

Alexandria Commission for the Arts Regular Monthly Meeting

Meeting Information

Objective:	To address Arts Commission business.		
Date:	11-17-15	Time:	Begin: 7:06 pm End: 9:20 pm
Location:	Lee Center, 1108 Jefferson St., Alexandria, VA	Meeting Type:	Regular Monthly Meeting
Called by:	Matthew Stensrud, Chair	Note Taker:	Cheryl Anne Colton, Regional Program Director, Office of the Arts
Facilitator:	Matthew Stensrud	Timekeeper:	Matthew Stensrud
Attendees:	Beth Coast, Susan Cohen, Gayle Converse, Shirley Downs, Cara Frey,, Betsy Hennigan, Michelle Kozlak, Allison Nance, and David Martin		
Absent:	Pamela Corsini, Michael Detomo, Kate Elkins, Susan (Amber) Gordon Allison Heck, and Patricia Shaffer		
Vacancy(s):	3 vacancies		
Observers:	Catherine Ahern		
City Staff:	Diane Ruggiero, Deputy, Cultural Arts, RPCA Cheryl Anne Colton, Regional Program Director, RPCA Matthew Harwood, Public Art Manager, RPCA		

Agenda items

Presenter

Agenda items	Presenter
1. Call to Order	Matthew Stensrud
2. Public Comment	Matthew Stensrud
3. Approval of Minutes a. October 20 th Regular Meeting and Public Hearing	Matthew Stensrud
4. Chair's Report	Matthew Stensrud
5. Committee, Task Force and Liaison Reports a. Arts Education Committee b. Advocacy and Outreach Committee c. Waterfront Commission Liaison d. Torpedo Factory Liaison e. Arts Forum Liaison f. Cultural Plan Task Force g. Simpson Park Task Force	Kate Elkins Gayle Converse Shirley Downs Michael Detomo Michelle Kozlak Beth Coast Betsy Hennigan
6. Traffic Boxes Task Force – 10 minutes a. Motion to Appoint Commissioner	Matthew Stensrud
7. Simpson Park Task Force – 10 minutes a. Motion to Appoint Citizen Members	Matthew Stensrud
8. Poet Laureate Task Force – 10 minutes a. Motion to Appoint Members	Matthew Stensrud
9. DASHing Words in Motion Task Force – 10 minutes a. Motion to Appoint Members	Matthew Stensrud
10. Office of the Arts Staff Report	Diane Ruggiero

11.	New Business	Matthew Stensrud and Members of Arts Commission
12.	Good of the Order – Announcements	Matthew Stensrud and Members of Arts Commission
13.	Adjournment	

Discussion Summary

1.	Matthew Stensrud thanked Catherine Ahern for attending meeting. Ms. Ahern is interested in the arts and she has attended several Arts Commission meetings.
2.	No public comments were received.
3.	Approval of Minutes October 20, 2015 with edits was approved by consensus.
4.	<p>Chair’s Report: Matthew Stensrud gave the following report to the Arts Commission:</p> <ul style="list-style-type: none"> • Winter Retreat – Mr. Stensrud mentioned that the Executive Committee recommends holding the retreat on Saturday, January 23, 2016, from 9 am – 3 pm. After some discussion, motion made to hold the retreat on January 23. (MOTION #1). Locations were discussed. Needed for the retreat are: no charge for use of space, it needs to be handicapped accessible, open to the public, has access for WiFi and other technology, and allows for break-out sessions. Staff will work with Executive Committee to secure a location. • Reminder that the Arts Commission members need to secure locations for monthly meetings for January – June, 2016. Assignments for securing locations were made: January – Allison Nance; February – staff; March – Beth Coast; April – staff; May – Shirley Downs; June – Beth Hennigan. (ACTION ITEM #1). If locations are unable to be secured for the assigned months, then member should invite an arts organization to be guest speaker for the meeting. The back-up location will be the Lee Center. Needed for the meeting location: no charge for use of space, it needs to be handicapped accessible, open to the public and have access for technology. Locations need to be secured two weeks in advance of the monthly Arts Commission meeting.
5.	<p>Committee, Task Force and Liaison Reports</p> <p>a. Arts Education Committee – Beth Coast gave the report. Arts Education report was distributed (ATTACHMENT #1). Ms. Coast highlighted the following items:</p> <ul style="list-style-type: none"> • All-City High School Fine Arts Exhibition dates March 11 – April 10. Exhibition will be held in Convergence gallery. • Kelley Organek was recruited as new member. More members are still needed. • Next Quarterly meeting, Wednesday, December 9, 2015 <p>b. Advocacy and Outreach Committee – Gayle Converse distributed the Committee’s report (ATTACHMENT #2) and she reported the following items:</p> <ul style="list-style-type: none"> • The Committee will continue to outreach out to Arts Groups, to collaborate on projects. • Several Arts Commission members attended the “Mercy Street” premiere which was held in collaboration with the Alexandria Film Festival. • The Committee will begin archiving photos. Arts Commissioners were encouraged to send photos to Ms. Converse. • The revised Advocacy and Outreach Committee plan was distributed (ATTACHMENT #3). Ms. Converse reported on the highlights of changes to the plan. After discussion, a motion was made to approve the plan (MOTION #2). • The comprehensive program calendar for the Arts Commission was projected on the TV monitor (ATTACHMENT #4). Betsy Hennigan talked about how the calendar was set-up. The calendar was reviewed by the Executive Committee. Discussion points: Should all grantees events be listed in calendar? Should the Park and Recreation and the

