

**Alexandria Commission for the Arts**  
**Regular Meeting**  
Tuesday, April 17<sup>th</sup>, 2018  
City Hall, 301 King Street --- 7:00pm

**MEETING NOTES**

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

- I. Call to Order (7:10pm) See the attached meeting agenda (attachment 2).
- II. Presentation – Garret Fesler, Archaeologist, Office of Historic Alexandria, gave a presentation of recent archaeological discoveries along the Alexandria’s waterfront.
- III. Public Comment was postponed to the beginning of item VIII on the agenda.
- IV. Approval of Minutes – approval of the February and March minutes were postponed to next month’s regular meeting.
- V. Chair Report – Chair Matthew Stensrud gave a report. See the attached ACA Chair Report (attachment 3).
- VI. Committee, Task Force and Liaison Reports
  1. Advocacy and Outreach Committee – no report given
  2. Arts Education Committee – report postponed to next month
  3. Social Media Committee – no report given
  4. Nominating Committee
    - Motion to Appoint Members: A motion was made by Allison Heck and seconded by Catherine Barrett to appoint Beth Coast, Chris Kurowski and Shirley Downs to the Nominating Committee. The motion passed 10-0-0. See the attached ACA motion (attachment 4).
    - Review of Annual Election Process – Chair Matthew Stensrud reviewed the ACA election process.
  5. King Street Waterfront Park Task Force
    - Artist Selection Discussion and Motion – A motion was made by Catherine Barrett and seconded by Susie Cohen to approve the staff memo recommending that the ACA approve the project task force recommendation to hire SOFTlab for the inaugural public art project at King Street Park at the Waterfront. The motion passed 10-0-0. See the attached City staff memo (attachment 5) and ACA motion (attachment 6).
  6. Art Purchase Award Task Force – Allison Nance
    - Art Purchase Selection Discussion and Motion – Allison Nance gave a verbal report. A motion was made by Catherine Barrett and seconded by Shirley Downs to approve the City Staff memo recommending the appointment of artist Nina Carpenter to the project task force replacing resigned photographer Val Proudki. Commissioner Kate Elkins was also appointed to the project task force replacing resigned commissioner Michael Detomo. The motion passed 10-0-0. See the attached City Staff memo (attachment 7) and ACA motion (attachment 8).
  7. Waterfront Commission Liaison – Susie Cohen gave a verbal report.
- VII. Commission Bylaws

1. Presentation and Discussion – Chair Matthew Stensrud lead a discussion on establishing new by-laws for the ACA. See the attached ACA By-Laws draft (attachment 9).

VIII. FY2019 Grants

As part of the meeting Public Comments, guests in attendance were encouraged to introduce themselves and the organization they represented.

1. Presentation – A memo by City staff reviewing the grant process and proposing three options for awarding grant amounts was presented.
2. Discussion - -The commission discussed the advantages and disadvantages of the three options.
3. Motion on FY2019 Grants Applicants – A motion was made by Chris Kurowski and seconded by Shirley Downs to approve the City staff memo recommending Option C with all applications scoring 80 and above receiving funding and that the \$1,650 difference come from the Community Engagement Grant Award. The motion passed 10-0-0. See the attached City Staff memo (attachment 10) and ACA motion (attachment 11).

IX. New Business – City staff reviewed the Office of the Arts ACA update for April 2018. See the attached Office of the Arts ACA update (attachment 12).

X. Good of the Order and Announcements

XI. Adjournment (9:40 pm)

MINUTES  
ALEXANDRIA COMMISSION FOR THE ARTS  
ALEXANDRIA, VIRGINIA

Meeting Regular/Special      Date APRIL 17, 2018      Quorum 7 Meeting Place CITY HALL, 1ST FLOOR

MEMBERS OF COMMISSION:	ATTENDANCE (Please sign name)
Matthew Stensrud, Chair	IN ATTENDANCE (MNH)
Allison Nance, 1 <sup>st</sup> Vice Chair	<i>[Signature]</i>
Catherine Ahern Barrett, 2 <sup>nd</sup> Vice Chair	<i>[Signature]</i>
Tamsin Green, Secretary	<i>[Signature]</i>
Beth Coast	
Susan Cohen	<i>[Signature]</i>
Gayle Converse	<i>[Signature]</i>
Shirley Downs	<i>[Signature]</i>
Kate Elkins	<i>[Signature]</i>
Amber Gordon	
Allison Heck	<i>[Signature]</i>
Chris Kurowski	<i>[Signature]</i>
Sara Lavan	
Shaan Shuster	<i>[Signature]</i>
<b>Recreation, Parks &amp; Cultural Activities Staff:</b>	
James Spengler, Director	
Diane Ruggiero, Deputy Director, Cultural Arts	
Cheryl Anne Colton, Program Director	<i>[Signature]</i>
Matthew Harwood, Public Art Manager	<i>[Signature]</i>

AGENDA

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



GUEST(S) ATTENDANCE  
ALEXANDRIA COMMISSION FOR THE ARTS  
APRIL 15, 2008, REGULAR MEETING

*Please print:*

**Alexandria Commission for the Arts  
Regular Meeting**

Tuesday, April 17<sup>th</sup>, 2018  
City Hall, 301 King Street --- 7:00pm

**AGENDA**

- I. Call to Order (7:00pm)
- II. Presentation – Alexandria Archaeology
- III. Public Comment
- IV. Approval of Minutes – 5 minutes
  1. February 20<sup>th</sup> Regular Meeting
  2. March 20<sup>th</sup> Regular Meeting
- V. Chair Report – 10 minutes
- VI. Committee, Task Force and Liaison Reports – 45 minutes
  1. Advocacy and Outreach Committee – Gayle Converse
  2. Arts Education Committee – Kate Elkins
  3. Social Media Committee – Catherine Barrett
  4. Nominating Committee
    - Motion to Appoint Members
    - Review of Annual Election Process
  5. King Street Waterfront Park Task Force – Allison Nance and Susie Cohen
    - Artist Selection Discussion and Motion
  6. Art Purchase Award Task Force – Allison Nance
    - Art Purchase Selection Discussion and Motion
  7. Waterfront Commission Liaison – Susie Cohen
- VII. Commission Bylaws – 20 minutes
  1. Presentation and Discussion
- VIII. FY2019 Grants – 45 minutes
  1. Presentation – Allison Nance, Grants Committee Chair
  2. Discussion
  3. Motion on FY2019 Grants Applicants
- IX. New Business – 10 minutes
- X. Good of the Order and Announcements
- XI. Adjournment (10:00pm)

**Alexandria Commission for the Arts**  
**April 17th, 2018 Regular Meeting**  
**Chair Report**  
**Submitted by Matthew Stensrud**

**On Our Agenda**

Some things to note:

**Nominating Committee** - In April, the Commission appoints a three-member Nominating Committee. This committee is responsible for forming a slate of proposed officers to present at our May meeting, with elections in June. The following three Commissioners were asked and have agreed to serve in this capacity: Beth Coast, Shirley Downs and Chris Kurowski. Thank you for your willingness to serve.

**Commission By Laws** - At a Working Dinner, the Executive Committee put together proposed bylaws for the Commission. This evening, we'll review these by laws in their entirety and discuss any suggestions or edits before adopting our first ever bylaws at our May meeting.

**FY2019 Grants** - Thank you to our Grants Task Force, including Commissioners Tamsin Green and Chris Kurowski, for your service. We all know that serving on this Task Force is a big commitment, so thanks again!

**Welcome to Our New Secretary** - At our April Executive Committee meeting, the Executive Committee unanimously appointed Tamsin Green as the Commission's Secretary through June 2018, due to Karen's resignation. Thank you, Tamsin! She's already diving into her work and we are thankful for her leadership!

**Hellos and Goodbyes** - Thank you to Michael Detomo for your dutiful commitment to the Commission, including serving as our Torpedo Factory Center Board liaison, since his appointment to the Commission in 2014. Michael resigned effective the end of March.

**Old Town North Arts District Text Amendment** - The Planning Commission endorsed the Old Town North Arts District Text Amendment at their April meeting. I spoke at their meeting and provided the Planning Commission with our recommendations and included additional perspective on some modifications made by staff since our recommendation. The good news is that the Planning Commission increased the square footage for arts and cultural anchors during this trial phase from 50,000 to 100,000 square feet based on our recommendation! City Council also reviewed the text amendment during their Public Hearing.

**Social Media Tips**

Join us on Facebook and Instagram!

Facebook --- <https://www.facebook.com/AlexandriaArtsCommission/> **349 likes +15 since Mar '18**

Instagram --- <https://www.instagram.com/alexandriaartscommission/> **942 followers +113 since Mar '18**

**Upcoming Dates**

*Executive Committee - Tuesday, May 1st, 7pm, Mt. Vernon Rec Center*

*Commission Regular Meeting - Tuesday, May 15th, 7pm, Lee Center*

**Visiting Other Boards and Commissions**

At our February meeting, Commissioners selected various boards and commissions to visit over the next six months and provide an update to the Commission. I am excited to see where this leads us in better working with other citizen bodies! Here is what you selected back at our February meeting:

Catherine Barrett - Beautification Commission

Beth Coast - Commission for Women

Susie Cohen - Archaeological Commission

Gayle Converse - Alexandria Marketing Committee, Public Health Advisory Commission

Shirley Downs - Archaeological Commission, Economic Development Partnership

Kate Elkins - Board of Architectural Review: Old and Historic District, Urban Design Advisory Committee

Tamsin Green - Budget and Fiscal Affairs Advisory Committee, Library Board

Allison Heck - Alexandria Renew Enterprises, Redevelopment and Housing Authority

Chris Kurowski - Historic Alexandria Resources Commission

Sara Lavan - Children, Youth and Families Collaborative Commission, Potomac Yard Design Advisory Group, Visit Alexandria Board of Governors

APR 1984

Motion

Agenda Item Nominating Commissioners to the nominating committee  
Motion ~~was to~~ <sup>appoint</sup> Betty Christ Shirley to  
Discussion to the nominating committee  
none

Made By

Alison Todd  
Cokken  
Barnett

2nd

Vote

Yes - 10  
No -  
Abstain -

# City of Alexandria, Virginia

## MEMORANDUM

**DATE:** APRIL 4, 2018

**TO:** ALEXANDRIA COMMISSION FOR THE ARTS

**FROM:** DIANE RUGGIERO, DEPUTY DIRECTOR, RECREATION, PARKS & CULTURAL ACTIVITIES, OFFICE OF THE ARTS

**RE:** KING STREET PARK AT THE WATERFRONT PUBLIC ART – ARTIST SELECTION

### **Background:**

The City of Alexandria Office of the Arts is working with Via to manage the selection of artists for Sight/See: New Views in Old Town – a public art project at King Street Park at the Waterfront a new public space that is being created where the city's historic main street meets the riverfront, in the shadow of Washington D.C.'s monumental core.

In January, the City of Alexandria Office of the Arts, through Via Partnership, invited 49 artists and artist teams to submit their qualifications to be considered for the creation of an original, temporary artwork for King Street Park at the Waterfront. The selected artist will install their work in the spring of 2019. This installation will be the first of an annual exhibition of temporary public art whose goal is to attract visitors, foster interaction, provide a visual anchor and enrich the experience of Alexandria's waterfront.

The Project Task Force is: Allison Nance, Suzie Cohen, Claire Mouledoux, Clint Mansell, Tony Gammon, and Jack Browand.

### **Discussion**

The invitation received responses from 23 artists and artists teams (see attached list). The task force pre-scored all the submitted qualifications. The top 12 scoring applications were reviewed at a public meeting on March 28 at City Hall.

After discussing each of the top scoring applications the task force scored the applications again with SOFTlab scoring the highest.

### **Recommendations**

The Task Force recommends hiring SOFTlab for the inaugural public art public art project at King Street Park at the Waterfront.

### **Attachments**

- Approved Project Plan
- Request for Qualifications (RFQ)
- List of Invited Artsits
- SOFTlab application

# KING STREET PARK AT THE WATERFRONT: TEMPORARY PUBLIC ART EXHIBITION

PROJECT PLAN FOR PILOT PROJECT

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## 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 King Street Park at the Waterfront.

## II. Site and Context

King Street Park at the Waterfront 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 King Street Park at the Waterfront 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 King Street Park at the Waterfront 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.

King Street Park at the Waterfront 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, restaurateurs 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 King Street Park at the Waterfront that will be on display for up to twelve months.

The program goals of the King Street Park at the Waterfront 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 King Street Park at the Waterfront 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 *King Street Park at the Waterfront 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.

