Alexandria Commission for the Arts
Regular Meeting
Tuesday, October 20, 2020
Virtual – 7:00 p.m.

MEETING NOTES

Due to the COVID-19 Pandemic emergency, the October 20, 2020 meeting of the Alexandria Commission for the Arts is being held electronically pursuant to Virginia Code Section 2.2-3708.2(A)(3) and/or the Continuity of Government ordinance adopted by the City Council on April 18, 2020. All of the members of the Commission and staff are participating from remote locations via Zoom. The meeting can be accessed by the public through the meeting information posted on the City website: https://apps.alexandriava.gov/Calendar/Detail.aspx?si=32221. Public comment will be received at the meeting.

I. Call to Order. The meeting was called to order by Tamsin Green, Chair, at 7:04 pm. For the meeting agenda, see Attachment 1. As a point of order, student representative Elizabeth Lo had not been sworn in at City Hall and was not eligible to vote.

II. Roll Call. See Attachment 2.

III. Review of Virtual Meeting Procedures. Tamsin Green reviewed the City’s virtual meeting procedures.

IV. Public Comment. Pat Miller introduced herself as a board member of the Alexandria Arts Alliance.

V. Approval of Minutes
   a. September 15, 2020 Regular Meeting. By unanimous consent, the minutes were approved without edits.

VI. Chair Report. Tamsin Green gave her Chair Report. See Attachment 3.

VII. Annual Commission Elections
   a. Presentation of Slate. Catherine Barrett of the nominating committee presented the slate of candidates for the 2020-2021 ACA Executive Committee. See Attachment 4. With no new nominations being offered from the floor, a motion was made by Julie Montross and seconded by Caroline Schreiber to put forward Brian Kelley as Chair, Kadhambari Sridhar as First Vice-Chair, Marti Ali as Second Vice-Chair, and Gayle Converse as Secretary. Each candidate was approved individually 13-0-0. See Attachment 5.

VIII. Pat Miller Neighborhood Square Public Art Project
   a. Presentation & Discussion. Pat Miller, representing the public art task force, presented artist Kirk Seeve’s concept proposal. See Attachment 6.
   b. Motion on Pat Miller Neighborhood Square. A motion was made by Beth Coast and seconded by Catherine Barrett to accept the recommendation of the project task force and approve the artist’s concept proposal. See Attachment 7. The motion passed 13-0-0.

IX. Committee and Liaison Updates
   a. Grants Committee. Catherine Barrett and Caroline Schreiber shared feedback they received from recent grant applicants.
b. ARTreach Committee. Gayle Converse and Marta Ali discussed forming a YouTube Channel.
c. Inclusivity Committee. Allison Heck suggested the possibility that the Inclusivity Committee not be a standalone committee but that its activities be integrated into all the other ACA committees.
d. Waterfront Liaison. No report.
e. Arts Alliance Liaison. No report.

X. Site/See 2021 at Waterfront Park – Concept Proposal by Mark Reigelman
   b. Motion on Concept Proposal. A motion was made Susie Cohen and seconded by Catherine Barrett to approve the artist’s concept proposal. The motion passed 14-0-0. See Attachment 9.

XI. Wilkes Street Park - Project Plan
   a. Presentation & Discussion. Diane Ruggiero presented the Wilkes Street Park project plan approved by the project task force. See Attachment 10.
   b. Motion on Project Plan. A motion was made Susie Cohen and seconded by Catherine Barrett to approve the artist’s concept proposal. The motion passed 14-0-0. See Attachment 11.

XII. Office of the Arts Division Update. Diane Ruggiero submitted the October Office of the Arts Division Summary. See Attachment 12.

XIII. New Business

XIV. Good of the Order and Announcements
   a. October 24 – ACT 4 #ArtsALX Virtual Fundraiser at 7 p.m.

XV. Adjournment. Tamsin Green adjourned the meeting at 8:53 p.m.
Alexandria Commission for the Arts
Regular Meeting
Tuesday, October 20, 2020
Virtual – 7:00 p.m.

Due to the COVID-19 Pandemic emergency, the September 15, 2020 meeting of the Alexandria Commission for the Arts is being held electronically pursuant to Virginia Code Section 2.2-3708.2(A)(3) and/or the Continuity of Government ordinance adopted by the City Council on April 18, 2020. All of the members of the Commission and staff are participating from remote locations via Zoom. The meeting can be accessed by the public through the meeting information posted on the City website: https://apps.alexandriava.gov/Calendar/Detail.aspx?si=32221. Public comment will be received at the meeting.