	<p>Beautification Commission meeting dates be listed? The link for the Visit Alexandria arts calendar along with the Parks and Recreation and the Beautification Commission meeting will be included on the calendar. The calendar will be updated periodically. At each meeting, the Committee will share what projects and/or events are approaching.</p> <p>c. Waterfront Commission Liaison – Shirley Downs reported that the Waterfront Commission meeting was held November 17 in morning. Governance options were discussed at meeting to consider Business Improvement District (BID), 501 © 3 nonprofit organization or stay as city entity. Decisions for Governance are made, Ms. Downs will report back to the Arts Commission. Ms. Downs attended the Waterfront Commission’s boat trip held on November 14.</p> <p>d. Torpedo Factory Art Center Liaison – Michael Detomo was not in attendance, so this was struck from the agenda.</p> <p>e. Alexandria Arts Forum – Michelle Kozlak distributed the Alexandria Arts Forum report (ATTACHMENT #5). Ms. Kozlak mentioned that the Forum will be reaching out to the Mayor-elect Allison Silberberg for a meeting. Mr. Stensrud recommended that either a member of the Executive Committee or he should attend the meeting with the Forum. She reported that the Forum will not meet in December, but rather will promote arts events. The January meeting will focus on Spring2Action. In February, the Forum will work with the Office of the Arts to schedule a presentation on the Arts and Economic Prosperity study with Randy Cohen, Americans for the Arts. March Forum meeting will focus on the arts and community. Ms. Kozlak also reported there are new discussions with the schools regarding affordable access to school venues.</p> <p>f. Cultural Plan – Beth Coast mentioned that the next meeting for the Cultural Planning Steering Committee is scheduled for Monday, December 7, 4:30 pm – 6 pm, Police Department headquarters. The consultants are gathering names of people they should speak with or meet when they visit. ACPS superintendent and Andrew Watson, Fine Arts Specialists are two people that Ms. Coast recommended. Arts Commissioners should forward names to the Cultural Planning Group consultants or to Diane Ruggiero.</p> <p>g. Simpson Park Task Force – Betsy Hennigan and Michelle Kozlak serve on this task force. Sixty-seven entries were received. A meeting to review entries will be scheduled in December. Time and Place Task Force (added agenda item) – Beth Coast reported that the Task Force participated in a webinar regarding the project and process. The Task Force is looking for a location for the first project. The Gadsby’s Tavern and the Stabler-Leadbeater Apothecary Museums are possible locations.</p>
6.	<p>Traffic Boxes Task Force – Matthew Stensrud reported that an Arts Commissioner needs to be appointed to this Task Force. The focus area for the Traffic Boxes installations will most-likely be in the West End of the City. He invited Shirley Downs to serve. Meetings will be held in mid-December with the goal of selecting the designs/artists by February. Motion made to appoint Shirley Downs to the Traffic Boxes Task Force (MOTION #3).</p>
7.	<p>Simpson Park Task Force – Matthew Stensrud mentioned that the volunteer invited to serve had declined the invitation. This item was struck from the agenda. It will be revisited at the December meeting (ACTION #2).</p>
8.	<p>Poet Laureate and “DASHing Words in Motion” Task Force – Matthew Stensrud mentioned because the timelines are similar, staff recommends that instead of two separate Task Forces, to combine them. Mr. Stensrud combined agenda items 8 and 9 into one item. Cheryl Anne Colton distributed the Staff memorandum regarding the appointment of Task Force members (ATTACHMENT #6). Discussion: including an ACPS student Poet Laureate on the Task Force; and reaching out to TC Williams High School students and educators. Motion made to appoint the members as staff recommends with one change to replace Kate Elkins with Cara Frey, High</p>

	School Student Arts Commissioner (MOTION #4).
9.	DASHing Words in Motion Task Force – See item #8.
10.	<p>Office of the Arts Staff Report – Diane Ruggiero distributed the Office of the Arts Division Update for November (ATTACHMENT #7). Items noted:</p> <ul style="list-style-type: none"> • Arts and Economic Prosperity study meeting with Americans for the Arts will occur in February. • The developer renovating the Health Department building will probably give cash in lieu of placing public arts on the property. • All Fiscal Year 2016 CIP funds have been allocated to the previously approved projects. Staff capacity is limited with seven projects occurring at the same time, so a public art project manager will be brought on board to facilitate projects. • Fiscal Year 2017 budget process has begun. Ms. Ruggiero distributed timeline for budget submission. CMO guidance to staff is to prepare a budget with 5% reduction. For Office of the Arts this amount is \$43,000 - \$50,000. James Spengler guidance to staff is that everything is on the table – staffing, grant program, Durant Arts Center, and programming. The CMO budget will be presented to City Council in February 2016. City Council Fiscal Year 2017 budget retreat is scheduled for Saturday, November 21. The new City Council is not officially placed until January 2016. Because of this, Mayor William D. Euille will be leading the retreat discussion. Mayor-elect Allison Silberberg will be in attendance, as will other elected Council members. Council member Willie F. Bailey, Sr. will be in attendance, but will not be a voting member. Discussion: How should Arts Commissioners reach-out to Council prior to the retreat? What message should be given? Should Arts Commissioners attend the retreat? Mr. Stensrud said he could draft some salient points and send to Arts Commissioners by Friday, November 20. Commissioners can then send emails to City Council members with these points (ACTION #3). • Office of the Arts will give quarterly financial reports, rather than monthly.
11.	<p>New Business – Matthew Stensrud informed the Arts Commissioners that members are required to attend 75% of the regularly scheduled meetings. Ms. Stensrud stated, even though this could mean that you could miss 3 meeting, he wants to require members to have one excused and one unexcused absence. Mr. Stensrud needs to be informed if you are not going to be attending the meeting. He will determine if it is considered as excused or unexcused absence. He will be informing members who were not in attendance, of this requirement.</p>
12.	<p>Good of the Order – Announcements</p> <ul style="list-style-type: none"> • Susie Cohen reported that Tom Teasley will present “Drumming in Your Neighborhood” on Friday, November 20. This project was funded through a Fiscal Year 2016 Special Opportunity Grant. • Ms. Colton requested assistance with promoting the First Friday: “Season of Celebration” December 4. Bill Colosimo will serve as Master of Ceremonies. Featured artists include: Caroline Schneider, Soloist; Shelly Bell, Spoken Word Artist; Rhythm & Roots Players, African Drummers; and Metamorphosis Art and Enrichment Center. Ms. Colton provided update on all First Friday events: “Mardi Gras in Alexandria,” February 5; “Family Art Nights,” March 4 and June 3; “Fool’s Day Merriment,” April 1; and “Taste of Cinco de Mayo,” May 6. Per Person reservations in advance are \$5 resident and \$10 nonresident. At door reservations are: \$10 resident and \$15 nonresident. • Art Uniting People exhibition will be installed at the Durant Arts Center on Monday, November 23. The exhibition will run through March 9, 2016. The opening reception is scheduled for December 10 from 6:30 pm – 7:30 pm.
13.	Adjournment

