Anticipated Completion
TBD

Duke Street Tunnel (ZeroZero Collective)

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)
Approving the Concept Proposal (#2)

Update
Staff has received a new set of constraints for the security system from the CCC to determine what type of public art project can work in the site which has been shared with ZeroZero Collective. ZeroZero Collective will be given an opportunity to develop a new proposal for the site. Mike McConnell’s project will be installed after a decision is made about ZeroZero’s participation.

Next Steps
Work with the CCC and ZeroZero Collective on a new proposal.

Anticipated Completion
Spring, 2019
PUBLIC ART PROJECTS – PLANNING/DESIGN PHASE, cont’d

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

Current Status (per project development process)
The project has been identified in the annual workplan

Update
Staff has engaged Todd Bressi and Elisabeth Lardner to lead the planning process. The consultant team has met/spoken with staff in Park Planning and T&ES to gather more information about the trails and paths systems and to learn about upcoming construction and renovation projects.

Next Steps
The consultant team will develop a series of possible permanent and temporary public art options for the trails and paths network in the city.

Anticipated Completion
Ongoing
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

Current Status (per project development process)
Fabrication

Update
The playground construction contract has been issued for bid. May + Watkins will complete the work on their construction drawings and have discussions with the playground safety inspectors.

Next Steps
Set up meeting with playground inspectors and develop fabrication schedule with the artist team.

Anticipated Completion
Summer, 2018

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.

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

Current Status (per project development process)
Fabrication

Update
The artist is working with staff and the construction company on designs and needs for installation (e.g. soil compaction, concrete footings, etc.)

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

Anticipated Completion
Summer, 2018
PUBLIC ART PROJECTS – FABRICATION/CONSTRUCTION PHASE, cont’d

Duke Street Tunnel (Mike McConnell)

Lead Agency
Office of the Arts

Project Scope
Update artwork in the Duke Street Tunnel

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

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

Current Status (per project development process)
Fabrication

Update
The artist is creating his 12 art panels. Mike McConnell’s project will be installed after a decision is made about ZeroZero’s participation.

Next Steps
Continue to communicate with the artist about the overall status of the project site.

Anticipated Completion
Spring, 2019
MISCELLANEOUS PUBLIC ART 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.

Project Budget
$4,000

Task Force Members
Mike Detomo, Allison Nance, Maya Contreras, Joyce Frank, Val Proudki

Update
The artwork has been installed in City Hall.

Next Steps
The task force will meet to make the purchase recommendations to the Commission.

Anticipated Completion
Ongoing

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
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 (project stakeholder)
4. Dana Wedeles (project stakeholder)
5. Laura Fries (comm. stakeholder)
6. Paul Lineham (comm. stakeholder)

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

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

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

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

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

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

Burke Library
1. Shirley Downs*
2. Catherine Barrett*
3. Renee Dipilato (project stakeholder)
4. Kyle Maier (Project Stakeholder)
5. TBD (community stakeholder)
6. TBD (community stakeholder)

Waterfront/Fitzgerald Square Public Art
1. Susie Cohen*
2. Allison Nance*
3. Tony Gammon (project stakeholder)
4. Jack Browand (project stakeholder)
5. Claire Mouledoux (community stakeholder)
6. Clint Mansell (community stakeholder)