I. Call to Order (7:00 pm)
II. Roll Call
III. Review of Virtual Meeting Procedures
IV. Public Comment
V. Approval of Minutes
   a. September 15, 2020 Regular Meeting
VI. Chair Report
VII. Annual Commission Elections
   a. Presentation of Slate
VIII. Pat Miller Neighborhood Square Public Art Project
   a. Presentation & Discussion
   b. Motion on Pat Miller Square
IX. Committee and Liaison Updates
   a. Grants Committee
   b. ARTreach Committee
   c. Inclusivity Committee
   d. Waterfront Liaison
   e. Arts Alliance Liaison
X. Site/See 2021 at Waterfront Park – Concept Proposal by Mark Reigelman
   a. Presentation & Discussion
   b. Motion on Concept Proposal
XI. Wilkes Street Park - Project Plan
   a. Presentation & Discussion
   b. Motion on Project Plan
XII. Office of the Arts Division Update
XIII. New Business
XIV. Good of the Order and Announcements
   a. October 24 – ACT 4 #ArtsALX Virtual Fundraiser at 7 p.m.
XV. Adjournment (9:30 p.m.)
# ATTENDANCE SIGN-IN SHEET

ALEXANDRIA COMMISSION FOR THE ARTS  
ALEXANDRIA, VIRGINIA

Meeting: Regular or Special   Date: Tuesday, October 20, 2020   Meeting Place: Virtual(Zoom)

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<tr>
<th>COMMISSION MEMBERS:</th>
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<tr>
<td>Tamsin Green, Chair</td>
<td>Present</td>
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<tr>
<td>Brian Kelley, 1st Vice Chair</td>
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<td>Sophia Suarez, 2nd Vice Chair</td>
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<td>Julie Ackerman Montross, Secretary</td>
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<td>Catherine Ahern Barrett</td>
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<td>Chris Kurowski</td>
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<td>Kadhambari Sridhard</td>
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<tr>
<td>Matthew Stensrud</td>
<td>Present (arrived late)</td>
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<tr>
<td>James Spengler, Director, RP&amp;CA</td>
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<td>Diane Ruggiero, Deputy Director, Cultural Arts</td>
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<td>Cheryl Anne Colton, Program Director</td>
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<td>Matthew Harwood, Public Art Manager</td>
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<th>ONLINE GUESTS:</th>
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<tr>
<td>Pat Miller</td>
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Chair Report -- October 2020

Hi Commissioners,

I look forward to seeing you this evening via Zoom for our October meeting. In addition to elections, we have several exciting public art projects to review.

We also have a new member of the Commission to welcome! Elizabeth Lo was confirmed by City Council at the beginning of October to fill the student position. We’re very excited to have her onboard.

As we welcome Elizabeth to the Commission, I am also reminded that several of us have terms coming to an end in the next several months. If this applies to you, I encourage you to communicate early with the new Executive Committee about whether you plan to apply for an additional term or are choosing not to reapply (or are no longer eligible). As we do have vacancies arise, the more we can publicize them, the stronger a pool of candidates we can attract!

**Appreciation!**

Thank you to Caroline and Catherine for their work providing grants feedback to those organizations who requested it!

A huge thank you to Matthew and Catherine for serving as the Nominating Committee and for the Commissioners on the slate who are volunteering to serve!

And finally, please join me in thanking the outgoing members of the Executive Committee - Brian, Julie, and Sophia - for their leadership and work over the past, very strange, year.

**Parting Thoughts**

When I started as Chair in August of 2019, I had three questions I wanted to keep in mind throughout the year:

1. Where do we have opportunities to focus our Commission activities on initiatives that are both clearly related to our ordinance and in areas where we feel we can make a measurable difference?

2. How can the Commission be an effective and valued collaborator with our partners across the City – the community at large, artists and arts organizations (including the Arts Alliance), the Office of the Arts, and City Council?

3. What communication practices should we test or continue so that all Commissioners feel prepared, heard, and able to consider matters from the multiple perspectives of our partners?

Focus, collaboration, and communication are never items that are complete - they always take work. I hope that I’ve helped us make some progress as a body in these areas over the past year and that the efforts can continue!