New Action Items	Responsible	Due Date
1. Assignments for securing locations were made: January – Allison Nance; February – staff; March – Beth Coast; April – staff; May – Shirley Downs; June – Beth Hennigan.	As noted	Minimum of Two weeks before monthly meeting
2. Simpson Park Task Force – Appointment of member.	Arts Commission	December Meeting
3. Some salient messaging pointes for City Council to Arts Commissioners. Commissioners can then send emails to City Council members with these points	Matthew Stensrud and Arts Commissioners	November 20

Other Notes & Information

<ol style="list-style-type: none"> 1. Arts Education report 2. Advocacy and Outreach Committee report 3. Revised Advocacy and Outreach Committee plan 4. Arts Commission’s comprehensive program calendar 5. Alexandria Arts Forum report 6. Staff memorandum Appointment of Poet Laureate and DASHing Words in Motion Task Force 7. Office of the Arts Division Update 			
Submitted by:	Cheryl Anne Colton	Draft sent	11-19-15
Submitted by:	Alexandria Commission for the Arts	Minutes Approved:	12-15-15

Alexandria Commission for the Arts

Motion Tracker

	Motion	Made By	2nd	Vote
1.	<p>Agenda Item: 4. Chair’s Report, Date for Winter Retreat</p> <p>Motion: Motion to hold an Arts Commission Winter retreat on Saturday, January 23, 9 am – 3 pm.</p> <p>Discussion: Logistic requirements and items needed for the meeting.</p>	Susan Cohen	Shirley Downs	<p>Yes - unanimously approved – 10 voting</p> <p>No -</p> <p>Abstain -</p>
2.	<p>Agenda Item: V. Committee, Task Force and Liaison Reports, item b. Advocacy and Outreach Committee’s plan.</p> <p>Motion: Motion to approve the revised Outreach and Advocacy Plan.</p> <p>Discussion: Overview and highlights of the plan.</p>	Susan Cohen	Betsy Hennigan	<p>Yes - unanimously approved- 10 members voting</p> <p>No -</p> <p>Abstain -</p>
3.	<p>Agenda Item: VI. Traffic Boxes Task Force, item a. Motion to Appoint Commissioner.</p> <p>Motion: Motion to appoint Shirley Downs to the Traffic Boxes Task Force.</p> <p>Discussion: Overview of process and timeline for project.</p>	Allison Nance	Beth Coast	<p>Yes - unanimously approved- 10 members voting</p> <p>No -</p> <p>Abstain -</p>
4.	<p>Agenda Item: VIII. Poet Laureate Task Force and IX. DASHing Words in Motion Task Force.</p> <p>Motion: Motion to accept staff recommendation for members to serve on the combined Task Force, amended to remove Kate Elkins and add Cara Frey.</p> <p>Discussion: Timeline of projects and interest to include high school student.</p>	Allison Nance	David Martin	<p>Yes - unanimously approved- 10 members voting</p> <p>No -</p> <p>Abstain -</p>

Alexandria Commission for the Arts

Action Items From Previous Meetings

	Action Item	Responsible	Due Date	Status
1.	Dates, agendas and locations for Arts Commission monthly and Committee meetings.	Chair of Arts Commission and Chairs of Committees	Required 3 business days prior to meetings	Ongoing
2.	Develop a calendar for compiling and writing of the Arts Commission Annual Reports.	Gayle Converse and Executive Committee	September 23 and December 1	Completed
3.	Continue conversations with the Arts Forum, the Arts Commission and the Office of the Arts as the Fiscal Year 2017 budget is prepared.	Matthew Stensrud and Arts Commission	Ongoing	Ongoing
4.	Arts Commission's acknowledgement of Sydney-Chanele Dawkins contributions to arts community. Reach-out to Dawkins family to determine what is most appropriate.	Executive Committee	September 23	Pending

Art Education Committee Report for Tuesday, 11-17-15

All-City High School Fine Art Exhibition

- Convergence Gallery
- March 11th, 2016 - April 10th, 2016
- Reception date confirmed for Friday, April 1st
- Teachers are in the process of securing gifts/prizes

Recruitment of new members

- We are still seeking names of community members with arts education experience who we can reach out to.
- Michelle has invited Kelley Organek to the group and Kelley has accepted. She will attend our December meeting

Next Quarterly Meeting

- Wednesday, December 9th, 2015

Meeting dates for 2016

- Wednesday, March 9th, 2016 at 7:00pm
- Wednesday, June 8th, 2016 at 7:00pm
- Wednesday, September 14th, 2016 at 7:00pm
- Wednesday, December 14th, 2016 at 7:00pm

**Alexandria Commission for the Arts
Regular Meeting
Tuesday, November 17, 2015, 7:00 p.m. EDT
Lee Center**

Advocacy & Outreach Committee Report

G. Converse, chair

I. Collaboration of Arts Groups/Mercy Street Premiere

II. Photo Archive

IV. Revised "Communications" Plan

a. Motion for approval

VI. Calendar (Betsy)

**Alexandria Commission for the Arts
Advocacy and Outreach Committee
*Advocacy and Outreach Plan 2015***

Objectives

- To enhance awareness of the aesthetic, historic, intrinsic, economic, and sustainable value of the arts
- To showcase the arts in Alexandria as a bridge – uniting communities and cultures
- To increase public and stakeholder visibility of the Alexandria Commission for the Arts; the work of the Commission and past, current and future arts events and opportunities within the City of Alexandria