#### King Street Park at the Waterfront Task Force

The *King Street Park at the Waterfront* 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 *King Street Park at the Waterfront* Task Force are:

- Alison Nance
- Susan Cohen

The Community Stakeholders for the Task Force include:

- Claire Mouldedoux, Visit Alexandria

- Clint Mansell, Principle Gallery

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 *King Street Park at the Waterfront 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 King Street Park at the Waterfront
Nov 2018	Artist submits final design for technical review
March – Nov 2019	Exhibition

## VI. Budget

From Public Art Fund	
Artist design, fabrication & installation	\$80,000
Contingency	\$8,000
Programming & communications (specific to the public art project)	\$12,000
Total	\$100,000

## 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:

- *King Street Park at the Waterfront* 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

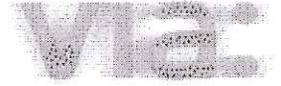
The Office of the Arts should conduct an evaluation to learn more about the audience for the project and their reaction to it. The primary purpose of the evaluation should be to help the Office of the Arts plan future projects and marketing. The secondary purpose, to the extent the data allows, should 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.



## **REQUEST FOR ARTIST SUBMISSIONS**

### ***Sight/See: New Views in Old Town***

**King Street Waterfront Park Exhibition Series  
Presented by Alexandria's Public Art Program**

Alexandria's Public Art Program is inviting artists to create an original, temporary artwork for King Street Waterfront Park, a new public space that is being created where the city's historic main street meets the riverfront, in the shadow of Washington D.C.'s monumental core. The selected artist will install their work in the spring of 2019. This installation will be the first of an annual exhibition of temporary public art whose goal is to attract visitors, foster interaction, provide a visual anchor and enrich the experience of Alexandria's waterfront.

*Via Partnership is working with the Alexandria Office of the Arts to manage the selection of artists for Sight/See: New Views in Old Town. We are currently inviting a short list of artists to submit materials to be considered for the first commission. The project budget is \$80,000. Materials are due March 5, 2018.*

#### **Exhibition Site Context**

Minutes from Washington, D.C., on the Potomac River, Alexandria, Virginia, is a historic seaport city of about 150,000 residents. Alexandria is best known for its historic Old Town, a nationally designated historic district founded in 1749 with well-preserved 18<sup>th</sup> and 19<sup>th</sup> Century buildings, brick sidewalks and more than 200 independent boutiques and restaurants. Alexandria is also home to federal agencies such as the U.S. Patent and Trademark Office, the Defense Department and the headquarters of the National Science Foundation. The City attracts 3.5 million visitors each year. To learn more, see the [City of Alexandria Virtual Tour](#).

King Street Waterfront Park is the working name for a new, interim public plaza at the foot of King Street, which is the main commercial street in historic Old Town and is lined with shops, restaurants, hotels, civic buildings and other popular destinations. King Street was named a "Great Street" by the American Planning Association in 2011.

The new plaza will be adjacent to the Torpedo Factory – a former munitions plant that is now a lively arts center with 82 working artists' studios, galleries and workshops and other arts organizations. This area is also a regional water taxi service hub, connecting Alexandria with the National Mall, Georgetown, the Wharf in Southwest D.C., the Washington Nationals' Stadium in Southeast D.C., National Harbor in Maryland and George Washington's Mt. Vernon in Virginia.

The new plaza will also be adjacent to the existing Waterfront Park, a community park with boat docking, an open lawn, riverfront seating and walking paths. Beginning in the summer of 2019, the tall ship *Providence* will be docked at Waterfront Park as a permanent attraction, drawing visitors to the area for both educational programs and entertainment. Altogether the King Street Waterfront Park will cover about an acre.

The creation of the plaza will create new views from King Street to the Potomac River, and owners of nearby restaurants plan to take advantage of the plaza by creating outdoor seating and opening up their facades to address the new public space.

The realization of King Street Waterfront Park is part of the City's Waterfront Plan, which provides a framework for revitalizing Alexandria's waterfront by improving flood control, expanding and enhancing public open spaces, improving public access and connectivity to the waterfront, and promoting the waterfront as an arts and cultural destination. King Street Waterfront Park is envisioned to be the crown jewel in this transformation.

The overall concept for King Street Waterfront Park 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 a permanent plaza can be constructed. In the meantime, the City is creating an "interim" public space that can be enjoyed until the permanent plaza is built.

The interim King Street Waterfront Park design calls for a promenade 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 a crushed granite surface; the Center Green, an open lawn space; the River Terrace area, located closer to the Potomac and covered with synthetic turf; and an asphalt plaza with trees in planter boxes. The [City website](#) has additional information about the interim design for King Street Waterfront Park.

It is anticipated that King Street Waterfront Park will be used both for passive enjoyment and for seasonally-changing, active programming such as pop-up markets, performances, festivals, food trucks and, potentially, an ice skating rink in the winter.

*Sight/See: New Views in Old Town* will play an important role in the success of this space, providing an engaging visual anchor that draws visitors and fosters interaction and enjoyment of this new public space.

### **Public Art Context**

Alexandria's Public Art Program is an emerging program that is building a reputation for working with artists in innovative ways to realize new projects. The Program's vision is for public art to enrich the experience of Alexandria's past, celebrate the spirit of Alexandria's present and shape the identity of Alexandria's future.

Recent and current initiatives include:

- a partnership with the Office of Historic Alexandria to curate the inaugural *Time and Place* exhibition, which commissioned three artists to explore the intersection of contemporary art with Alexandria's multifaceted history and resulted in temporary work for Gadsby's Tavern Museum;
- a permanent playful sculpture in a community park; and
- a forthcoming artist residency with Alexandria Renew Enterprises (Alex Renew), the City's water resource recovery public utility, that will engage an artist with issues of water stewardship.

*Sight/See: New Views in Old Town* is intended to raise awareness about Alexandria's Public Art Program and showcase the program's potential through new, exciting, high-quality contemporary artwork. The new public plaza is one of the few spaces available along the riverfront for public art and this exhibition series is an important opportunity for the program to commission work there.

### **Exhibition Goals**

- 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 that can be experienced in the region.
- Highlight King Street Waterfront Park 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 has a presence during the day and the evening.

### **Exhibition Timeframe**

This temporary public art exhibition will be on view from March to November 2019, with an option to extend the exhibition if agreed upon by the Office of the Arts and the artist.

### **Budget**

The maximum budget for the artwork is \$80,000. This budget will include all costs of creating the artwork, including but not limited to artist fees, travel, insurance, overhead, design, fabrication, site-work, shipping, installation costs and the cost of removing the work and returning the site to its original state. In addition, artists will be expected to participate in related programming and events. Alexandria's Office of the Arts will provide additional support to the project through marketing, publicity and assistance with site permits.

### **Technical Considerations**

Power and water will be available at specific locations on the site. Areas of the site may flood up to two feet in normal circumstances. Artwork must be able to be removed at the end of the exhibition without negatively impacting the site. The City will provide technical review of the selected artist's concept proposal and will assist with permitting.

### **Selection and Review Process**

A limited number of artists have been invited to submit for this project. Submittals will be reviewed by a Task Force comprised of representatives from the Alexandria Commission for the Arts, community stakeholders and project stakeholders from the Department of Project Implementation and the Department of Recreation, Parks and Cultural Activities. From these submittals the Task Force will select one artist who will be approved by the Commission for the Arts and placed under contract with the City of Alexandria to develop a concept proposal, and subsequently to implement their project. Finalists may be asked to participate in an in-person or telephone interview. The Task Force, at its discretion, may also select from the submittals a second artist to create a project for installation the following year (2020).

### **Anticipated Timeline**

March 5, 2018	Submittals due
Late March	Artist selected
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 King Street Waterfront Park
Nov 2018	Artist submits final design for technical review
March – Nov 2019	Exhibition

## To Submit

Please send us the following materials by March 5, 2018:

- A brief letter that describes your interest in the project, how you would approach the project and what ideas you would like to explore, and confirms your availability to meet the project timeline.
- A CV/resume and 3 -5 references.
- Up to 15 jpeg images of previous artwork. Artwork with sound or motion may be submitted as short MP4 files or web links to video or sound files.
- A corresponding image list with title, medium, dimensions, brief description, location, date of work, commissioning entity and budget.

PLEASE DO NOT SEND SPECIFIC PROPOSALS AT THIS TIME.

Please send or email your materials to:

Aliza Schiff  
Via Partnership, LLP  
6677 Delmar Blvd., Suite 200  
St. Louis, MO 63130  
schiff@viapartnership.com

Please save written materials as a PDF and images in JPEG format (at least 300 dpi). You may send us your materials on USB flash drive or via email. If you email, please use a file sharing service such as an FTP, Dropbox or Hightail. If you have any questions, please email or call Aliza Schiff with Via Partnership at 845-987-0481.

King Street Park at the Waterfront – Public Art Artist Invitation List

Invited Artist

**Alexandre Arrechea**

Candy Chang

**Jennifer Cecere**

Justin Cooper

**Cracking Art Group\***

Daily tous les jours

**Chris Doyle\***

Marc Fornes

**Johnston Foster**

**Matthew Geller\***

Orly Genger

John Grade

**Havel Ruck Projects\***

Hein

**Hill**

**Hou de Sousa\***

Anthony Howe

**Olalekan Jeyifous\***

Glenn Kaino

Nina Katchadourian

Stacy Levy

Jen Lewin

Lin

**John McLeod**

Robert Montgomery

**Morelab\***

**Sasson Norton**

**Numen\***

Amanda Parer

Ebony Patterson

**Kurt Perschke\***

**Pneuhaus\***

Arne Quinze

**Mark Reigelman\***

Duke Riley

**Aurora Robson**

Will Ryman

Jenny Sabin

Peter Shelton

**Jean Shin**

**Steven Siegel**

**SIMPARCH**

**SOFTlab\***

Jessica Stockholder

**SuttonBeresCuller**

Thoughtbarn

Edoardo Tresoldi

Hank Willis Thomas

Meejin Yoon

**Bold:** responded

**.\*:** Pre-scored in top 12

## 22 SOFTlab

**Letter of Interest**

March 5, 2018

SOFTlab is a studio based in New York City led by Michael Szivos. The studio operates at the intersection of architecture, art, video, and interactive design. We approach projects by exploring contextual conditions and effects. By examining local conditions, we create interventions that become an extension of something existing on site that might not be readily apparent. We develop our work as a translation of these often-dynamic phenomena on the site. In that way, our work forms an experiential contextualism, rather than a literal one. The specificity of the connection to the site is made through active engagement. This allows us to achieve projects which are unexpected, yet become appropriate as they unfold. Through our public work we strive to strengthen the connections between people and the places they share by combining new ways to engage with making, agency, and community. The studio blurs the lines between design and production through our interest in both vernacular and advanced digital craft. We see our work as examples of what combining art, technology, and public engagement can achieve in not only creating urban space, but individual memories and stories. We consider our projects open ended through their ability to elicit excitement in visitors and public to create their own interpretations through dynamic extensions of the site. In that way they become observer, participant, and author as they are contributing their own memories of the place.

This project is interesting to us because of the rich public space of the site and the fact that it exists on the edge of a waterfront and urban condition. The parks location at the end of King Street also allows for it to be seen from far away as well as engaged with on a pedestrian and human scale. Our first impression is to create a kind of urban light house at this intersection of the waterfront and this urban corridor. A beacon that would use light, optics, and material to negotiate this edge condition by questioning the normal outward looking nature of a light house. We would create an installation that reflects, focuses, and mixes both the expansive horizon of the waterfront with the dynamic granularity of the urban activity and fabric. Through light and materials, we would also explore the shift in how the installation is seen during the day versus the night. Whether it is the edge where the urban fabric meets the waterfront, the transition from day to night, the reconciliation of light and interactivity with physical form and material, it is the multi-faceted margins between conditions that really excites us about this project. We would start by exploring a beacon that draws people to the park while straddling, stitching, and blurring these margins and edges at a pedestrian scale through public engagement and interactivity.

We work regularly with the New York office of ARUP on projects and would continue that relationship with this project. Arup is a world-renowned engineering firm with a long history of collaborating with artists on the concept, creation and production of their works. While best known for their large-scale engineering feats, the firm has made contributions to an equally rich array of artworks. This collaboration has not only produced great projects for both of us but has also extended friendships and conversations about the role of artwork in the public realm.

Our projects rely on a high degree of research and development and that happens with a team of collaborators which typically includes the client, architects, and engineers. We see this collaboration as highly valuable because it not only strengthens the design of the project, but the multiple perspectives provided by the team help us solve the unique problems this research uncovers. We would very much look forward to not only participating in this project, but also collaborating with everyone involved in Alexandria's Public Art Program, the community, and the various stakeholders.