See you at 7 p.m.!

Tamsin Green
Chair, Alexandria Commission for the Arts
MEMO

TO: Alexandria Commission for the Arts

FROM: Catherine Barrett & Matthew Stensrud, 2020 Nominating Committee

RE: 2020 Executive Committee Nominations

DATE: October 20, 2020

The 2020 Nominating Committee, appointed on September 15, was made up of Catherine Barrett and Matthew Stensrud. The Committee met virtually to discuss the process and solicited nominations from the Commission via email. The Committee heard back from four interested Commissioners. The Nominating Committee is pleased to present the following slate for the ACA’s next Executive Committee, to be voted on at the October meeting:

Chair – Brian Kelley

First Vice Chair – Kadhambari Sridhar

Second Vice Chair – Marta Ali

Secretary – Gayle Converse

The Nominating Committee enthusiastically endorses each of these individuals and sincerely appreciates their commitment to the arts in Alexandria and their willingness to lead
ALEXANDRIA COMMISSION FOR THE ARTS
REGULAR MEETING
Tuesday, October 20, 2020
Virtual (Zoom) – 7:00 – 9:00 pm

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ACA Motion

Agenda Item #: VII

Motion:
To approve the Nomination Committee’s slate of candidates for the 2020-2021 ACA Executive Committee.

Chair – Brian Kelley
First Vice Chair – Kadhambari Sridhar
Second Vice Chair – Marta Ali
Secretary – Gayle Converse

Note: Each position was voted on individually and approved by the same vote count.
MEMORANDUM

DATE: OCTOBER 13, 2020
TO: ALEXANDRIA COMMISSION FOR THE ARTS (ACA)
FROM: PAT MILLER, CHAIR, DEL RAY COMMUNITY PARTNERSHIP
RE: PAT MILLER NEIGHBORHOOD SQUARE PUBLIC ART PROJECT

Background:
In 2018, the Del Ray Community Partnership was tasked by the City of Alexandria to develop a public art proposal for Pat Miller Neighborhood Square located at the southeast corner of Mt. Vernon Avenue and E Oxford Street. A developer’s public art donation of $10,000 made before to the City’s 2014 Public Art Implementation Plan is funding the project.

Under the Del Ray Community Partnership, a public art task force was formed with representatives from the Del Ray community, Alexandria Commission for the Arts, and City staff. The task force crafted parameters for potential public art at the square and put out a Request for Qualifications on CaFE for artists in the DC area. In part, the call asked for artists with an expertise in signage to work with the Del Ray community to design, fabricate, and install a public art piece at Pat Miller Neighborhood Square. The artist sign was to say “Del Ray” on at least two sides and specified to be no taller than 15 feet and wider than 2 feet by 2 feet. Of the applicants, Kirk Seese from Lutherville, MD, was recommended by the task force for approval by the Alexandria Commission for the Arts. At the regular monthly meeting held on May 14, 2019, commissioners unanimously voted to commission Kirk Seese as the project artist.

At present, task force members include Pat Miller (Chair), Bill Blackburn (Community), Gayle Reuter (Community), Bea Robinson (Community), Barb DeMerse (Community), Lisa Quandt (Community), Dana Wedeles (City staff), and Matthew Stensrud (ACA), with Matthew Harwood from the Office of the Arts acting as the liaison to the City.

Discussion:
Since the May 2019 ACA board meeting, the City and Kirk Seese have signed a Memorandum of Understanding. As part of the agreement, the artist visited Del Ray in the summer of 2019 to experience the site and talk to community members and City staff before beginning his proposal. The task force met on November 7, 2019, to review progress and give the artist feedback on the design. Since then, the artist has improved the concept design with input from the task force. Also, City staff from various departments have informally reviewed the design and identified some potential issues that have since been addressed by the artist.

Public input for the proposal has been positive. On August 3, 2020, the Del Ray Business Association’s board voted unanimously to support the concept proposal. The design was also approved unanimously by the Del Ray Civic Association’s board on September 12 and membership on September 17.

Once the Concept Proposal is agreed to by the ACA, the artist will develop a Final Design proposal. City staff will review the Final Design document for both technical considerations and ensure it conforms with the ACA approved Concept Design. The Office of the Arts will facilitate reviews by other City staff.
as required. The Office of the Arts is responsible for signing off on the Final Design and monitors the fabrication. After the installation, the Office of the Arts may accept the work as complete.