Key Messages

- Alexandria is progressive in its support for the arts and advocates for all art mediums and time periods (Poet Laureate, classic, contemporary visual arts, music, theatre, etc.)
- Art in Alexandria offers economic sustainability
- Art in Alexandria increases tourism dollars
- Alexandria is a national and world leader in its support for the arts
- Art in Alexandria increases quality of life for its residents
- Alexandria combines American history (a rich past) with first-rate art for all Americans and visitors
- Art is a bridge that can unite communities and cultures. It increases community development and citizen well-being

Audience/Stakeholders

All residents, visitors, and political leaders of the City of Alexandria, the Commonwealth of Virginia, the State of Maryland, the District of Columbia, as well as national and international audiences

All City of Alexandria (includes ALL Alexandria districts) administration and departments, art organizations, contractors, architects, developers, civic organizations, schools, businesses, tourists and other visitors, history organizations, youth groups, senior groups, neighborhood groups, garden groups, environmental groups, landscape design, churches, and Waterfront

Key Strategies and Tasks

- Develop Strong, Cooperative Relationship with the *Alexandria Arts Forum* and *Visit Alexandria*
- Increase Commission and public art presence at established events (Old Town and Del Ray Arts Festivals, history events, holiday events, Restaurant Week, Farmer's Market, parades, etc.)
- Present regular updates on Commission activities to the City Council
- Develop liaison with Virginia Commission for the Arts and Americans for the Arts
- Combine art with healthy lifestyle activities (Run for the Arts, Restaurant Discount Day, school projects, Alexandria Parks and Recreation, and City Wellness initiatives, etc.)

Additional Strategies and Tasks

- Propose Virginia State Capitol, U.S. Capitol, Smithsonian, and/or White House initiative (youth Children's Garden/visual arts competition, healthy lifestyle/arts Kitchen Garden display, theatrical production, music competition, etc. – use "STEAM" incentive, etc.)
- Propose City "Arts Walks" led by volunteer architects, artists and Arts Commissioners (could blend with historic homes tours, etc.)
- Propose local arts initiatives (example: tie-in for possible art contest from Alexandria City Website "...Listed amongst the "Top 20 Most Romantic Cities in the US" by Amazon.com and hailed as a "Best Place for a First Date" by Washingtonian magazine...")
- Increase community outreach and education by the development of an Alexandria Commission for the Arts "Speaker's Bureau" to organize a list of available volunteer Commission speakers to address civic and other groups and members of the news media
- Increase blending of City arts activities, events and proposed news with Alexandria City, regional, state, and national calendar observances (holidays; health, sports, arts, historical observances/anniversaries)
- Represent the Commission and to assist the City Cultural Steering Committee.
- Develop key messages regarding past, current and proposed art projects/events and to ensure all Commission members have access to and use same messaging
- Increase the use of visuals (graphics, photographs, videos, color) in communications and outreach

- Consider development of a new look for Commission logo
- Develop key words (“Commission” instead of “ACA”)
- Develop/enhance a strong arts relationship with Alexandria’s “Sister Cities” (The Alexandria Sister Cities Committee develops, encourages and promotes educational and cultural exchanges between the Cities of Dundee, Scotland; Helsingborg, Sweden and the City of Alexandria; and coordinates activities within the City relating to these exchanges. The Committee meets on the third Monday of each month at 7:00 p.m., and participates in the Christmas Walk and Scottish Games.)
- Develop liaison with area colleges, universities, technical and community colleges to gain support and partnership for graphic design work, etc.
- “Advertising” (ads and notices for upcoming events in theatre programs, school/PTSA and community organization newsletters, Web, Torpedo Factory, etc.)

Timeline

Status Reports

Monthly Advocacy and Outreach Committee reports will be delivered at each Commission meeting.

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Submitted by G. Converse, 1.26.15/Updated 10.15.15