# SOFTlab

34 West 27th Street 9FL  
New York, NY 10001  
(212) 481-5759  
hello@softlabnyc.com

SOFTlab is a studio based in New York City led by Michael Szivos. The studio operates at the intersection of architecture, art, video, and interactive design. We approach projects by exploring contextual conditions and effects. By examining local conditions, we create interventions that become an extension of something existing on site that might not be readily apparent. We develop our work as a translation of these often dynamic phenomena on the site. In that way, our work forms an experiential contextualism, rather than a literal one. The specificity of the connection to the site is made through active engagement. This allows us to achieve projects which are unexpected, yet become appropriate as they unfold.

Through our public work we strive to strengthen the connections between people and the places they share by combining new ways to engage with making, agency, and community. The studio blurs the lines between design and production through our interest in both vernacular and advanced digital craft. We consider our projects open ended through their ability to elicit excitement in visitors and public to create their own interpretations through dynamic extensions of the site. In that way they become observer, participant, and author as they are contributing their own memories of the place.

In 2012 SOFTlab was awarded the Architectural League Prize for Young Architects & Designers, and previously in 2010 the studio was selected for the New Practices New York award by the AIA Chapter of New York along with 7 other young studios. The studio has produced a wide range of design projects and collaborated with various artists, designers, publications and institutions including MoMA, IBM, Adobe, The Metropolitan Museum of Art, New York Hall of Science, Eyebeam, New Museum, 3M, Vice Media, Intel, The New York Times, Van Alen Institute, EPFL, Pratt Institute, and Columbia University. The studio has exhibited work in galleries throughout New York City. The studio continues to work on many projects in New York while taking on new projects and clients in Europe and Asia.

[www.softlabnyc.com](http://www.softlabnyc.com)

**MICHAEL SZIVOS**  
mszivos@softlabnyc.com

PROFESSIONAL EXPERIENCE

SOFTlab, Owner, New York, NY 2006-present

EDUCATION

Master of Science degree in Advanced Architectural Design, Columbia University 5/2004  
Honor Award for Excellence in Design  
Visual Studies Award  
Bachelor of Architecture, Louisiana State University 5/2000

ACADEMIC APPOINTMENTS

Yale School of Architecture, Critic, 2014 - present  
Pratt Institute, Adjunct Assistant Professor 2006-present  
Columbia University, Adjunct Assistant Professor 2009-2016  
The City University of New York, Visiting Professor 2012  
Parsons, Visiting Professor 2010-2012

HONORS AND AWARDS

Selected Finalist Flatiron Public Plaza Holiday Design Competition 2015  
Selected as 1 of 14 participants in *Why Write Alone?* Supported by the Graham Foundation 2015  
Architectural League Prize for Young Architects & Designers 2012  
Selected Finalist Flatiron BOFFO Building Fashion Competition 2011  
AIA New Practice New York 2010

SHORTLISTS

2018 One of Six Finalists. Outdoor Permeant Artwork, The College of New Jersey. Ewing, NJ. Budget: \$235,000  
2017 One of Five Finalists. Interior Permeant Artwork, New Mexico State University. Las Cruces, NM. Budget: \$180,000  
2017 One of Four Finalists. Outdoor Permeant Artwork, Greenville, SC. Budget: \$90,000  
2012 One of Five Finalists. Outdoor Artwork, Skysong. Scottsdale, AZ. Budget: \$150,000  
2012 2<sup>nd</sup> to Finalist. Outdoor Artwork. San Diego. CA. Budget: \$110,000  
2012 One of Three Finalists. Outdoor Permeant Artwork, Le Germaine. Calgary, CA. Budget: \$350,000

ONGOING DESIGN WORK

2017 – present Outdoor Permanent Public Artwork, Awarded Finalist. Wexford & The Philadelphia Redevelopment Authority Philadelphia, PA. Budget: \$230,000. Estimated completion: Summer 2018  
2017 – present Permanent Lobby Installation. Vornado. San Francisco, CA. Budget: \$80,000. Estimated completion: Spring 2018  
2017 – present Outdoor Permanent Public Artwork. Harmony of the Seas 2: Royal Caribbean, Saint-Nazaire, FR. Budget: \$450,000. Estimated completion: Summer 2018  
2017 – present Indoor Public Artwork, Awarded Finalist. The Philadelphia Redevelopment Authority Philadelphia, PA. Budget: \$150,000. Estimated completion: Spring 2018  
2017 – present Indoor Permanent Public TUI Cruises, Oslo, NO. Budget: \$210,000. Estimated completion: Winter 2018

SELECT DESIGN WORK

Nov. 2017 IBM: Currents, Permanent Interactive Lobby Installation, Atlanta, Georgia  
June 2017 HP lab: Volume, Interactive Installation, New York, New York  
May 2017 Silex, Permanent Entrance Installation, Lyon, France  
April 2017 One State Street Plaza, Permeant Lobby Installation, New York, New York  
Budget: \$255,000

Feb. 2017 IBM Mobile World Congress 2017, Large Scale Interactive Installation, Barcelona, Spain  
Budget: \$210,000

Feb. 2017 Museum of the Future of Government Services, Large Scale Interactive Exhibition,  
Dubai, UAE

June 2017 Southbank Centre: Ventricle, Two Large Site-Specific Installations, Supported by the Arts  
Council of England, London, United Kingdom. Budget: \$115,000

April 2017 21C Museum Hotel: Spectraline, Permanent Entrance Installation, Lexington, Kentucky  
Budget: \$65,000

March 2016 3M LifeLab SXSW, Custom Structure and Exhibition, Austin, Texas

June 2016 Etsy: Plume, Permanent Entry Installation for Headquarters, New York, New York

Feb. 2016 Museum of the Future of Government Services, Large Scale Interactive Exhibition,  
Dubai, UAE

Nov. 2015 Flatiron Holiday Installation, Outdoor Public Installation, New York, New York

Sep. 2015 Behance/Adobe, Permanent Installation, New York, New York

July 2015 Pentagram Remixed, Exhibition Design, Ningbo, China

July 2015 Melissa: Crystallized, Retail Installation, New York, New York

May 2015 Innisfree Flagship Store, Installation and façade, Seoul, North Korea

April 2015 RAB Lighting: Cumulus, Interactive Installation, New York, New York

March 2015 Rise Nation, Permanent Interactive Installation, Los Angeles, California

Feb. 2015 Museum of the Future of Government Services, Large Scale Interactive Exhibition,  
Dubai, UAE

Sep. 2014 Center For Architecture: Considering the Quake, Exhibition Design and Interactive  
Installation, New York, New York

June 2014 Melissa: We Are Flowers, Retail Installation, New York, New York

July 2013 Sonos: Light House, Interactive Installation, New York, New York

May 2013 Glas Trösch BAU 2013, Booth Design, Munich Germany

April 2013 Eyebeam/EPFL: Gimme More, Exhibition Design, New York, New York

Oct. 2012 New York Hall of Science: Common Weathers, Exhibition Design, New York, New York

Sep. 2012 Architectural League of New York, Beaux Arts Ball 2012, Installation, New York, New  
York

June 2012 Glas Trösch, Showroom Design, Munich Germany

Nov. 2011 BOFFO Building Fashion 2011, Pop-up store for The Lake & Stars, New York, New York

Oct. 2011 CREATORS PROJECT / New York 2011, Installation, New York, New York

May 2011 Festival of New Ideas, Flash:Light. Installation and Projection supported by the New  
Museum, New York, New York

Sep. 2010 Node 10 Frankfurter Kunstverein: (n)arcissus Installation, Frankfurt, Germany

#### REFERENCES

David van der Leer  
Executive Director at Van Alen Institute  
david@vanalen.org  
30 West 22nd St.  
New York, NY 10010  
212)924-7000

Alice Gray Stites  
Chief Curator and Director of Art Programming  
agraystites@21cmuseum.org  
710 West Main Street, 3rd Floor  
Louisville, KY 40202  
(502)882-6260

**IMAGE LIST:***01.jpg & 02.jpg***Nova**

Artist: SOFTlab

Completed: 2015

Location: New York, NY

Client: 23<sup>rd</sup> Street Partnership/Van Alen Institute

Materials: Aluminum, Acrylic, Nylon, Composite, Steel

Budget: \$60,000 USD

Size: 20' x 20' x 10'

Description: A public pavilion that frames the rich historical context of the Flatiron area through a human scale kaleidoscopic structure.

*03.jpg & 4.jpg***Ventricle**

Artist: SOFTlab

Completed: 2016

Location: London, UK

Commissioned by: Southbank Center &amp; The British Art Council

Materials: Aluminum, 3M Solar Mirror Film, Steel

Budget: \$120,000 USD

Size: 20' x 20' x 15'

Description: Two large hanging installations on either side of the Royal Festival Hall that filter daylight it enters the building through their complex forms.

*05.jpg***Volume**

Artist: SOFTlab

Completed: 2017

Location: New York, NY

Client: HP

Materials: Aluminum, Acrylic, Plywood, LEDs

Budget: \$100,000 USD

Size: 14' x 14' x 8'

Description: Volume is an interactive cube of responsive mirrors that redirect light and sound in response to people. The mirrors rotate to face people that are being tracked from above while the lights in the mirrored panels respond to sound.

*06.jpg & 07.jpg***One State Street**

Artist: SOFTlab

Completed: 2017

Location: New York, NY

Commissioned by: Wolfson Group

Materials: Dichroic Acrylic, Aluminum, Steel, LEDs

Budget: \$250,000 USD

Size: 22' x 38' x 3'

Description: A large permeant three-dimensional wall installation with a crystalline like form clad in 3M dichroic acrylic. Custom LEDs and diffusers change the color of the material through an even backlight.

08.jpg

**San Gennaro Northgate**

Artist: SOFTlab

Completed: 2011

Location: New York, NY

Client: Two Bridges Neighborhood Council

Materials: Mylar, Aluminum

Budget: \$80,000 USD

Size: 40' x 60' x 30'

Description: This piece served as the North Gate to the annual San Gennaro Festival. We developed a hanging surface of that was created out of two distinct oculi as a reference to one of the simplest and most effective classical architecture devices. The complex geometry and tiled color blended one oculus framing the space above while the other framed the space on the street. Light filtered through the colored panels creating a landscape of moving color on the ground as the piece blew in the wind.

09.jpg

**Currents**

Artist: SOFTlab

Completed: 2017

Location: Atlanta, GA

Client: IBM

Materials: Aluminum, LEDs, Acrylic

Budget: \$150,000 USD

Size: 22' x 2' x 10'

Description: An interactive wall in the entry lobby of IBM's Watson headquarters in Atlanta that visualizes changes air quality around the world.

10.jpg

**Spectraline**

Artist: SOFTlab

Completed: 2015

Location: Louisville, KY

Client: 21C Museum Hotel

Materials: Aluminum, 3M Solar Mirror Film, Steel

Budget: \$50,000 USD

Size: 14' x 12' x 10'

Description: A permeant crystalline form that grows in the main entrance and greets visitors of the 21C Museum Hotel in Lexington with wonder and surprise.

11.jpg

**CHROMAtex**

Artist: SOFTlab

Completed: 2010

Location: New York, NY

Commissioned by: Bridgegallery New York

Materials: Inkjet printed photo paper, Acrylic, Binder Clips

Budget: \$20,000 USD

Size: 6'X10'X30'

Description: CHROMAtex is a site-specific installation designed for the bridgegallery. The installation was designed to produce a complex environmental and spatial combination of six colors. The color is mixed in the interior of the form leaving a vibrant interior that is back lit by the gallery.

12.jpg

**Cumulus**

Artist: SOFTlab

Completed: 2015

Location: New York, NY

Client: RAB Lighting

Materials: Nylon, Acrylic, Plywood, LEDs

Budget: \$50,000 USD

Size: 14' x 14' x 20'

Description: Cumulus is an interactive installation that reacts to sound with light. The cell like structure is meant to create behaviors that mimic the deliberate yet erratic behavior of lightning. The piece responds with a playful personality as it reacts in unpredictable ways to environmental sound.

13.jpg

**Cumulus**

**We Are Flowers**

Artist: SOFTlab

Completed: 2011

Location: New York, NY

Client: Melissa

Materials: Mylar, Polyester film, Aluminum

Budget: \$90,000 USD

Size: 15' x 70' x 10'

Description: An immersive hanging installation in a flagship retail space.

14.jpg & 15.jpg

**Behance**

Artist: SOFTlab

Completed: 2016

Location: New York, NY

Client: Adobe

Materials: Mylar, Polyester film, Aluminum

Budget: \$40,000 USD

Size: 18' x 18' x 30'

Description: A hanging installation that activates the main stair in a new double two-story office space with light and color.