The task force met on September 22 and voted to recommend that the ACA approve the attached concept design. The process has been slowed because of the COVID-19 pandemic but is now ready to proceed to the next phase. We want to thank Matthew Harwood for his time and help during this process.

For artist Kirk Seese’s Concept Proposal, see the attached drawings.

**Recommendation:**
The task force recommends that the Alexandria Commission for the Arts approve Kirk Seese’s Concept Proposal for an artist-designed sign for the Pat Miller Neighborhood Square.
Concept Design Proposal:

Pat Miller Neighborhood Square Art Marker
Del Ray, Alexandria, VA 2020
ALEXANDRIA COMMISSION FOR THE ARTS
REGULAR MEETING
Tuesday, October 20, 2020
Virtual (Zoom) – 7:00 – 9:00 pm

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ACA Motion

Agenda Item #: VIII

Motion:
To approve the Concept Proposal for the Pat Miller Neighborhood Square Public Art Project.
MEMORANDUM

DATE: OCTOBER 19, 2020
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: DIANE RUGGIERO, DEPUTY DIRECTOR, RECREATION, PARKS & CULTURAL ACTIVITIES, OFFICE OF THE ARTS
RE: PUBLIC ART AT WATERFRONT PARK: SITE/SEE: NEW VIEWS IN OLD TOWN 2021 CONCEPT PROPOSAL

Background:
In April, 2019 the Alexandria Commission for the Arts approved Mark Reigelman as the artist for the third temporary public art project at interim Waterfront Park. Due to Covid-19, Reigelman has not been able to visit Alexandria but he has virtually met with key stakeholder groups including Visit Alexandria and the Office of Historic Alexandria and had visited the site during the Mirror Mirror installation in 2019.

In October, Reigelman presented his concept for the public art to the Task Force at a public meeting who voted to recommend the concept to the Arts Commission. Staff is sharing the proposal with various community and stakeholder groups prior to presenting it to the Art Commission at their October meeting.

Discussion
Per the approved project plan, the temporary public art at Waterfront Park will be on view from March, 2021 through early-November, 2021. The approved program goals of the series are:

- 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.

The Task Force reviewed these goals when considering the proposed concept.

Preliminary Design Proposal

GROUNDSWELL
Children’s toys, fossilized biscuits, stamped stoneware, hundreds of shoes. These are a few examples of the items unearthed in excavations along the Alexandria waterfront over the years, demonstrating its role as an ongoing hub of activity and commerce. As such, drastic measures were taken to manipulate Alexandria’s connection to the waterland. In the late 18th century, for example, wooden ships were intentionally sunk in an effort to extend the city’s shoreline. Meanwhile, thousands of timber pilings crept further and further into the Potomac, enacting the shoreline foundation that would shift as the city continued to develop. From a town
standing upon lofty banks to one that bled deeper into the river each decade, these pilings created a fluctuating new boundary in the conversation between sea and shore. Groundswell seeks to recontextualize these quintessential maritime objects, pay homage to the space’s rich history, and bring an element of play to the shoreline’s material topography.

From “Pondering Shorelines,” a paper presented at the Society for Historical Archaeology Conference, January 2020 by B. Skolnik: For terrestrial archaeologists working in urban and waterfront settings like Alexandria, the water’s edge frequently represents a boundary that is seemingly fixed, beyond which is figuratively (and sometimes literally) outside of their jurisdiction. However, the water is the connective tissue that linked these port towns in the past and made them viable economic centers. Furthermore, the boundary between land and water cannot be thought of as a static line like it is frequently shown on historic maps. Just as there is topography on the land that shapes human activity, there is topography (or bathymetry) under the water that shapes human activity.

Groundswell will consist of approximately 130 14” raw wood pilings ranging in height from 9-39,” each topped with a cobalt-mirror surface. The pilings’ undulating profile is determined by the topographical map illustrated in the floor mural, which is derived from the contours of the adjacent Potomac River. The mirror tops on Groundswell’s pilings shimmer in the light like water, mimicking the unfixed shoreline and reflecting different angles of the sky and faces of passersby. Etched into the surface of the shimmering blue acrylic mirrors are growth rings, which point to the passing of time and the ever-shifting waterfront boundary. Groundswell’s immersive orientation encourages visitors to navigate through the pilings’ grid-like ecosystem, considering their place in the city’s history at this moment in time.