AS of 11-17-15

Milestone Date	Category	Activity	Responsible Lead	Notes	Status
8 Oct 2015	TF - Simpson	Launch Request for Qualifications	Staff	RFQs due 8 Nov 2015	Done
20 Oct 2015	Business - ACA Monthly Mtg	Host Monthly Meeting	Commission and Staff		Done
15 Nov 2015	TF - Poet Laureate	Solicitation for candidates	Staff		
17 Nov 2015	Business - ACA Monthly Mtg	Host Monthly Meeting	Commission and Staff		
17 Nov 2015	TF - Poet Laureate	Select TF members	Commission		
20 Nov 2015	TF - Simpson	Review RFQs and Select Top 3 Artists	Staff, Hennigan, Kozlak		
28 Nov 2015	TF - Simpson	Notify Applicants of Selection	Staff		
4 Dec 2015	Event - First Friday	Seasonal Celebration	Commission and Staff		
13 Dec 2015	TF - Simpson	Interview Top 3 Artists	Staff, Hennigan, Kozlak		
15 Dec 2015	Business - ACA Monthly Mtg	Host Monthly Meeting	Commission and Staff		
15 Dec 2015	TF - FY17 Grants	Appoint Grants TF	Commission and Staff		
31 Dec 2015	Event - First Night Alexandria	Something at the Durant Center	Commission and Staff		
1 Jan 2016	Business	New City Council Members take office		Added just FYI and keeping important events on our radar	
1 Jan 2016	Business - Comm Appts	Review upcoming commission term expirations	Commission	Perhaps we add this twice a year just so we keep this info on our radar.	
3 Jan 2016	TF - Simpson	Host Kick Off Meeting	Staff, Hennigan, Kozlak		
4 Jan 2016	TF - FY17 Grants	Launch Request for Applications	Staff	Deadline 26 Feb 2016	
10 Jan 2016	TF - Poet Laureate	Deadline for applications			
11 Jan 2016	TF - DASHing Words Motion	Submission Deadline	Staff	11:13:23 Jan and 3:18:17 Feb	
16 Jan 2016	TF - DASHing Words Motion	Meet to review entries and make recommendations	Task Force		
16 Jan 2016	TF - Poet Laureate	Meet to review applications and select candidates to be interviewed	Task Force		
19 Jan 2016	TF - DASHing Words Motion	Considers TF recommendations	Commission		
20 Jan 2016	Business - ACA Monthly Mtg	Host Monthly Meeting	Commission and Staff		
27 Jan 2016	TF - Poet Laureate	Interview candidates and make recommendation	Task Force and Staff		
1 Feb 2016	TF - DASHing Words Motion	Send winning poem to Alex Transit Co's Graphics Person	Staff		
1 Feb 2016	TF - Traffic Boxes	Launch Request for Qualifications	Staff		
4 Feb 2016	TF - Simpson	Host Presentation of Conceptual Alternatives Meeting	Staff, Hennigan, Kozlak		
5 Feb 2016	Event - First Friday	Title / Activity	Commission and Staff		
16 Feb 2016	Business - ACA Monthly Mtg	Host Monthly Meeting	Commission and Staff		
16 Feb 2016	TF - Poet Laureate	Considers TF recommendations	Commission and Staff		
26 Feb 2016	TF - FY17 Grants	Applications due	Staff		
1 Mar 2016	TF - Traffic Boxes	Review Applications and Select Artists	Staff and TF		
4 Mar 2016	Event - First Friday	Title / Activity	Commission and Staff		
4 Mar 2016	TF - FY17 Grants	Conduct TF orientation	Staff		
4 Mar 2016	TF - Simpson	Host Presentation of Selected Alternative Meeting	Staff, Hennigan, Kozlak		
6 Mar 2016	TF - Traffic Boxes	Notify Applicants of Selection	Staff		
16 Mar 2016	Business - ACA Monthly Mtg	Host Monthly Meeting	Commission and Staff		
1 Apr 2016	Event - First Friday	Title / Activity	Commission and Staff		
1 Apr 2016	TF - DASHing Words Motion	Kickoff event and poem displayed on DASH buses and trolleys	Commission and Staff	Event runs thru May 31	
1 Apr 2016	TF - Traffic Boxes	Host Public Meeting	Staff and TF		
4 Apr 2016	TF - Simpson	Host Final Presentation Meeting	Staff, Hennigan, Kozlak		
6 Apr 2016	TF - FY17 Grants	Submit grant scores	TF and Staff		
11 Apr 2016	TF - FY17 Grants	Conduct public review of grant applications and scoring	TF and Staff		
13 Apr 2016	TF - FY17 Grants	Present recommendations to Grant Committee	TF and Grant Committee		
19 Apr 2016	Business - ACA Monthly Mtg	Host Monthly Meeting	Commission and Staff		
19 Apr 2016	Business - Exec Cmte Election	Appoint Exec Cmte nominating committee	Commission		
19 Apr 2016	Event - AOA	Discuss ACA Role	Commission and Staff		
19 Apr 2016	Event - King Str Fest	Discuss ACA Role	Commission and Staff		
19 Apr 2016	TF - FY17 Grants	Approve Grant TF Recommendations	Commission		
1 May 2016	Business - Annual Report	Draft Annual Report	Commission - Identify by name	Covers 1 July 15 to 30 Jun 16	
2 May 2016	TF - FY17 Grants	Present Grant Recommendations to City Council	Staff		
6 May 2016	Event - First Friday	Title / Activity	Commission and Staff		
10 May 2016	Business - Exec Cmte Election	Deadline for interest to serve for upcoming year	Commissioners		
17 May 2016	Business - ACA Monthly Mtg	Host Monthly Meeting	Commission and Staff	NLT Tuesday in May	
17 May 2016	Business - Exec Cmte Election	Present new slate of officers	Commission and Staff		

17 Jun 2016	Business - Annual Report	Review Annual Report	Commission and Staff	
21 Jun 2016	Business - ACA Monthly Mtg	Host Monthly Meeting	Commission and Staff	
1 Jul 2016	TF - FY 17 Grants	Send award letters	Staff	
19 Jul 2016	Business - ACA Monthly Mtg	Host Monthly Meeting	Commission and Staff	
16 Aug 2016	Business - ACA Monthly Mtg	Host Monthly Meeting	Commission and Staff	
30 Aug 2016	Business - Annual Report	Submit ACA Annual Report	Staff	
15 Sep 2016	Event - King Str Fest	King Street Festival for the Arts	Commission	
20 Sep 2016	Business - ACA Monthly Mtg	Host Monthly Meeting	Commission and Staff	
22 Sep 2016	Event - AOA	Arts on the Avenue	Commission	
10 Nov 2016	Business - City Council Mtg	2nd Tuesday	Commission	Mtgs held 2nd and 4th Tues. Sep-Jun; I will add exact dates for whole year. Perhaps commissioners sign up to attend this and other recurring meetings so we can track that someone (or two) goes.
21 Nov 2016	Business - City Council Public Mtg	3rd Saturday	Commission	Mtgs held 3rd Saturday
24 Nov 2016	Business - City Council Mtg	4th Tuesday	Commission	Mtgs held 2nd and 4th Tues. Sep-Jun
1 Dec 2016	Event - Mobile Art Lab	Just a place holder. Add IMAL activities on the calendar?		

Arts Forum Liaison Report for November 2015

- The Arts Forum will be reaching out to Mayor-elect Allison Silberberg for a meeting in the coming months.
- There will not be a December Arts Forum event, but they will promote the many arts events happening in December through special promotions on their social media channels.
- The next Arts Forum meeting in January will be a Spring2Action workshop for the arts groups to help them learn about and maximize this citywide online giving opportunity and to broaden the Spring4theArts campaign. The meeting will be held at Convergence – date is TBA.
- For February, the Arts Forum agreed to support the Commission and Office of the Arts and join the presentation on the Arts & Economic Prosperity Study with speaker Randy Cohen of American for the Arts. Tentative dates are Feb 8 or 9 or week of February 15th.
- The March Arts Forum meeting will focus on arts & community – to highlight and celebrate the arts’ impact throughout the city’s diverse communities. A proposed program will be presented at the next Arts Forum board meeting.
- There is a desire for further conversations with the schools regarding affordable access to school venues for nonprofit arts groups for rehearsal and performance space. There is a history of talks between the Arts Forum and the school district; they would like to talk to them again about what might be possible.