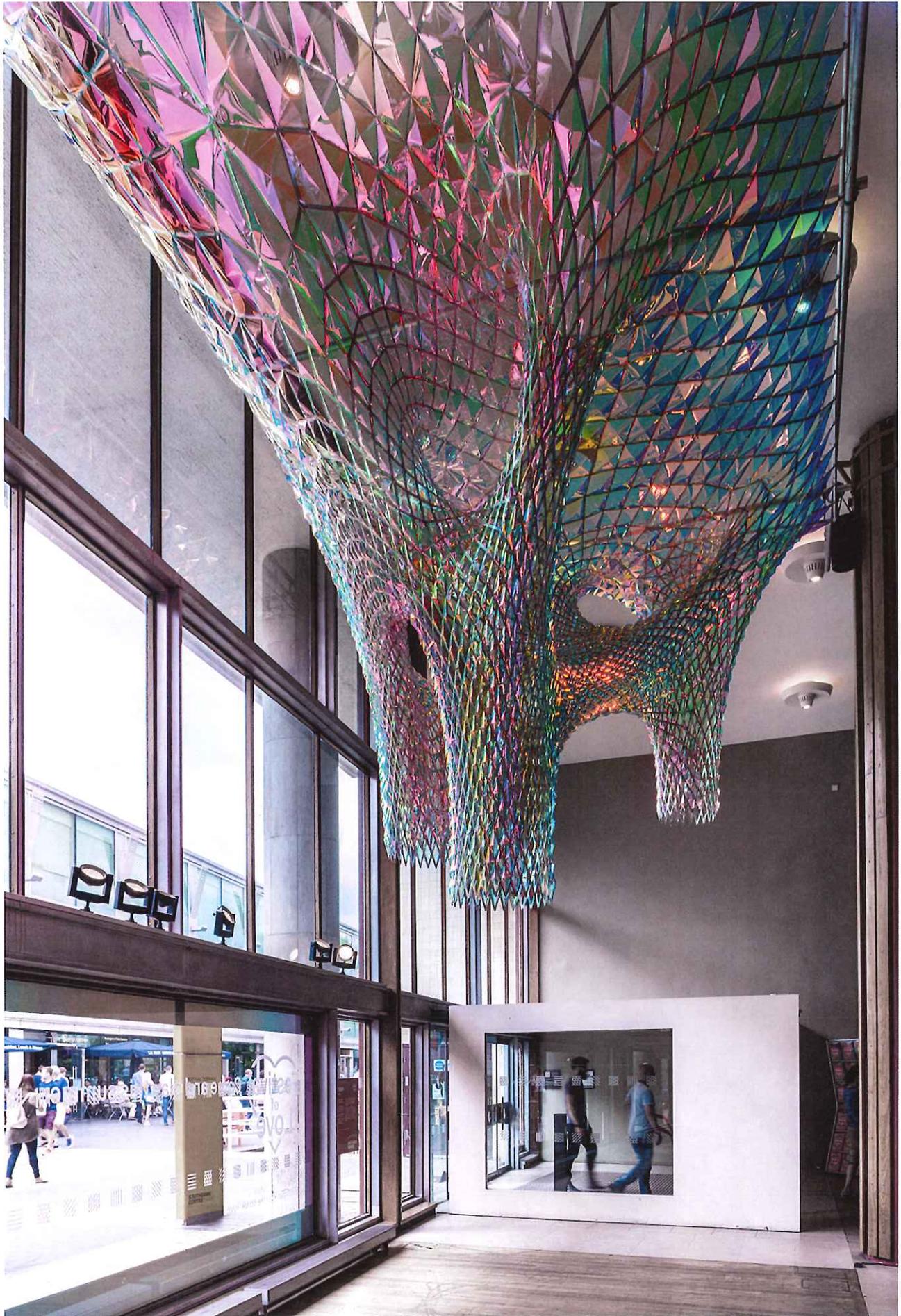
**Video:**

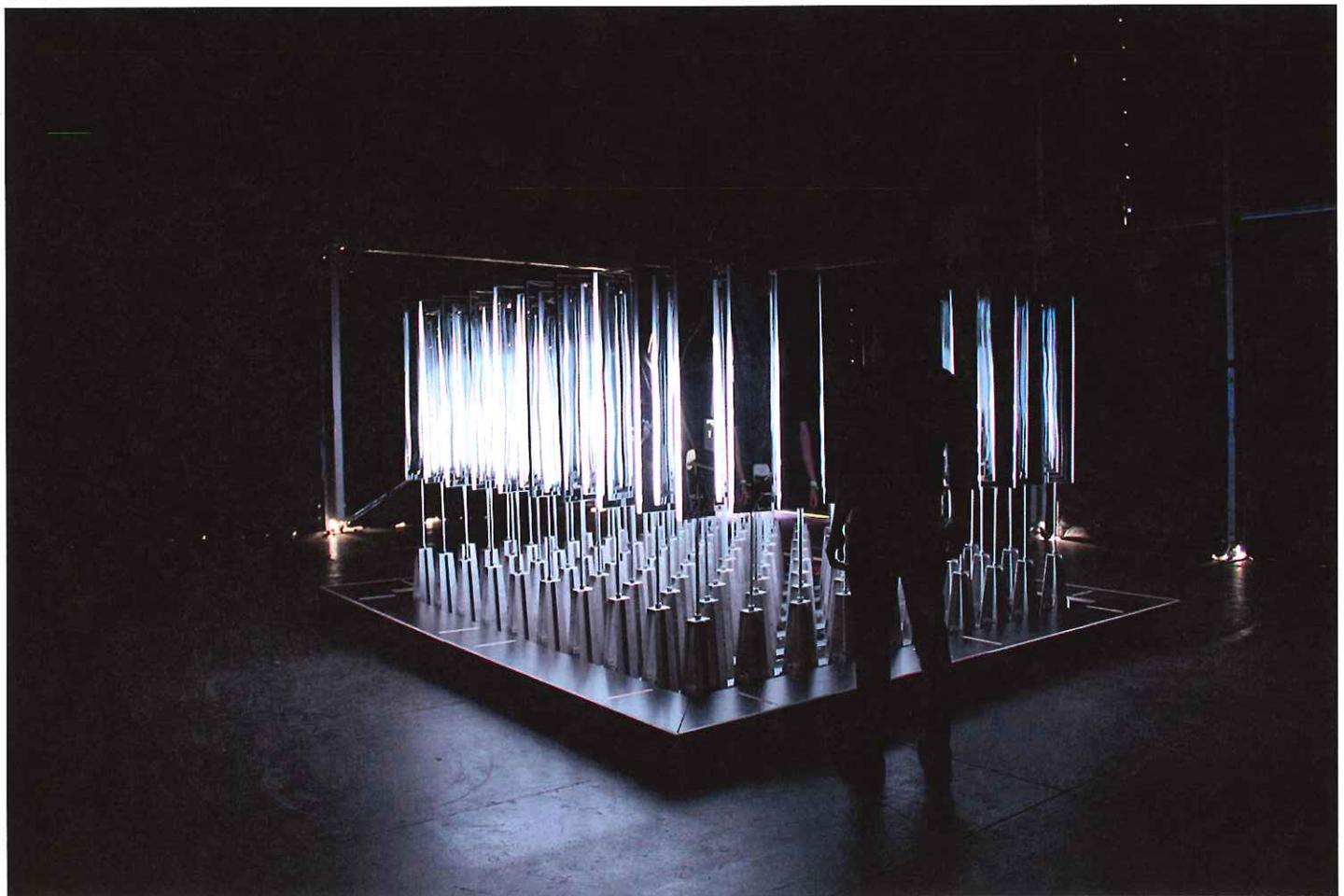
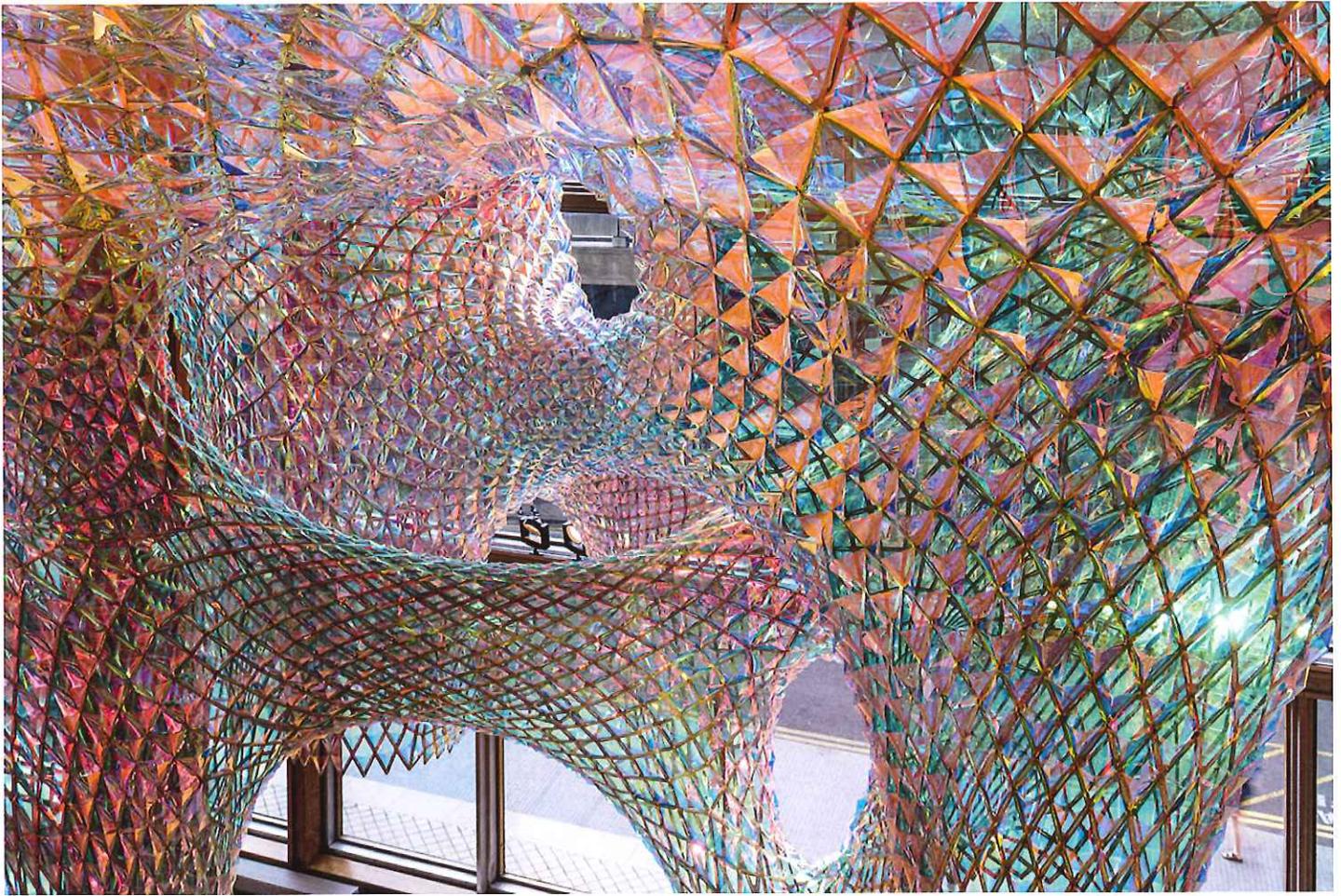
Interactive\_reel.mp4