Recommendations
The Task Force recommends approving the proposed concept by Mark Reigelman.
ALEXANDRIA COMMISSION FOR THE ARTS
REGULAR MEETING
Tuesday, October 20, 2020
Virtual (Zoom) – 7:00 – 9:00 pm

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ACA Motion

Agenda Item #: VIII

Motion:
To approve the Concept Proposal for the Site/See 2021 public art project at Waterfront Park.
City of Alexandria, Virginia

MEMORANDUM

DATE: OCTOBER 19, 2020
TO: ALEXANDRIA COMMISSION FOR THE ARTS
FROM: DIANE RUGGIERO, DEPUTY DIRECTOR, RECREATION, PARKS & CULTURAL ACTIVITIES, OFFICE OF THE ARTS
RE: WILKES STREET PARK PROJECT PLAN

Background:
Alexandria’s Public Art Implementation Plan, adopted in 2014, outlined a vision and goals for the public art program and established three Creative Directions for its work: Time and Place, Neighborhood Identity, and Natural and Urban Systems. The Neighborhoods and Gathering Spaces creative direction calls for public art that can help to create images and places that can explore the complexity of the neighborhoods throughout the city and build stronger connections between people and communities.

Discussion
Wilkes Street Park is an 0.7 acre neighborhood park located in Old Town. The park has trees, seating areas, and a multi-use trail that is part of the City’s bike trail system. In 1979, City Council dedicated the Veterans Memorial Walkway that runs through the east block of the park.

In 1790, when the first federal census was taken, 52 free blacks were recorded as living in Alexandria. The first community of free blacks formed at the southwestern edge of the city and became known as “The Bottoms.” By 1810, this neighborhood had extended to the southeast and a new community, Hayti, sprang up to the east.

In mid-century, Uptown began in the northwestern section of Alexandria. A community known as Petersburg (also known as “The Berg” or “Fishtown”) developed in an area just back from the north waterfront.

The free black population increased dramatically during the period in which Alexandria was part of the Federal city, rising to 836 by 1820 and continuing to expand until 1846 when Alexandria retroceded from the District of Columbia and once again became part of the Commonwealth of Virginia.

In accordance with the Public Art Implementation Plan, the attached Program Plan outlines the format, goals, outputs, timeline, artist selection process, budget, and evaluation for the first of the three residencies. This Plan helps to provide the framework for staff and the task force to carry out the project.

Staff Recommendation
Staff recommends the Arts Commission approve the Project Plan for the Wilkes Street Park.
PUBLIC ART PROJECT PLAN

PROJECT PLAN FOR WILKES STREET PARK

DRAFT

October, 2020
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<td>III. Maps &amp; Photos</td>
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<td>VI. Timeline</td>
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<td>VIII. Community Engagement, Marketing and Communications</td>
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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, Neighborhoods & Gathering Spaces, and Natural and Urban 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 public art at Wilkes Street Park.

II. Site and Context

About the City of Alexandria

Alexandria, Virginia is a small historic seaport city of about 150,000 residents located on the Potomac River, minutes from Washington, D.C. It is best known for its historic Old Town but is also home to federal agencies such as the U.S. Patent & Trademark Office, the Defense Department and the headquarters of the National Science Foundation.

About Wilkes Street Park

Wilkes Street Park is an 0.7 acre neighborhood park located in Old Town. The park has trees, seating areas, and a multi-use trail that is part of the City's bike trail system. In 1979, City Council dedicated the Veterans Memorial Walkway that runs through the east block of the park.

In 1790, when the first federal census was taken, 52 free blacks were recorded as living in Alexandria. The first community of free blacks formed at the southwestern edge of the city and became known as “The Bottoms.” By 1810, this neighborhood had extended to the southeast and a new community, Hayti, sprang up to the east.

In mid-century, Uptown began in the northwestern section of Alexandria. A community known as Petersburg (also known as “The Berg” or “Fishtown”) developed in an area just back from the north waterfront.

The free black population increased dramatically during the period in which Alexandria was part of the Federal city, rising to 836 by 1820 and continuing to expand until 1846 when Alexandria retroceded from the District of Columbia and once again became part of the Commonwealth of Virginia.
III. Maps & Photos
IV. Goals

The Alexandria Public Art Program is interested in commissioning artists to join the development and landscape architecture team to create a site-specific, permanent work of art for Wilkes Street Park as part of the park’s redesign.