City of Alexandria, Virginia

MEMORANDUM

DATE: NOVEMBER 17, 2015
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: CHERYL ANNE COLTON, REGIONAL PROGRAM DIRECTOR
RECREATION, PARKS & CULTURAL ACTIVITIES, OFFICE OF THE ARTS
RE: POET LAUREATE AND "DASHing WORDS IN MOTION" TASK FORCE

Background:

The City of Alexandria Office of the Arts has two literary programs: Poet Laureate and the "DASHing Words in Motion." Tori Lane Kovarik, Poet Laureate, City of Alexandria 3 year term expires as of March 2016. The solicitation for a new Poet Laureate will begin in mid-November. In the past a Poet Laureate Selection Panel was appointed by the Arts Commission to review submissions, interview finalists and make a recommendation for the appointment the Poet Laureates.

Now in the third year, the "DASHing Words in Motion" poetry contest is a collaborative program between the Office of the Arts and the Alexandria Transit Company. The "DASHing Words in Motion" project provides a venue for writers to display their poems. The contest brings recognition to writers, to promote an appreciation of poetry as an art form, and provides inspiration to individuals using the Alexandria Transit Company's DASH Buses and Trolleys.

The Academy of American Poets founded National Poetry Month in April 1996. Since 2007, the City of Alexandria's Office of the Arts has been celebrating National Poetry month, through Poet Laureate readings and other activities; and installation of poetry on the DASH buses and Trolleys.

The timelines for the selection of a new Poet Laureate and the poetry for the "DASHing Words in Motion" program are similar in nature. Rather than have two separate Task Forces for the selection of a new Poet Laureate and another for the "DASHing Words in Motion" program staff recommends a combining the Task Forces into one.

Discussion

The Office of the Arts' goals with all Task Forces is to ensure diversity, while appointing individual who have expertise that will complement the programs. Staff reviewed the categories for individuals who have served in the past on the Poet Laureate Selection Panels and the "DASHing Words in Motion" Task Forces. The following list of community members who through their expertise meet these goals. These individuals are interested in serving on the Poet Laureate and "DASHing Words in Motion" Task Force:

- Phyllis Doak*, Marketing Consultant, Alexandria Transit Company
- Tori Lane Kovarik*, Poet Laureate, City of Alexandria
- Jennifer Lane*, Education Coordinator, Office of Historic Alexandria
- Steven Allen May*, Poet, Publisher and Writer, Owner – Plan B Press
- John E. Pickett*, Professor, English, Northern Virginia Community College
- Shawn Thorpe*, Academic Principal, TC Williams High School, Alexandria City Public Schools

Additionally, the following Arts Commission members – *Kate Elkins* and David Martin – are interested in serving on the Task Force.

Cheryl A. Colton

Staff Recommendation

Staff recommends appointment of the above members to the Poet Laureate and DASHing Words in Motion Taskforce.

PUBLIC ART PROJECTS

Time & Place

Lead Agency

Office of the Arts

Project Scope

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

Project Budget

\$50,000 for the public art project

Task Force Members

Beth Coast

Kate Elkins

Update

Meridith had a conference call with staff and the ACA members of the task force to share an update about the project and plans for the project moving forward.

Next Steps

Staff will arrange a tour of OHA museums on the list for consideration.

Anticipated Completion

Spring, 2016 (with exhibit)



Simpson Park

Lead Agency

Office of the Arts

Project Scope

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

Project Budget

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

Task Force Members

Betsy Hennigan

Michelle Kozlak

Update

76 RFQ/applications were received through Café. Arts Commission to appoint remainder of Task Force.

Next Steps

Once design team is hired Task Force will be assembled to review all of the applications and score for top two/three. Top candidates will be brought to Alexandria to meet with the Task Force and visit the project site.

Anticipated Completion

FY17

PUBLIC ART PROJECTS, cont'd

Lake Cook

Lead Agency

Office of the Arts

Project Scope

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

Project Budget

\$20,000 for phase 1 design

Task Force Members

Allison Nance

Allison Heck

Update

Staff has scheduled a meeting with OEQ (Office of Environmental Quality) and DPI (Department of Project Implementation) to review the scope of work and the timeline for the overall project.

Next Steps

Staff will meet with the ACA members of the Task Force to review project goals, potential task force members, and scope.

Anticipated Completion

Early Fall, 2016



Traffic Box Wraps

Lead Agency

Office of the Arts

Project Scope

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

Project Budget

\$25,000 (\$4,000 for three artists, \$21,000 for wraps and installation)

Task Force Members

Betsy Hennigan

TBD

Update

Staff has spoken with T&ES (Transportation & Environmental Services) and has obtained permission to do the project again. Staff is obtaining quotes from vendors for the wraps.

Next Steps

Staff will meet with the ACA members of the Task Force to review project goals, scope, location, and potential task force members.

Anticipated Completion

Spring, 2016 (with National Public Works Week)

PUBLIC ART PROJECTS, cont'd

Trails & Paths

Lead Agency

Office of the Arts

Project Scope

Incorporate public art into various trails and paths throughout Alexandria.

Project Budget

\$\$20,000 in FY16

Task Force Members

Cara Frey

Shirley Downs

Next Steps

Staff will talk with various departments and divisions to get an update on trails and to determine options.

Staff will then meet with the ACA members of the Task Force to review project goals and scope.

Anticipated Completion

TBD

PUBLIC ART MAINTENANCE

King Street Gardens Park Artwork

Lead Agency

Office of the Arts

Project Scope

Begin the development of a restoration plan for the artwork.