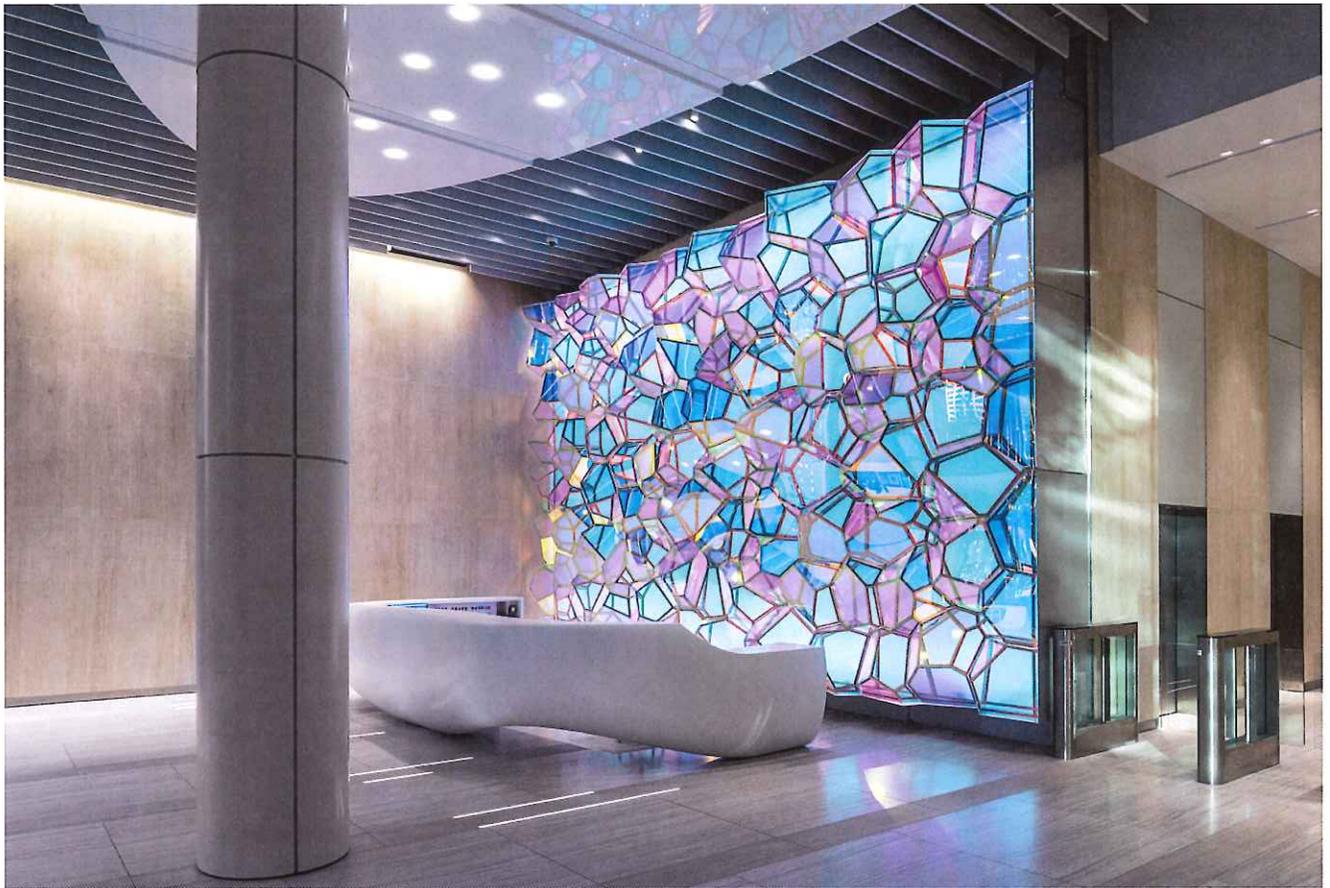
Artist: SOFTlab

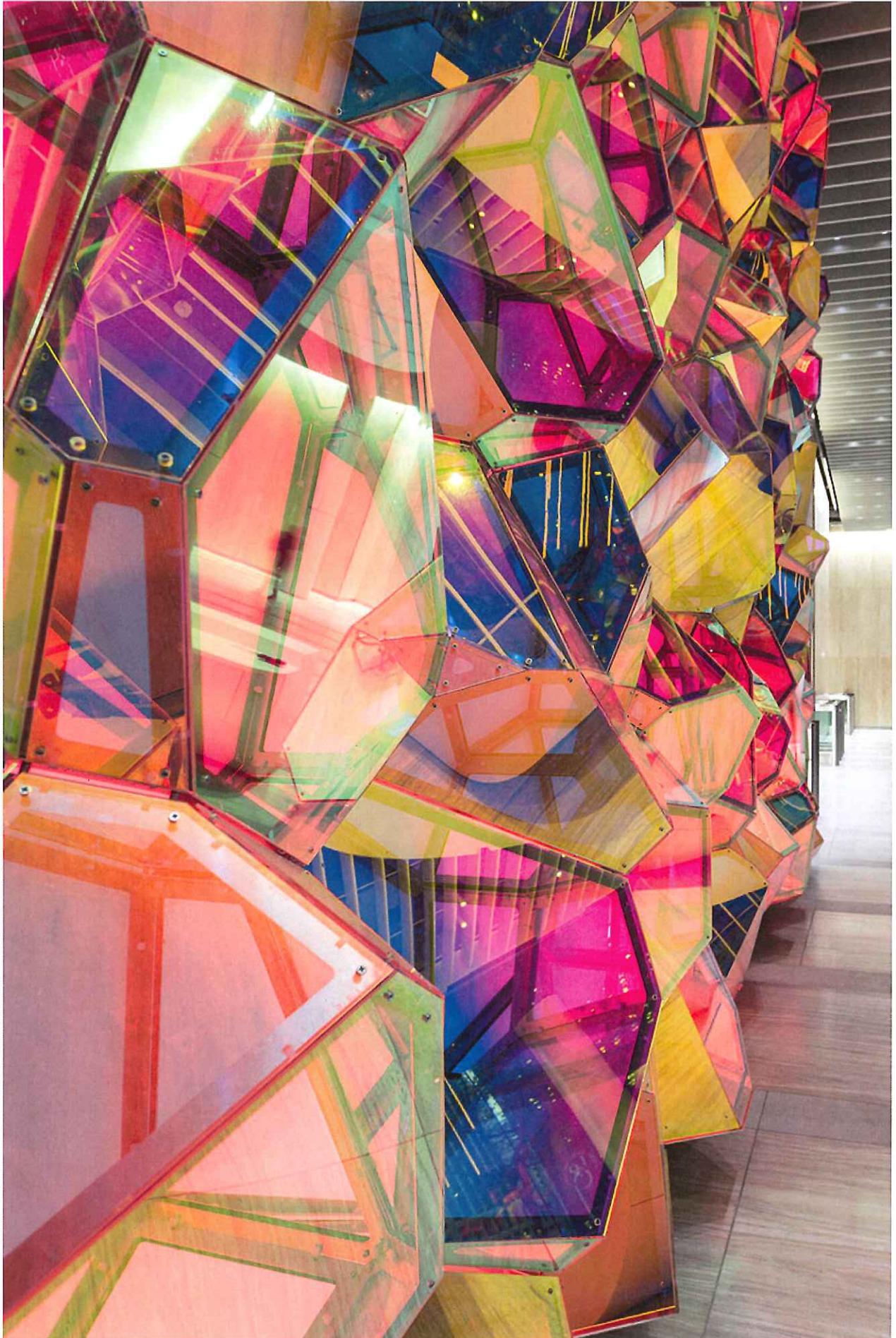
Description: Video of various interactive installations