The program goals of the Wilkes Street Park public art project are to:

• Create a new work of art for Alexandria that is informed by the context of the site and recognizes the past, present, and future of the park and surrounding neighborhood
• Enhance/compliment the natural feeling of the park to create an urban oasis and relaxing space;
• The public art shall be enjoyed by a wide and diverse audience in the surrounding neighborhood and celebrate the multicultural community
• The public art supports and recognizes the passive and active uses of the park
• Create a memorable and/or engaging experience for park users and visitors
• The artwork shall facilitate community interactions and gatherings

V. Selection Process

For the Wilkes Street Park project, the Office of the Arts will issue an invitational call for artists. Three artists will be selected and given the opportunity to virtually meet with staff and interview with members of the Task Force.

Wilkes Street Park Task Force

The Wilkes Street Park Task Force helps shape the Project Plan for the project and recommends selection of artist(s) and approval of concept(s).

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

• Marta Ali
• Chris Kurowski

The Community Stakeholders for the Task Force include:

• Vacant

Project Stakeholders for the Task Force include:

• Ana Vicinanzo, Park Planner
• James Simmons, Asland Capital

Artist Selection Process and Concept Approval

An invitational process will be used to select artists for the project.

In accordance with the Public Art Implementation Plan and Policy, the Office of the Arts, will draft a Request for Qualifications (RFQ) based on the information provided in the Project Plan. This call will be issued via an online application system (Café – callforentry.org). Interested artists/artist teams will be welcome to submit a letter of interest, qualifications, and work samples.

The Task Force will review the letters of interest and qualifications and recommend an artist for the project. The selected artist/artist team will be approved by the Commission for the Arts.

The selected artist/artist team will develop a 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 will be reviewed for feedback by the Task Force and be recommended for approval by Commission for the Arts prior to execution.

VI. Timeline

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<th>Event</th>
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<tbody>
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<td>October</td>
<td>Task Force reviews and approves Project Plan</td>
</tr>
<tr>
<td>October</td>
<td>Project Plan submitted to Commission for the Arts for approval</td>
</tr>
<tr>
<td>October</td>
<td>Staff develops call to artists for review by Task Force</td>
</tr>
<tr>
<td>October</td>
<td>Issue Call for Artists via Café (callforentry.org)</td>
</tr>
<tr>
<td>November</td>
<td>Review qualifications and select artist/artist team</td>
</tr>
<tr>
<td>November</td>
<td>Artist Interview (optional)</td>
</tr>
<tr>
<td>December</td>
<td>Artist contract</td>
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<tr>
<td>TBD</td>
<td>Artist site visit</td>
</tr>
<tr>
<td>TBD</td>
<td>Selected artist presents proposal</td>
</tr>
<tr>
<td>January</td>
<td>Proposals approved by Task Force, Commission for the Arts</td>
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<tr>
<td>TBD</td>
<td>Artist submits final design for technical review</td>
</tr>
<tr>
<td>TBD</td>
<td>Fabrication</td>
</tr>
<tr>
<td>TBD</td>
<td>Installation</td>
</tr>
<tr>
<td>TBD</td>
<td>Completion</td>
</tr>
</tbody>
</table>

VII. Budget

The maximum budget for the artwork is $150,000. This budget will include all costs of creating the artwork, including, but not limited to, artist fees, travel, community engagement insurance, overhead, design, fabrication, site-work, shipping, and installation. 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.
VIII. 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 the South Patrick Street Housing Affordability Strategy and other planning initiatives. This will include, but not limited to, representatives from:

- Residents of Heritage
- Old Town West III
- Alfred Street Baptist Church
- Bike/Ped Task Force
- Businesses on S. Washington (Firehook, CVS, Abisinian Market(?)