Update

Staff has been in discussion with the original artist team and the KSGP Foundation to about the process.

Next Steps

Staff has met with representatives from the Office of Environmental Quality (OEQ) to assess the options related to the restoration of the raingarden. They will begin their assessment this fall.

Anticipated Completion

The plan will be developed in FY16 with work lasting 5 or more years.

Brio

Lead Agency

Office of the Arts

Project Scope

Per the Public Art Condition Assessment, inspect the base of the structure and move stones into place.

Update

Staff will hire a conservator for the inspection. This work will be done in conjunction with the WWII memorial.

Next Steps

Hire a conservator to do the inspection and stone replacement.

Anticipated Completion

Unknown

Alexandria War Dead Memorial

Lead Agency

Office of the Arts

Project Scope

Per the Public Art Condition Assessment, inspect the base of the structure and move stones into place.

Update

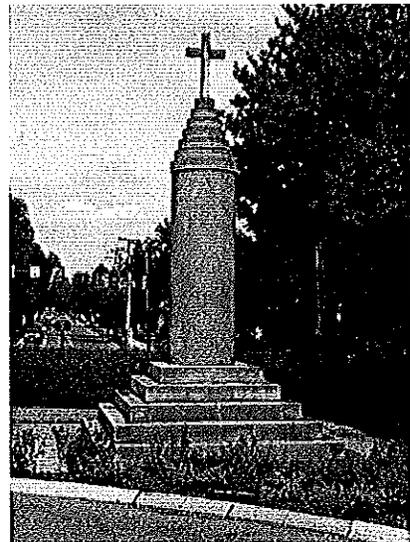
Staff will hire a conservator for the inspection. This work will be done in conjunction with Brio.

Next Steps

Hire a conservator to do the inspection and stone replacement.

Anticipated Completion

Unknown



PROGRAMS & ACTIVITIES

Cultural Plan

Lead Agency

Office of the Arts

Project Scope

The development of a comprehensive citywide cultural arts plan that shall define the role of the City in supporting, producing, defining, and sustaining arts and culture initiatives throughout the City to accomplish the City's broader goals.

Update

CPG has developed a Dropbox site for easy communication with the Committee. Staff is developing a webpage specifically for the Cultural Plan. At the request of the City Manager staff has drafted a memo to City Council to update Council on the Cultural Plan.

Next Steps

The next Cultural Plan Steering Committee meeting will be on Monday, December 6 at 4:30pm at Police Headquarters (3600 Wheeler Avenue, Alexandria, VA 22304)

Grant Program

Lead Agency

Office of the Arts

Project Scope

Administering the City of Alexandria's Arts Grant Program

Update

Staff has been working with IT to get the applications uploaded in time to go live on January 4, 2016.

Next Steps

Staff will bring a Task Force roster to the Commission in December.

Poet Laureate/Dashing Words

Lead Agency

Office of the Arts

Project Scope

Selection of the city's Poet Laureate and the call for poems for Dashing Words

Task Force Members

Kate Elkins

David Martin

Update

Staff has been working on the calls to poets for both programs and expects to have them issued in November. One Task Force will be assembled for both programs. Staff has added \$500 to the Poet Laureate annual honorarium for them to facilitate public programs and workshops.

Next Steps

ACA will appoint the task force and applications will be received in January.

PROGRAMS & ACTIVITIES, cont'd

Mobile Art Lab

Lead Agency

Office of the Arts

Project Scope

Activating public space with innovative arts programming and connecting art with people. Performance measures include: how many hours of programming per week (goal = 15-20), how many artists have we hired, (2-5 per week), and geographic diversity (how many different locations has the Lab visited). Although the program requires some planning, they are meant to serve as pop-up style programs that go to where the people are and not require people to travel to the programs. Similar programs may be offered multiple times but in different locations. All programs are free and accessible.

First Fridays at Durant Art Center:

Lead Agency

Office of the Arts

Project Scope

Activating public space with innovative arts programming and connecting art with people. Performance measures include: how many hours of programming per week (goal = 15-20), how many artists have we hired, (2-5 per week), and geographic diversity (how many different locations has the Lab visited). Although the program requires some planning, they are meant to serve as pop-up style programs that go to where the people are and not require people to travel to the programs. Similar programs may be offered multiple times but in different locations. All programs are free and accessible.

Upcoming Scheduled Programs

Friday, December 4, 6pm – 8:30pm, Season of Celebrations, celebrating Hanukkah, Christmas and Kwanzaa. Advance reservations: \$5 resident; \$10 nonresident. At the door: \$10 resident; \$15 nonresident

Financial Update

Capital Budget:

All FY16 public art funding has been allocated for the projects listed.

Contingency funding has been allocated to hire a project manager for at least two projects (Lake Cook, Trails & Paths).

Collaborating Department	Project	CIP/non CIP	Perm/Temp	Artist/Curator	Budget	FY15	FY16	FY17	FY18	Planning District
T&ES	Manhole covers	CIP	perm	artist		put on hold				city wide
	Utility box wraps	CIP	temp	artist	\$25,000	\$22,000	\$25,000	\$25,000	\$25,000	city wide
	Rapid Transit Corridor C	CIP	perm	artist	\$100,000			\$10,000	\$65,000	Area III
	Lake Cook	CIP	perm	artist	\$100,000		\$10,000	\$45,000	\$45,000	Area III
P&Z	Eisenhower West Small Area Plan	non-CIP	temp	artist/curator		cancelled				Area I
	Old Town North Small Area Plan	non-CIP	temp	artist/curator	\$25,000	\$25,000	completed			Area I
Park Planning & T&ES	Trails & Paths	CIP	perm/temp	artist	\$70,000		\$20,000	\$30,000	\$20,000	city wide
Park Planning	Simpson Park Playground	CIP	perm	artist	\$100,000	\$100,000		completed		Area I
	Warwick Pool	CIP	perm	artist	\$50,000		\$10,000	\$40,000		Area II
	Oronoco Bay Stairs and Observation Deck	CIP	perm	artist		cancelled				Area I
	Beach Park Amphitheater	CIP	perm	artist		cancelled				Area II
	Fitzgerald Square	non-CIP	temp	artist/curator	annual			\$100,000	\$100,000	Area I
Park Planning & ACPS	Patrick Henry	CIP	perm	artist	\$75,000			\$10,000	\$65,000	Area III
Office of Historic Alexandria	Time & Place	non-CIP	temp	curator	\$75,000	\$75,000			\$50,000	city wide
DPI & T&ES	Potomac Yards Metro	CIP	perm	artist	TBD					Area I
Subtract for Patrick Henry/RTC C										
Total project expenses						\$222,000	\$65,000	\$250,000	\$305,000	
carryover from previous FY						\$150,000	\$78,000	\$13,000	\$13,000	
CIP Appropriation						\$150,000	\$0	\$250,000	\$300,000	
balance/contingency						\$78,000	\$13,000	\$13,000	\$8,000	