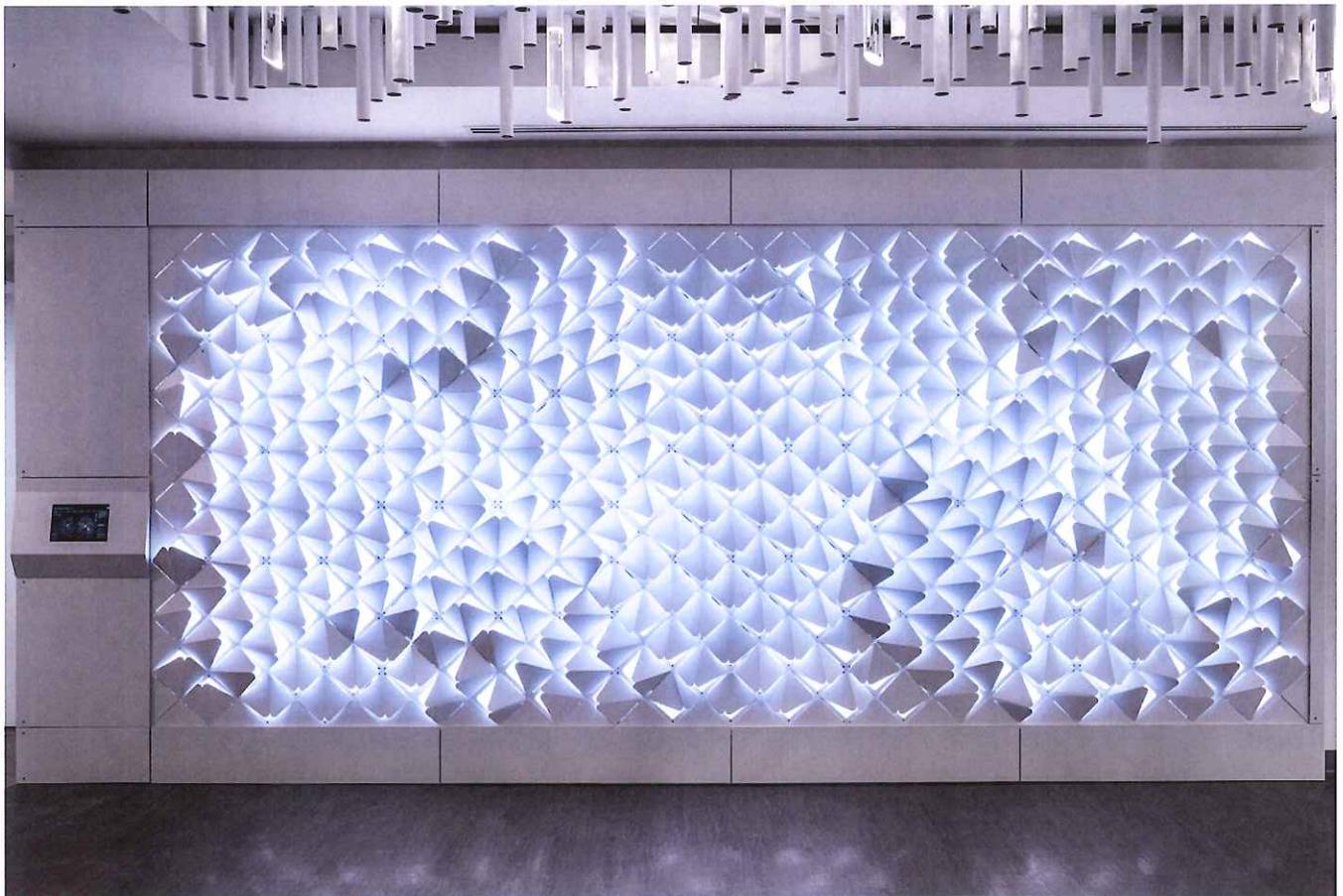


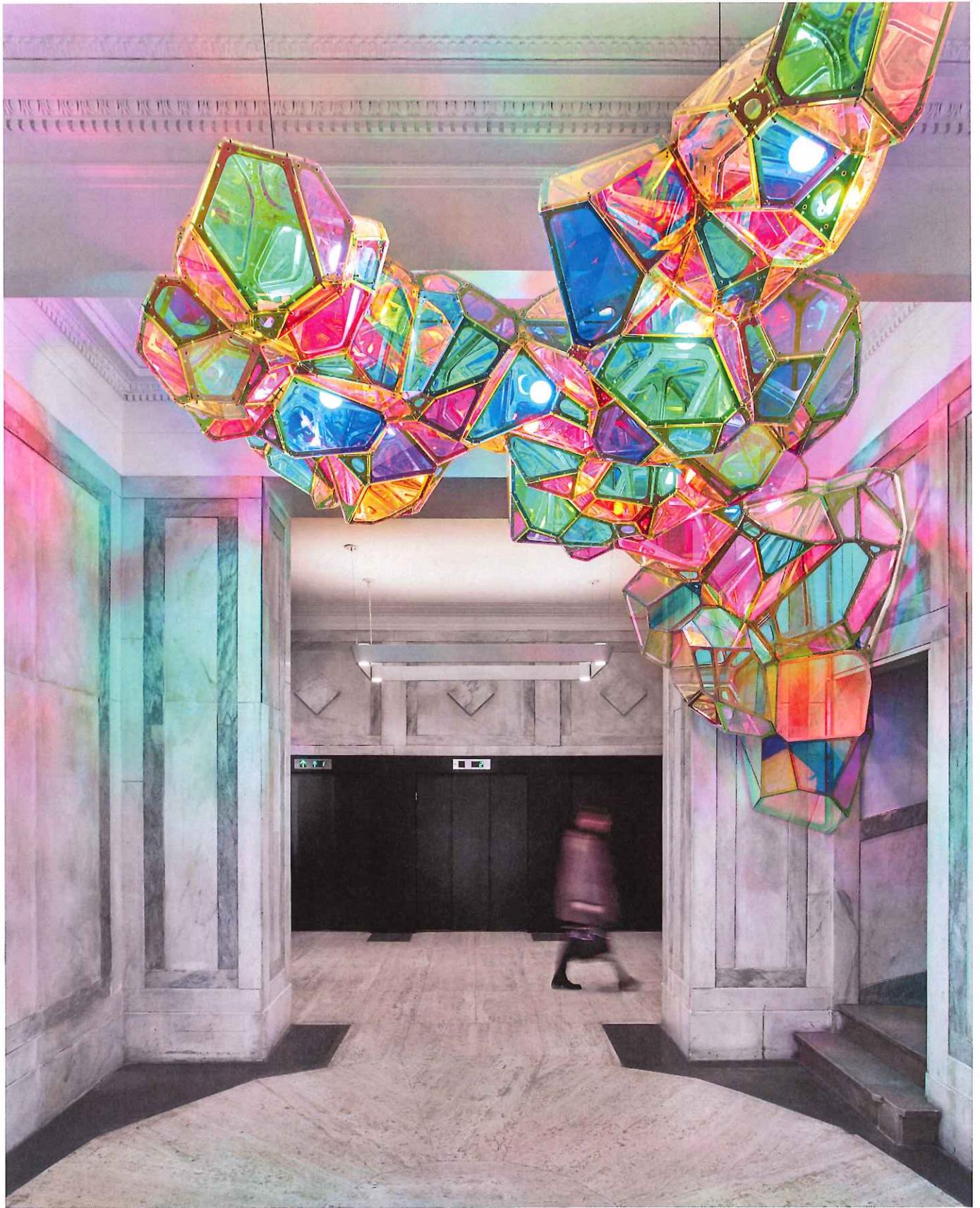


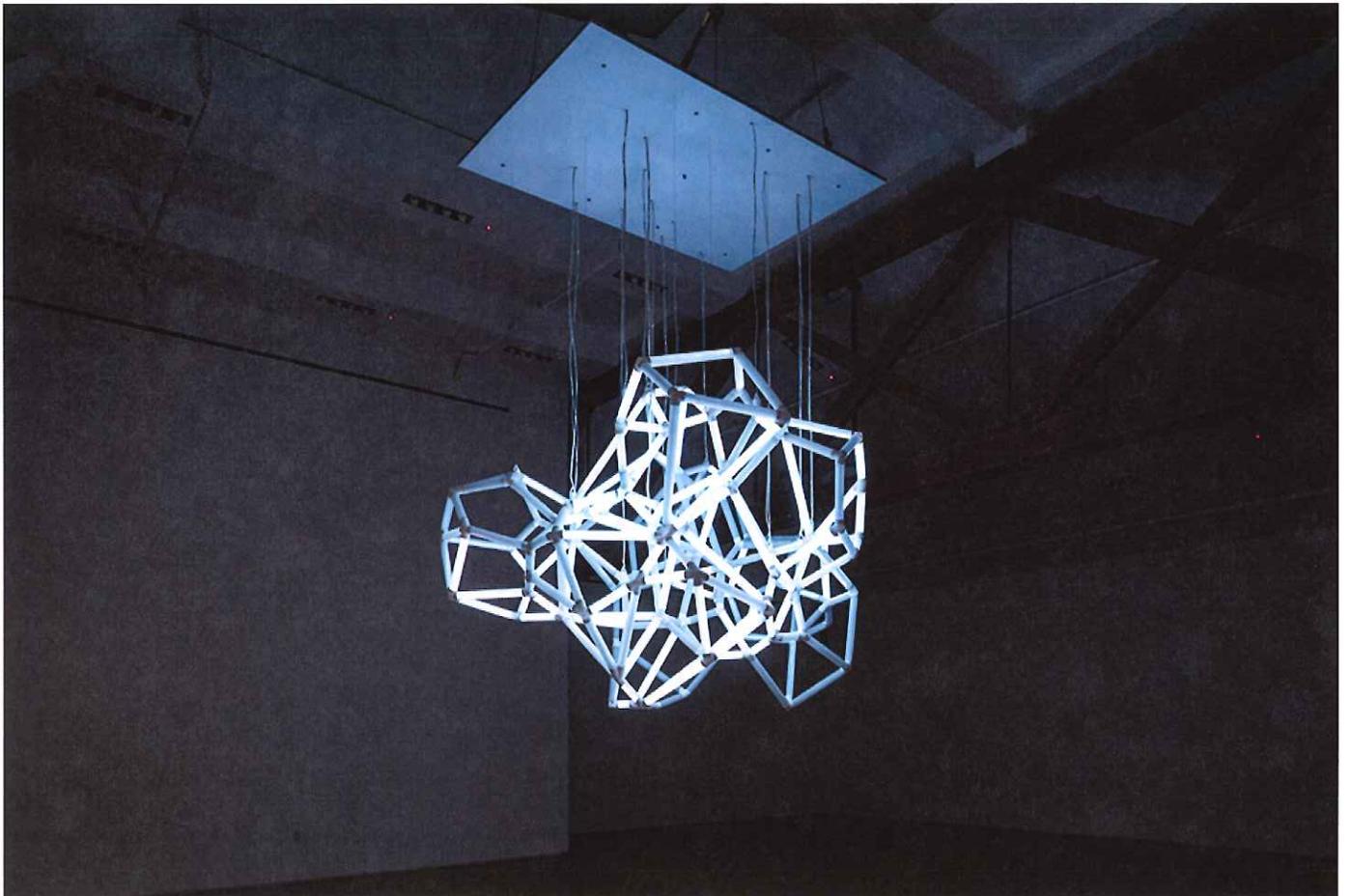




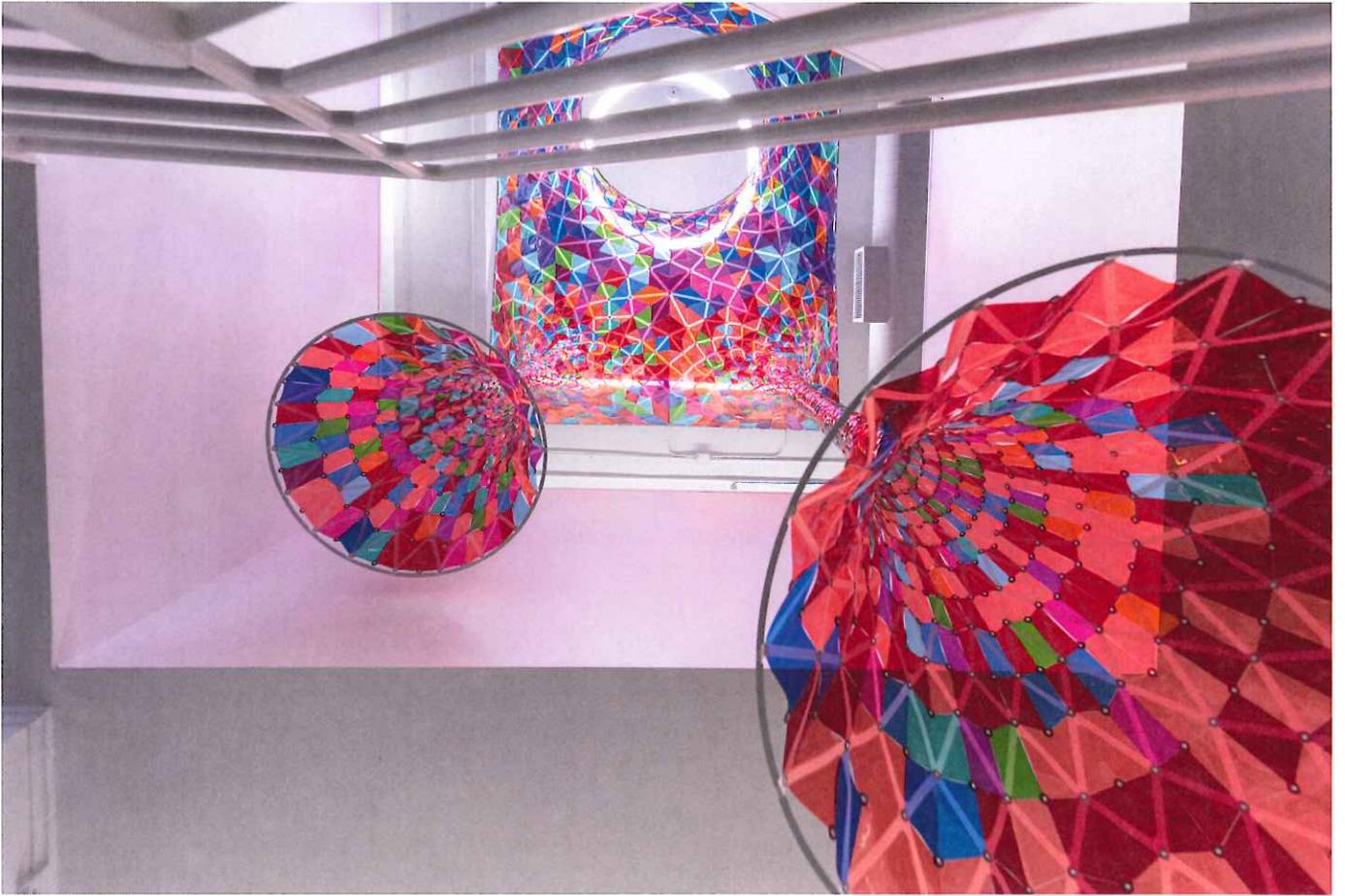












	Motion	Made By	2nd	Vote
	<p>Agenda Item Motion Discussion</p> <p>Motion to approve the King Street Waterfront Park Public Art - Artist Selection Memo.</p>	<p>Cathryn</p>	<p>Susie</p>	<p>Yes - <input checked="" type="radio"/></p> <p>No - <input type="radio"/></p> <p>Abstain - <input type="radio"/></p>

# City of Alexandria, Virginia

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## MEMORANDUM

**DATE:** April 17, 2018  
**TO:** ALEXANDRIA COMMISSION FOR THE ARTS (ACA)  
**FROM:** MATTHEW HARWOOD, PUBLIC ART MANAGER  
**RE:** ALEXANDRIA ART PURCHASE AWARDS 2

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### **Project Description**

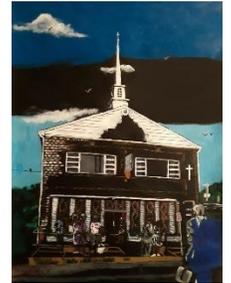
The City of Alexandria is purchasing original art to add to the City's art collection and to display in City-owned buildings. In this second of eight calls, the Alexandria Art Purchase Awards will procure up to \$4000 in art.

### **Background**

The theme of the second Alexandria Art Purchase Awards is "Natural and Urban Systems." Artists, art galleries, and art consultants working or residing in Virginia, Maryland or Washington, D.C. are encouraged to apply. The finalists will be on display on the second floor of City Hall from June to September 2018.

### **Project Task Force**

The artwork selection process will be juried by already appointed task force members Allison Nance (ACA), Joyce Frank (Community), and Maya Contreras (City). ACA Commissioner Michael Detomo resigned in March and his position on the task force needs to be filled. Also, photographer Val Proudki (Community) resigned from the task force and his position needs to be filled. Staff contacted Nina Carpenter, an Alexandria resident and a recipient of one of the first Alexandria Art Purchase Awards for her acrylic "Sunday Mornings" and she agreed to volunteer on the Task Force



### **Recommendation**

Staff recommends that the Commission for the Arts appoint artist Nina Carpenter to the Alexandria Art Purchase Awards 2 task force.

	Motion	Made By	2nd	Vote
Agenda Item Motion Discussion	Motion to appoint Kate Elkins and Nina Carpenter to the Alexandria Art Purchase Awards 2 task force.	Catherine Shirley		Yes - 10 No - 0 Abstain - 0

# **CITY OF ALEXANDRIA COMMISSION FOR THE ARTS BYLAWS**

## **ARTICLE I. CREATION AND COMPOSITION**

Creation and Composition is outlined by the City of Alexandria ordinance as follows:

- (a) There is hereby established a standing commission known as the Alexandria Commission for the Arts.
  
- (b) The commission shall consist of 16 members to be appointed by the city council. The composition of the commission shall be as follows:
  - (1) four member shall have expertise in the arts, including, but not limited to, arts educators, professional practitioners of various art disciplines and professional administrators working in the arts;
  
  - (2) three members shall have specific expertise in visual arts either as professional practitioners of visual art, curators of visual art, or as professional arts administrators currently working in the field;
  
  - (3) three members shall represent the public at large, as arts consumers or participants;
  
  - (4) three members shall be professionals in fields relevant to arts and cultural development, including cultural planning, marketing, finance, funding, tourism, promotion, non profit organizational development, and real estate development;
  
  - (5) two members shall be professionals in the field related to the visual appearance of the cityscape, such as architecture, environmental design, landscape architecture or urban design; and
  
  - (6) one member shall be a student who resides in the city and attends a high school located in the City of Alexandria.
  