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

- Materials in languages relevant to the surrounding community.
- Web-based information about the project.
- 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.
ALEXANDRIA COMMISSION FOR THE ARTS
REGULAR MEETING
Tuesday, October 20, 2020
Virtual (Zoom) – 7:00 – 9:00 pm

Motion
Made By: Catherine Barrett
Seconded By: Marta Ali
Vote Count: Yes--14
No--0
Abstained--0

ACA Motion

Agenda Item #: VIII

Motion:
To approve the Project Plan for the Wilkes Street Park public art project.
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 Site/See task force met (virtually) with artist Mark Reigelman to hear his concept proposal for the 2021 installation.
- Sto Len has installed his exhibition at the Art Center and will be available through the end of the year. He is also planning an additional series of virtual programs and activities.
- The commissioned performances for Wrought, Knit, Labors, Legacies have been recorded and are expected to be available by the end of the month.
- A community survey has been launched online (with translated version available shortly) for community engagement for public art at Burke Branch Library.
- The Action Plan for Vibrancy and Sustainability at Torpedo Factory Art Center has gone live and community meetings will begin no later than early November.

Public Art - Quick Update:

<table>
<thead>
<tr>
<th>Public Art Project</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artist Residency (AlexRenew)</td>
<td>Implementation</td>
</tr>
<tr>
<td>Burke Library</td>
<td>Developing a Concept Proposal</td>
</tr>
<tr>
<td>Transit Corridor</td>
<td>Setting Project Goals &amp; Parameters</td>
</tr>
<tr>
<td>Wilkes Street Park</td>
<td>Developing the Artist Pool</td>
</tr>
<tr>
<td>Site/See 2021 (Mark Reigelman)</td>
<td>Developing a Concept Proposal</td>
</tr>
</tbody>
</table>

Staff Contact Info:

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Regional Program Director, Public Space Activations  
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PUBLIC ART PROJECTS – PLANNING/DESIGN PHASE

AlexRenew Public Art Residency

Lead Agency
Office of the Arts

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

Task Force Members
Beth Coast, Chris Kurowski, Matthew Clark, Monica Billger, Caitlin Feehan

Update
Sto shifted his workshops to a virtual platform and has hosted workshops and talks and has completed his installation at Torpedo Factory Art Center.

Next Steps
Continue to support Sto as he adapts his programs and residency to comply with state and local guidelines.

Anticipated Completion
Round 1 – Fall, 2020

Burke Library

Lead Agency
Office of the Arts

Project Scope
Outdoor public art at Burke Library

Task Force Members
Catherine Barrett, Brian Kelley, library staff, Shirley Downs

Current Status (per project development process)
Due to COVID travel restrictions, Project One Studio (P1) has not been able to visit Alexandria. Staff has worked with P1 and the library to launch a virtual community engagement process so the artists can get information from the community as they develop their concept proposal. The survey went live in early October, 2020.

Next Steps
Gather community input and share with P1 for upcoming concept proposal.

Anticipated Completion
Late-2020 Spring 2021
Site/See: New Views in Old Town 2021

**Lead Agency**
Office of the Arts

**Project Scope**
Commission new, temporary, site specific public art for the new Waterfront Park at the foot of King Street

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

**Current Status (per project development process)**
Developing a Concept Proposal

**Next Steps**
Artist Mark Reigelman presented his concept proposal to the task force at a public meeting on Tuesday, October 6. The task force reviewed and discussed the proposal and has recommended approval by the Arts Commission.

**Anticipated Completion**
March 2021

Wilkes Street Park

**Lead Agency**
Park Planning & Planning & Zoning

**Project Scope**
Commission public art for the new park.

**Task Force Members**
Marta Ali, Chris Kurowski, staff from ParkerRodriguez

**Current Status (per project development process)**
The task force has met twice to develop and review the Project Plan including setting goals for the project and discussing the invitational list.

**Next Steps**
Staff has issued the invitational to the list of artists. Community members are still needed for the task force.

**Anticipated Completion**
TBD

West End Transit Corridor

**Lead Agency**
Transportation & Environmental Services (T&ES)

**Project Scope**
Work with T&ES to integrate new public art into the project.

**Task Force Members**
Allison Heck, Brian Kelley

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

**Next Steps**
Staff will set a meeting with the appointed members to identify community stakeholders.

**Anticipated Completion**
TBD
MISCELLANEOUS PROJECTS

Potomac Yards Metro

Lead Agency
WMATA

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

Task Force Members
N/A

Next Steps
WMATA has been working with the architects on the requirements for the public art to comply with LEED green building standards and the approval of the station design. A meeting is expected in Fall 2020.

Anticipated Completion
TBD

Pat Miller Square

Lead Agency
Pat Miller with support from Office of the Arts

Project Scope
Public art for Pat Miller Square in Del Ray

Task Force Members
N/A

Next Steps
The artist has completed their concept and community feedback has been obtained and will come to the Commission in October.