Task Force Placement

Simpson Park Public Art

1. Betsy Hennigan*
2. Michelle Kozlak*
3. TBD (project stakeholder)
4. TBD (community stakeholder)
5. TBD (community stakeholder)

Cultural Plan

1. Beth Coast*
2. Suzie Cohen*
3. Gayle Converse*
4. Gwen Day-Fuller
5. Michelle Kozlak*
6. Dawnielle Miller
7. Robin Havens-Parker
8. John Porter
9. Jordan Potash
10. Matthew Stensrud* (ex-officio)

Time & Place

1. Kate Elkins*
2. Beth Coast*
3. TBD (project stakeholder)
4. TBD (community stakeholder)
5. TBD (community stakeholder)

Lake Cook

1. Allison Nance*
2. Allison Heck*
3. TBD (project stakeholder)
4. TBD (community stakeholder)
5. TBD (community stakeholder)

Traffic Box Wraps

1. Betsy Hennigan*
2. TBD (arts commission)*
3. TBD (project stakeholder)
4. TBD (community stakeholder)
5. TBD (community stakeholder)

*Arts Commissioner

Grants Task Force

Grant Committee Observer: TBD

1. Mike Detomo*
2. Allison Nance*
3. Matthew Stensrud*
4. TBD (arts commission)
5. TBD
6. TBD
7. TBD
8. TBD
9. TBD

AftA Arts & Economic Prosperity Study V

1. Allison Heck*
2. Amber Gordon*
3. Matthew Stensrud*

Trails & Paths

1. Cara Frey*
2. Shirley Downs*
3. TBD (project stakeholder)
4. TBD (community stakeholder)
5. TBD (community stakeholder)

Poet Laureate & Dashing Words

1. Kate Elkins*
2. David Martin*
3. TBD
4. TBD
5. TBD

Waterfront / Fitzgerald Square Public Art

1. Susie Cohen*
2. Mike Detomo*
3. Allison Nance*
4. TBD (project stakeholder)
5. TBD (community stakeholder)
6. TBD (community stakeholder)

Torpedo Factory Board Liaison

1. Mike Detomo*

Waterfront Commission Liaison

1. Shirley Downs*

The Office of the Arts staff works collaboratively with the Department of Planning and Zoning to manage the development conditions through which a developer is expected to include public art in their development. The public art review process is carefully integrated into the overall development review process to provide predictability to the developer, staff and the general public.

The Office of the Arts staff participates in interagency reviews, the drafting of conditions, reviewing of artist selection and concept development, ensuring that conditions have been met, and monitoring for compliance. Below is a list of the projects that Staff has provided comments for within the past month.

Project	Phase	Public Art or Payment in Lieu (PIL)	Condition/Notes
Oakville Triangle CDD (Coordinated Development District)	Standard Conditions	TBD	<p>The Applicant is expected to comply with the City's approved Public Art Policy. The Applicant shall work with staff to determine if the Applicant will provide public art on site, payment in lieu, or public art on public property. If public art will be the selected option the Applicant shall provide the following information with their first site plan submittal:</p> <ul style="list-style-type: none"> a. Outline goals and approach to public art within the site; b. Identify locations, such as gateways, corridors, historically significant sites, highly visible sites, open space, and others, for opportunities for public art; c. Describe forms of public art desired, such as stand-alone pieces or integration into the architecture, landscape, open space and/or public streetscape; d. The process for the selection of the artist or artwork; e. Maintenance considerations.
1800 Mt Vernon Avenue	Standard Conditions	TBD	<p>Per the City's Public Art Policy, work with City staff to determine ways to incorporate public art elements on-site, or provide an equivalent monetary contribution to be used toward public art within the Small Area Plan planning area, to the satisfaction of the Directors of RP&CA and P&Z. The in-lieu contribution shall be \$.30 per gross square foot, with a maximum contribution of \$75,000 per building. In the event public art is provided on-site, the public art shall be of an equivalent value. (RP&CA)(P&Z)</p>

Why are we doing this?

An important part of the budget development process is understanding what the current service cost increases are for the next fiscal year (i.e. what funding is required to perform the same FY 2016 services in FY 2017). At this point, no new initiatives or service changes/reductions will be entered into Munis. You will be required asked to explain any changes between FY 2016 and FY 2017 so keep records to ensure all adjustments have an accompanying explanation.

Know the timeline.

Budgeting for Results	
July/Aug	Begin thinking about initiatives and service reductions
Sept	Civic Engagement Position Budgeting
October	Current Service Budget Initiatives & Reductions Forms & Instructions Budget Targets
Mid-Nov	Budget Proposals Due
Nov 21 st	Council Retreat
Nov 24 th	Council Guidance (Option 1)
Early Dec	OMB / OPA Review Complete
Early Dec	Budget Proposals and OMB / OPA Review to Focus Area Teams

For a complete list of all dates related to the budget development process, visit OMB's AlexNet site at <https://alexnet.alexandriava.gov/Budget/>. **Note: all dates are subject to change.**