- (c) Members of the commission shall be appointed in the manner prescribed by article A of this chapter. The members shall serve for a term of three years, except in the case of an appointment to fill the unexpired portion of a term. (Ord. No. 3782, 2/25/95, Sec. 1; Ord. No. 4482, 5/12/07, Sec. 1; Ord. No. 4920, 1/24/15, Sec. 1)

## **ARTICLE II. FUNCTION AND DUTIES**

Function and Duties is outlined by the City of Alexandria ordinance as follows:

- (a) The functions of the commission shall be as follows:
- (1) to advise city council with regard to policies that will strengthen the arts and further public access to the arts and cultural matters identified by the city council;
  - (2) to establish and periodically review criteria and standards for arts grant applications for city funds and accountability for the use of such funds; the allocation from such funds to eligible organizations and activities as may be appropriated by the city council for such purpose;
  - (3) to review the public art annual work plan as developed by the office of the arts and a work plan task force and make recommendations to the city council as part of the budget process;
  - (4) to review and approve public art project plans for specific public art projects, and to review and approve artist selection and concept development;
  - (5) to create committees and task forces, as necessary, to focus on public art project development and artist selection;
  - (6) to review proposals for donations of public art and commemorative art and make recommendations to the city council;
  - (7) to collaborate with the office of the arts on public art project evaluations; and
  - (8) to support public communication and outreach as related to the arts and;
  - (9) to serve as citizen liaisons to city planning initiatives when public art is involved.
- (b) The commission is empowered to adopt rules and regulations in regard to procedure and other matters so long as the same are not inconsistent with the city code, including, but not limited to, the establishment of committees, through which to carry on its functions and purpose.
- (c) A commission chair, vice-chair and secretary shall be elected annually by the commission members at the organization meeting designated in the commission's bylaws. (Ord. No. 3782, 2/25/95, Sec. 1; Ord. No. 4482, 5/12/07, Sec. 1; Ord. No. 4920, 1/24/15, Sec. 1)

## **ARTICLE III. MEETINGS OF MEMBERS**

### **Section 1. Regular Meetings**

Regular meetings of the members shall be held monthly on the third Tuesday of the month at 7pm, as outlined by the City.

### **Section 2. Annual Retreat**

The commission shall hold a minimum of one and a maximum of two retreats annually, with the agenda(s) to be set by the Executive Committee. The retreat date and time is scheduled by a simple majority of the Commission with at least three business days notice.

### **Section 3. Special Meetings**

Special meetings may be called by a simple majority of the Commission with at least three business days notice.

### **Section 4. Notice of Meetings**

Notice of each meeting shall be posted on the City website by staff no less than three business days before the meeting.

### **Section 5. Quorum**

A quorum for a meeting of the members shall consist of more than 50% of the active membership.

### **Section 6. Voting**

All issues to be voted on shall be decided by a simple majority of those present at the meeting in which the vote takes place as long as a quorum is present.

## **ARTICLE IV. OFFICERS AND ELECTIONS**

The officers of this Commission shall be the Chair, Vice Chair, and Secretary. A Second Vice Chair can also serve if so deemed by the Commission at the annual election of officers. All officers must have the status of active members of the Commission.

### **Section 1. Officers**

#### **Section 1A. Chair**

The Chair shall preside at all meetings of the Commission. The Chair shall have the following responsibilities:

- 1) They shall preside at all meetings of the Commission and Executive Committee.
- 2) They shall provide a written Chair Report at each Commission regular meeting.

- 3) They shall provide updates to the Commission between meetings as necessary.
- 4) They shall stay in contact with Office of the Arts staff as needed between meetings.
- 5) They shall create an agenda for each Commission and Executive Committee meeting and provide these agendas to the Commission at least three business days prior to the meeting.
- 6) They shall serve in an Ex-Officio capacity on the Visit Alexandria board.

### **Section 1B. First Vice Chair**

The First Vice Chair shall be vested with all the powers and shall perform all the duties of the Chair during the absence of the latter. The First Vice Chair responsibilities are:

- 1) They shall attend all Executive Committee meetings.
- 2) They shall stay in contact with the Chair as needed between meetings.
- 3) They shall assist in the creation of an agenda for each Commission meeting.

### **Section 1C. Second Vice Chair**

The Second Vice Chair shall be vested with all the powers and shall perform all the duties of the Chair during the absence of the Chair and First Vice Chair. The Second Vice Chair responsibilities are:

- 1) They shall attend all Executive Committee meetings.
- 2) They shall stay in contact with the Chair as needed between meetings.
- 3) They shall assist in the creation of an agenda for each Commission meeting.

### **Section 1D. Secretary**

The Secretary responsibilities are:

- 1) They shall attend all Executive Committee meetings.
- 2) They shall stay in contact with the Chair as needed between meetings.
- 3) They shall review all minutes from Commission meetings, edit as necessary, and disseminate to the Commission for review at least three business days prior to the meeting.
- 4) They shall create an action item list during each Commission meeting and disseminate to the Executive Committee within a week of the meeting.

### **Section 1E. Election of Officers**

The Election of Officers shall follow the following guidelines, as approved in June 2015:

The Commission elects these positions on an annual basis at its regular meeting every June. Once elected, the elected Commissioners take their position immediately following the adjournment of the June meeting.

The Commission appoints an ad-hoc Nominating Committee on an annual basis at its regular meeting every April. This committee consists of three Commissioners, none of which are currently on the Executive Committee.

The Nominating Committee is tasked with the following duties:

- 1) Create a deadline for interest in serving on the Executive Committee, to be no later than the second Tuesday of May
- 2) Inform the Commission of this deadline with proper advance notice
- 3) Following the deadline, meet as a committee to discuss the names of those interested and recommend a slate of nominees
- 4) Present this slate at the Commission's regular meeting in May

Commissioners interested in serving on the Executive Committee must submit a statement of interest to the Nominating Committee within the given timeframe.

Additional nominations will be accepted from the floor at the June meeting.

Each position is elected individually by voice vote. Any Commissioner can request a roll call vote for the position currently being considered by the Commission. If a roll call vote is requested, the Secretary of the Commission will call the roll, record the vote, repeat the vote for accuracy, and present the vote to the Commission.

Following the election of the Executive Committee members at the June meeting, the Nominating Committee is dissolved.

If any Executive Committee member is unable to complete their term of office, the Chair of the Commission for the Arts, with approval from the Executive Committee, will have the power to fill the vacancy until the regular June election. Should the Chair position become vacant, the First Vice-Chair would assume the position of Chair.

#### **Section 1E-1. Term Limits**

A Commissioner may serve in the role of Chair for a maximum of six terms.

#### **Section 1E-2. Prerequisites for Chair**

A Commissioner may only serve in the role of Chair if having previously served on the Executive Committee for at least one term.

## **ARTICLE V. COMMITTEES AND LIAISONS**

### **Section 1. Committee Formation**

The Commission may create committees as needed. The Commission appoints all Chairs and committee members. Following Committee meetings, Committee Chairs shall provide a written report to the Commission outlining the Committees activities.

Committees will provide recommendations to the Commission on matters that require voting.

### **Section 2. Executive Committee**

The officers serve as the members of the Executive Committee. The Committee meets on the first Tuesday of each month at 7pm.

### **Section 3. Grants Committee**

The Grants Committee meets at least quarterly to establish and periodically review criteria and standards for arts grant applications for city funds and accountability for the use of such funds; the allocation from such funds to eligible organizations and activities as may be appropriated by the city council for such purpose.

### **Section 4. Arts Education Committee**

The Arts Education Committee meets at least quarterly, dedicated to promoting the value of arts and culture by nurturing, celebrating, and investing in high-quality arts experiences.

### **Section 5. Social Media Committee**

The Social Media Committee meets at least quarterly to ensure the Commission's Facebook and Instagram platforms are successfully fostering Alexandria's arts and cultural reputation by showcasing our City's offerings; educating our followers on the importance of the arts to our community, the role of the Commission, and ways to get involved; and connecting with organizations, artists, art lovers, patrons and City influencers..

### **Section 6. Advocacy and Outreach Committee**

The Advocacy and Outreach Committee meets at least quarterly to assist in the generation of increased awareness and support for art in Alexandria, and to assist in the increase of city revenues by enhancing Alexandria's reputation as an arts destination,

### **Section 7. Liaisons**

A liaison shall serve for up to six years on another board or commission. A liaison follows these guidelines:

- 1) Report on discussions and motions pertaining to arts-related activities.
- 2) Bring all discussions and motions to the Commission for guidance before voting.
- 3) Present to the other group/board/commission following approval of the Executive Committee.

- 4) Shall not serve on the Executive Committee of the other group/board/commission.

**Section 7A. *Waterfront Commission.*** The liaison shall serve in an official capacity. The Commission shall appoint the liaison to the Waterfront Commission as needed, at least once every three years.

**Section 7B. *Alexandria Arts Alliance.*** The liaison shall serve in an Ex-Officio capacity. The Commission shall appoint the liaison to the Alexandria Arts Alliance annually.

## **ARTICLE VI. AMENDING BYLAWS**

The Bylaws may be amended as needed with the affirmations of at least 9 members or a majority of the full Commission membership, whichever is greater, at any regular meeting.

## **ADOPTION OF BYLAWS**

We, the undersigned, are all active Commissioners and we consent to, and hereby do, adopt the foregoing Bylaws as the Bylaws of this Commission for the Arts for the City of Alexandria.

ADOPTED AND APPROVED by the Commission on this \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

\_\_\_\_\_  
Matthew Stensrud, Chair, Commission for the Arts

\_\_\_\_\_  
ATTEST: Tamsin Green, Secretary, Commission for the Arts

## City of Alexandria, Virginia

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### MEMORANDUM

**DATE:** APRIL 13, 2016  
**TO:** ALEXANDRIA COMMISSION FOR THE ARTS  
**FROM:** DIANE RUGGIERO, DEPUTY DIRECTOR PARKS & CULTURAL ACTIVITIES, OFFICE OF THE ARTS  
**RE:** FISCAL YEAR 2019 ARTS GRANTS - FUNDING

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#### **Background:**

The funding level for FY19 is expected to be \$160,000 (\$170,000 from the City of Alexandria and \$5,000 from the Virginia Commission for the Arts Local Government Challenge Grant, less \$15,000 for the Community Engagement Grant). The members of the Grants Task Force met on Monday, April 9 to review and score all eligible grant applications.

#### **Discussion:**

Members of the Grant Review Task Force application scores were due by Wednesday, April 4 prior to the meeting on Wednesday, April 9. Each question on the application is weighted and scored. All of the Task Force scores are recorded. At the meeting, Task Force members were given the option to change their score based on the discussion amongst the group. The highest score for each application is 100. Per the ACA approved policy, applications with a score of 75 or below will not be considered for funding.

Based on past scoring options and the amount of available funding, the following funding options were developed:

**Option A. Amount Awarded – Full Funding** until the money runs out.

Pro: 14 applicants receive what they asked for.

Con: Funding runs out for organizations that scored below 83 which is above the policy amount.

**Option B. Amount Awarded – Based on score:** percentage of request based on the score (i.e. if you scored a 92 you get 92% of your requested amount) until money runs out.

Pro: funds 16 applicants (two additional from Option A).

Con: Applicants scoring in the 80s are still split, anyone who scored below an 82 will not be funded

**Option C. Amount Awarded – 90%, 80%, 70%** until money runs out.

Pro: Rewards applicants with the highest scores. All applications that score 80 or above receive funding (does not split scores).

Con: Over budget by \$1,650.

#### **Recommendation:**

Staff recommends Option C with all applications scoring 80 and above receiving funding. Staff proposes that the \$1,650 difference come from the Community Engagement Grant Award amount (making it a \$13,350 grant).