Anticipated Completion
TBD
Public Art Task Force Roster

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

The Task Force will: Advise Office of the Arts staff on the development of an Public Art Project Plans and recommend the Plan to the full Commission; Review artist portfolios and recommend selection of an artist to the full Commission; Report to the Commission on its activities on a monthly basis, and; Review artist concepts and recommend approval of concepts to the full Commission.

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

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

Site/See: New Views in Old Town
1. Susie Cohen*
2. Allison Nance*
3. Jack Browand (proj. stakeholder)
4. Claire Mouledoux (comm. stakeholder)
5. Clint Mansell (comm. stakeholder)

West End Transit (WET) Corridor
1. Allison Heck*
2. Brian Kelley*
3. TBD (proj. Stakeholder)
4. TBD (proj. stakeholder)
5. TBD (comm. stakeholder)
6. TBD (ex-officio)

Wilkes Street Park
1. Marta Ali*
2. Chris Kurowski*
3. TBD (proj. Stakeholder)
4. TBD (proj. stakeholder)
5. TBD (comm. stakeholder)
6. TBD (ex-officio)

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

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td><strong>Identifying the Project in the Annual Plan</strong></td>
<td>Projects are identified in the Public Art Workplan, a document developed annually by the Office of the Arts with input from the Workplan Task Force. The Public Art Workplan is approved by the Arts Commission and by City Council.</td>
</tr>
</tbody>
</table>
| **Setting Project Goals and Parameters** | Once a project has been initiated, the Arts Commission establishes a Public Art Project Task Force specifically for that project.  
Office of the Arts staff, with input from the Project Task Force, develops a Public Art Project Plan. This plan includes goals, location, timeline and budget; the artist selection process and community engagement process; and a list of internal and external stakeholders for the project.  
The Project Plan is approved by the Arts Commission. |
| **Developing the Artist Pool** | Based upon the approved Project Plan, the Office of the Arts develops a pool of artists and collects qualifications for the Project Task Force to review.  
The pool of artists can be collected through an open competition, pre-qualified artist list, curatorial process or invitational.  
Artist qualifications generally include a cover letter from the artist expressing their interest in the project, a resume, and examples from the artist’s portfolio with a corresponding description of each project. |
| **Selecting the Finalists** | The Project Task Force reviews artist qualifications based on criteria outlined in the approved Project Plan.  
Depending on the process in the approved Project Plan, the Project Task Force can select a single artist based upon qualifications, or a small number of finalists (generally three to five). |
| **Selecting the Artist** | If finalists are selected, they may be:  
- Paid a stipend to develop a concept proposal and present that proposal to the Project Task Force.  
- Interviewed by the Project Task Force.  
- A combination of the above.  
The Project Task Force recommends selection of an artist to the Arts Commission based upon the Concept Proposal and/or interview. |
| **Approving the Contract** | The Office of the Arts develops a contract agreement with the artist.  
The agreement is approved by the City Manager or City Council, depending on the size of the contract. |
| **Approving the Concept Proposal** | The selected artist develops a Concept Proposal, if that was not a part of the artist selection phase.  
The Office of the Arts facilitates community engagement conducted by the artist as part of their process of developing a Concept Proposal.  
The Project Task Force reviews the Concept Proposal and recommends it to the Arts Commission for approval. |
| **Approving Final Design** | The Office of Arts conducts a review of the final design documentation provided by the artist for both technical considerations and to ensure it is in conformity with the approved concept proposal.  
The Office of the Arts facilitates technical reviews by other City staff as required.  
The Office of the Arts signs off on the Final Design. |
| **Fabrication** | In most cases, the artist is responsible for fabrication. The Office of the Arts monitors fabrication to ensure it is on schedule and in conformity with the approved design.  
In some cases, the Office of the Arts will play a more direct role in overseeing the fabrication of artwork, with the artist acting in an advisory role. |
| **Installation** | The Office of the Arts works with the artist, relevant City Departments, and other stakeholders to schedule and facilitate installation. |
ARTICLE K - Alexandria Commission for the Arts

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

  (a) There is hereby established a standing commission known as the Alexandria Commission for the Arts.
  (b) The commission shall consist of 16 members to be appointed by the city council. The composition of the commission shall be as follows:

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

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

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

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

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

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

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