*Arts Commissioner
Public Art Planning & Development Process

<table>
<thead>
<tr>
<th>Status</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identifying the Project in the Annual Plan</td>
<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>
</tr>
</tbody>
</table>
| Setting Project Goals and Parameters | • Once a project has been initiated, the Arts Commission establishes a Public Art Project Task Force specifically for that project.  
• Office of the Arts staff, with input from the Project Task Force, develops a Public Art Project Plan. This plan includes goals, location, timeline and budget; the artist selection process and community engagement process; and a list of internal and external stakeholders for the project.  
• The Project Plan is approved by the Arts Commission. |
| Developing the Artist Pool | • Based upon the approved Project Plan, the Office of the Arts develops a pool of artists and collects qualifications for the Project Task Force to review.  
• The pool of artists can be collected through an open competition, pre-qualified artist list, curatorial process or invitational.  
• Artist qualifications generally include a cover letter from the artist expressing their interest in the project, a resume, and examples from the artist’s portfolio with a corresponding description of each project. |
| Selecting the Finalists | • The Project Task Force reviews artist qualifications based on criteria outlined in the approved Project Plan.  
• Depending on the process in the approved Project Plan, the Project Task Force can select a single artist based upon qualifications, or a small number of finalists (generally three to five). |
| Selecting the Artist | • If finalists are selected, they may be:  
• Paid a stipend to develop a concept proposal and present that proposal to the Project Task Force.  
• Interviewed by the Project Task Force.  
• A combination of the above.  
• The Project Task Force recommends selection of an artist to the Arts Commission based upon the Concept Proposal and/or interview. |
| Approving the Contract | • The Office of the Arts develops a contract agreement with the artist.  
• The agreement is approved by the City Manager or City Council, depending on the size of the contract. |
| Approving the Concept Proposal | • The selected artist develops a Concept Proposal, if that was not a part of the artist selection phase.  
• The Office of the Arts facilitates community engagement conducted by the artist as part of their process of developing a Concept Proposal.  
• The Project Task Force reviews the Concept Proposal and recommends it to the Arts Commission for approval. |
| Approving Final Design | • The Office of Arts conducts a review of the final design documentation provided by the artist for both technical considerations and to ensure it is in conformity with the approved concept proposal.  
• The Office of the Arts facilitates technical reviews by other City staff as required.  
• The Office of the Arts signs off on the Final Design. |
| Fabrication | • In most cases, the artist is responsible for fabrication. The Office of the Arts monitors fabrication to ensure it is on schedule and in conformity with the approved design.  
• In some cases, the Office of the Arts will play a more direct role in overseeing the fabrication of artwork, with the artist acting in an advisory role. |
| Installation | • The Office of the Arts works with the artist, relevant City Departments, and other stakeholders to schedule and facilitate installation. |
Background
The City of Alexandria’s Department of Planning and Zoning presented the proposed Old Town North Arts and Cultural District Zoning Ordinance text amendment to the Alexandria Commission for the Arts on January 16, 2018. The proposed Zoning Ordinance establishes the Old Town North Arts and Cultural District - as recommended in the recently adopted Old Town North Small Area Plan - with associated regulatory incentives to retain and attract arts and cultural uses in Old Town North. The proposed incentives under the Arts and Cultural District aim to reduce barriers typically faced by the arts and culture sector such as affordable space that is appropriate for their needs, parking requirements, and permitted uses per the zone.

Discussion
The Department of Planning and Zoning had a discussion with the Commission on the proposed incentive tiers for the development of arts and cultural spaces which are:

TIER I – Ground Floor Arts and Cultural Tenant Space: Allows the exclusion of ground floor space from the maximum floor area ratio permitted for the site, if that space is leased to a business, non-profit, individual, or organization operating uses such as studios, galleries, handcrafts, arts supply, design or other uses that contribute to the creative economy which may be considered as part of a special use permit. The ground floor area exclusion will be limited to 15,000 square feet per development block and a covenant will be required to operate the space as an arts and/or cultural use for a minimum period of 10 years.

TIER II – Arts and Cultural Anchor Space: The Tier II incentive is targeted for larger arts and cultural institutions (Arts and Cultural Anchors) that provide public access with significant public activity and participation such as visual or performing arts. For the frontages within the Old Town North Arts and Cultural District, floor area ratio may be increased by a maximum of 30 percent above the maximum floor area ratio permitted by the zone for a building or project providing an Arts and/or Cultural Anchor.

The Arts and Cultural Anchor space(s) will be limited to visual or performing arts or a cultural venue that is accessible to the public including, but not limited to, uses such as a theater, concert hall or other music venue, instructional art, music and/or drama academy, or a museum. Other comparable uses may
be considered as part of a special use permit if the use(s) are consistent with the intent of the Old Town North Small Area Plan as an Arts and Cultural Anchor.

To qualify for additional floor area, the space provided for the Arts and Cultural Anchor will be a minimum consolidated size of 5,000 square feet. Access to the space will be provided to the arts operator at no cost with a covenant that limits the use of the space to an Arts and Cultural Anchor for a minimum period of 30 years.

To ensure maximum public benefit and activation of the Arts and Cultural Anchor space, the proposed operator of the Arts and Cultural space will be open and accessible to the public and include regularly scheduled presentations, activities, classes, or performances for a significant number of days within the calendar year, commensurate with the type of use and operation.

The total floor area for Arts and Cultural Anchor Spaces provided through the use of the Tier II incentive will be limited to 50,000 square feet throughout the Old Town North Arts and Cultural District. Additional use of the Tier II incentive beyond 50,000 square feet may be evaluated on a case by case basis if there is still need for additional Arts and Cultural Anchor space. Given the new nature of this program and the limited precedents for such a program in the region, this provision aims to test the applicability and success of spaces created through this incentive. Additionally, this limit aims to create a balance between the use of density bonus for arts and cultural uses and affordable housing, which has also been identified as a goal for Old Town North and the City as a whole.

**Recommendation**

Endorsement of the proposed Zoning Ordinance text amendment to establish the Old Town North Arts and Cultural District with associated regulatory incentives as outlined above as part of the implementation of the Old Town North Small Area Plan.

**Next Steps:**

The Old Town North Arts and Cultural District text amendment is docketed for Planning Commission hearing on March 6th and City Council hearing on March 17th.
<table>
<thead>
<tr>
<th>Motion</th>
<th>Agenda Item</th>
<th>Discussion</th>
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<tbody>
<tr>
<td>motion to endorse Old Town North Arts and Cultural District Zoning Text Amendment with Recommendation ae</td>
<td>Drafted</td>
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