Name of Organization	Grant Request	Final Score	Per Policy	Option A: Full Funding	Option B: Based on Score	Option C: 90% 80% 70%
Young Playwrights' Theater	\$7,500.00	99.33%	\$7,500.00	\$7,500.00	\$7,450	\$6,750.0
Art League Inc., The	\$12,500.00	95.50%	\$12,500.00	\$12,500.00	\$11,938	\$11,250.0
Arts On The Horizon	\$12,500.00	93.00%	\$12,500.00	\$12,500.00	\$11,625	\$11,250.0
UpCycle Creative Reuse Center	\$12,500.00	88.17%	\$12,500.00	\$12,500.00	\$11,021	\$10,000.0
Northern Virginia Fine Arts Association	\$12,500.00	88.17%	\$12,500.00	\$12,500.00	\$11,021	\$10,000.0
Alexandria Symphony Orchestra	\$12,500.00	88.00%	\$12,500.00	\$12,500.00	\$11,000	\$10,000.0
Virginia Opera Association, Inc.	\$7,500.00	87.67%	\$7,500.00	\$7,500.00	\$6,575	\$6,000.0
Alexandria Singers	\$12,500.00	87.33%	\$12,500.00	\$12,500.00	\$10,917	\$10,000.0
Alexandria Harmonizers	\$12,500.00	86.50%	\$12,500.00	\$12,500.00	\$10,813	\$10,000.0
Washington Metropolitan Philharmonic Association	\$12,500.00	84.83%	\$12,500.00	\$12,500.00	\$10,604	\$10,000.0
QuinTango	\$12,500.00	84.67%	\$12,500.00	\$12,500.00	\$10,583	\$10,000.0
Local Motion Project	\$12,500.00	84.17%	\$12,500.00	\$12,500.00	\$10,521	\$10,000.0
Alexandria Film Festival	\$7,500.00	83.83%	\$7,500.00	\$7,500.00	\$6,288	\$6,000.0
Alexandria Choral Society	\$12,500.00	83.00%	\$12,500.00	\$12,500.00	\$10,375	\$10,000.0
Eclipse Chamber Orchestra	\$12,000.00	82.17%	\$12,000.00		\$9,860	\$9,600.0
MetroStage (American Showcase Theatre Co. Inc.)	\$12,500.00	82.17%	\$12,500.00		\$10,271	\$10,000.0
Brave Spirits Theatre	\$6,000.00	81.00%	\$6,000.00			\$4,800.0
Jane Franklin Dance	\$7,500.00	80.83%	\$7,500.00			\$6,000.0
Del Ray Artisans (Arts Resource Foundation)	\$9,500.00	76.00%	\$9,500.00			
First Night Alexandria	\$12,500.00	76.00%	\$12,500.00			
Virginia Bronze Handbell Ringers of Northern Virginia	\$5,010.00	71.83%				
FocusMusic	\$1,750.00	70.50%				
Del Ray Kinderchoir	\$3,600.00	65.17%				
Emahoy Tsege Mariam Music Foundation	\$9,000.00	51.83%				
<b>Total Request</b>	\$239,360		\$220,000	\$160,000	\$160,860	\$161,650
<b>Grant Budget</b>	\$175,000		\$175,000	\$175,000	\$175,000	\$175,000
<b>Community Engagement Grant</b>	-\$15,000		-\$15,000	-\$15,000	-\$15,000	-\$15,000
<b>Amount Available</b>	\$160,000		\$160,000	\$160,000	\$160,000	\$160,000
<b>Difference</b>	-\$79,360		-\$60,000	\$0	-\$860	-\$1,650

	Motion	Made By	2nd	Vote
<p>Agenda Item  Motion <input checked="" type="checkbox"/> APPROVE "OPTION C" FUNDING  Discussion <input type="checkbox"/></p>	<p>RECOMMENDATION FROM  STAFF FOR FY18  GRANTS COMMITTEE</p> <p>AS OUTLINED IN  STAFF MEMO</p>	<p>KUKOUSKE</p>	<p>DOWNS</p>	<p>Yes - 10  No - 0  Abstain - 0</p>

## OFFICE OF THE ARTS DIVISION SUMMARY

This summary is a brief narrative of activities and actions that have been taken since the previous Division Update. The Office of the Arts ACA Update is also shared with other Recreation, Parks & Cultural Activities commissions and staff and becomes part of the monthly minutes for the Arts Commission.

If you have any questions or require additional information/clarification please review the following section(s) of this report or contact the appropriate staff in the Office of the Arts.

### Highlights

- The Kings Street Park Public Art Task Force has made a recommendation for the artist selection that will be brought to the Arts Commission's April meeting.
- The second Art Purchase award will be announced by the end of April.
- The Office of the Arts will be hiring a conservator to develop an updated conservation assessment in Summer, 2018 (the previous assessment was done in 2013).
- Trails & Paths Task Force will be meeting in May and June.
- The sculpture footings for Lake Cook will be poured by the end of April (weather permitting).

### Public Art - Quick Update:

Public Art Project	Status
King Street Park at the Waterfront	Selecting Artist & Developing Contract
Artist Residency (AlexRenew)	Setting Project Goals & Parameters
Burke Library	Setting Project Goals & Parameters
Duke Street Tunnel (ZeroZero Collective)	Approve Concept Proposal #2
Trails & Paths	Project has been identified in the Annual Workplan
Simpson Park	Fabrication
Lake Cook	Fabrication
Duke Street Tunnel (M. McConnell)	Fabrication

### Staff Contact Info:

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## **PUBLIC ART PROJECTS – PLANNING/DESIGN PHASE**

### Trails & Paths

**Lead Agency**

Office of the Arts

**Project Scope**

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

**Task Force Members**

Shirley Downs, Allison Heck

**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 Task Force will meet with the consultant team in May and June.

**Anticipated Completion**

Ongoing

### King Street Park at the Waterfront

**Lead Agency**

Office of the Arts

**Project Scope**

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

**Task Force Members**

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

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

Selecting the Artist and Approving the Contract

**Update**

The task force met and reviewed the applications and have made a recommendation.

**Next Steps**

If the artist is approved by the Commission staff will issue the contract and develop a schedule with the consultant team and the artist.

**Anticipated Completion**

Spring, 2019 (1<sup>st</sup> installation)

## Residency (with AlexRenew)

### **Lead Agency**

Office of the Arts

### **Project Scope**

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

### **Task Force Members**

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.

### **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)**

Awaiting submission of revised proposal, Mike McConnel

### **Update**

ZeroZero Collective will develop a new proposal. The task force will reconvene to review the new proposal and make a recommendation to the Arts Commission.

### **Next Steps**

Convene the task force to review the new proposal and make a recommendation.

### **Anticipated Completion**

Spring, 2019

## 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**

Staff met with members of the library and the task force to discuss community stakeholder for the task force.

### **Next Steps**

Bring task force recommendation to the Arts Commission March meeting.

### **Anticipated Completion**

TBD

## **PUBLIC ART PROJECTS – FABRICATION/CONSTRUCTION PHASE**

### Simpson Park Playground

**Lead Agency**

Office of the Arts

**Project Scope**

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

**Task Force Members**

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

**Update**

The construction bids have been received and opened. A contract is expected to be awarded by the beginning of May.

**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.

**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

## Duke Street Tunnel (Mike McConnell)

### **Lead Agency**

Office of the Arts

### **Project Scope**

Update artwork in the Duke Street Tunnel

### **Task Force Members**

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

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

Fabrication

### **Update**

Staff is awaiting 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. 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

## MISCELLANEOUS PROJECTS

### Art Purchase Awards

**Lead Agency**

Office of the Arts

**Project Scope**

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

**Task Force Members**

Allison Nance, Maya Contreras, Joyce Frank

**Update**

The second call will be issued by the end of April.

**Next Steps**

Convene the task force to review the applications.

**Anticipated Completion**

Ongoing

### Potomac Yards Metro

**Lead Agency**

WMATA

**Project Scope**

Include public art in the new Potomac Yards metro station.

**Task Force Members**

N/A

**Next Steps**

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. Sara Lavan\*
2. Vacant (Arts Commissioner)
3. Alex Renew Staff (proj. stakeholder)
4. TBD (comm. stakeholder)
5. TBD (comm. stakeholder)

### **TFAC Community Engagment**

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

### **Art Purchase Award**

1. Allison Nance\*
2. Vacant (Art Commissioner)
3. Maya Contreras (project stakeholder)
4. Joyce Frank (community stakeholder)
5. Vacant (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. Kathleen Schloeder (community stakeholder)
6. Brian Kelley (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 Mouldoux (community stakeholder)
6. Clint Mansell (community stakeholder)

\*Arts Commissioner

## Public Art Planning & Project Development Process

	DESCRIPTION
<b>Identifying the Project in the Annual Plan</b>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<b>Setting Project Goals and Parameters</b>	<ul style="list-style-type: none"> <li>Once a project has been initiated, the Arts Commission establishes a Public Art Project Task Force specifically for that project.</li> <li>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.</li> <li>The Project Plan is approved by the Arts Commission.</li> </ul>
<b>Developing the Artist Pool</b>	<ul style="list-style-type: none"> <li>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.</li> <li>The pool of artists can be collected through an open competition, pre-qualified artist list, curatorial process or invitational.</li> <li>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.</li> </ul>
<b>Selecting the Finalists</b>	<ul style="list-style-type: none"> <li>The Project Task Force reviews artist qualifications based on criteria outlined in the approved Project Plan.</li> <li>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).</li> </ul>
<b>Selecting the Artist</b>	<ul style="list-style-type: none"> <li>If finalists are selected, they may be: <ul style="list-style-type: none"> <li>Paid a stipend to develop a concept proposal and present that proposal to the Project Task Force.</li> <li>Interviewed by the Project Task Force.</li> <li>A combination of the above.</li> </ul> </li> <li>The Project Task Force recommends selection of an artist to the Arts Commission based upon the Concept Proposal and/or interview.</li> </ul>
<b>Approving the Contract</b>	<ul style="list-style-type: none"> <li>The Office of the Arts develops a contract agreement with the artist.</li> <li>The agreement is approved by the City Manager or City Council, depending on the size of the contract.</li> </ul>
<b>Approving the Concept Proposal</b>	<ul style="list-style-type: none"> <li>The selected artist develops a Concept Proposal, if that was not a part of the artist selection phase.</li> <li>The Office of the Arts facilitates community engagement conducted by the artist as part of their process of developing a Concept Proposal.</li> <li>The Project Task Force reviews the Concept Proposal and recommends it to the Arts Commission for approval.</li> </ul>
<b>Approving Final Design</b>	<ul style="list-style-type: none"> <li>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.</li> <li>The Office of the Arts facilitates technical reviews by other City staff as required.</li> <li>The Office of the Arts signs off on the Final Design.</li> </ul>
<b>Fabrication</b>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>
<b>Installation</b>	<ul style="list-style-type: none"> <li>The Office of the Arts works with the artist, relevant City Departments, and other stakeholders to schedule and facilitate installation.</li> </ul>

**ARTICLE K - Alexandria Commission for the Arts<sup>(1)</sup>**

• **Sec. 2-4-90 - Creation, composition and organization.**

(a) There is hereby established a standing commission known as the Alexandria Commission for the Arts.

(b) The commission shall consist of 16 members to be appointed by the city council. The composition of the commission shall be as follows:

- (1) four members shall have expertise in the arts, including, but not limited to, arts educators, professional practitioners of various art disciplines and professional administrators working in the arts;
- (2) three members shall have specific expertise in visual arts either as professional practitioners of visual art, curators of visual art, or as professional arts administrators currently working in the field;
- (3) three members shall represent the public at large, as arts consumers or participants;
- (4) three members shall be professionals in fields relevant to arts and cultural development, including cultural planning, marketing, finance, funding, tourism, promotion, non profit organizational development, and real estate development;
- (5) two members shall be professionals in the field related to the visual appearance of the cityscape, such as architecture, environmental design, landscape architecture or urban design; and
- (6) one member shall be a student who resides in the city and attends a high school located in the City of Alexandria.

(c) Members of the commission shall be appointed in the manner prescribed by article A of this chapter. The members shall serve for a term of three years, except in the case of an appointment to fill the unexpired portion of a term. (Ord. No. 3782, 2/25/95, Sec. 1; Ord. No. 4482, 5/12/07, Sec. 1; Ord. No. 4920, 1/24/15, Sec. 1)

• **Sec. 2-4-91 - Function; powers; duties.**

(a) The functions of the commission shall be as follows:

- (1) to advise city council with regard to policies that will strengthen the arts and further public access to the arts and cultural matters identified by the city council;
- (2) to establish and periodically review criteria and standards for arts grant applications for city funds and accountability for the use of such funds; the allocation from such funds to eligible organizations and activities as may be appropriated by the city council for such purpose;
- (3) to review the public art annual work plan as developed by the office of the arts and a work plan task force and make recommendations to the city council as part of the budget process;
- (4) to review and approve public art project plans for specific public art projects, and to review and approve artist selection and concept development;
- (5) to create committees and task forces, as necessary, to focus on public art project development and artist selection;
- (6) to review proposals for donations of public art and commemorative art and make recommendations to the city council;
- (7) to collaborate with the office of the art on public art project evaluations; and
- (8) to support public communication and outreach as related to the arts and;
- (9) to serve as citizen liaisons to city planning initiatives when public art is involved.

(b) The commission is empowered to adopt rules and regulations in regard to procedure and other matters so long as the same are not inconsistent with the city code, including, but not limited to, the establishment of committees, through which to carry on its functions and purpose.

(c) A commission chair, vice-chair and secretary shall be elected annually by the commission members at the organization meeting designated in the commission's bylaws. (Ord. No. 3782, 2/25/95, Sec. 1; Ord. No. 4482, 5/12/07, Sec. 1; Ord. No. 4920, 1/24/15, Sec. 1)