

Alexandria Commission for the Arts – Regular Meeting

Tuesday, September 19, 2023

7:00 pm

Lee Center, Activity Room
1108 Jefferson St., Alexandria, VA 22314

MEETING NOTES

- I. Call to Order. Chair Brian Kelley began the meeting at 7:02 pm with a quorum present. See [Attachment 1](#) for the meeting agenda. Notes: The Arts Commission did not meet in July and August. Commissioner Ryan Belmore resigned since the last regular meeting. City Council appointed Robin Jordan and Catherine Dehoney as new Arts Commissioners. Both have taken their Oaths and are eligible to vote. See [Attachment 2](#).
- II. Roll Call. See [Attachment 3](#) for the Attendance Sign-In Sheet.
- III. Public Comment. There was no public comment.
- IV. Approval of Minutes/Record
 - a. Tuesday, June 20, 2023, Regular Meeting. The Arts Commission approved the June minutes 8-0-2 without edits.
- V. Chair Report. Brian Kelley gave the Chair Report. See [Attachment 4](#).
- VI. Committee, Liaison, and Task Force Updates
 - a. City Council Committee – Dawn Rogala encouraged residents of Alexandria to write letters to the City Council in support of increasing the Arts Grant funding in the City’s upcoming budget. See [Attachments 5 and 6](#).
 - b. Waterfront Commission Liaison – Marcee Craighill reported.
 - c. Alexandria Arts Alliance Liaison – Gayle Converse reported.
- VII. Annual Report
 - a. Approval of the Annual Report. Allison Heck presented the draft report, see [Attachment 7](#). Chris Kurowski moved, with a second by Gayle Converse, to approve the Annual Report with edits. The motion passed 12-0-0. See [Attachment 8](#).
- VIII. South Circle Park Public Art Task Force
 - a. Approval of Artist. Diane Ruggiero gave an overview of the project and shared the Task Force’s recommendation for artist. See [Attachment 9](#) for the memo. Dawn Rogala moved, with a second by Allison Heck, to approve DeWitt Godfrey as the project artist. The motion passed 12-0-0. See [Attachment 10](#).
- IX. West End Transitway Public Art Task Force.
 - a. Approval of Project Plan. Meika Daus gave an overview of the Task Force’s recommendation for the Public Art Project Plan, see [Attachment 11](#). Dawn Rogala moved, with a second by Marcee Craighill, to approve the Project Plan without edits. The motion passed 12-0-0. See [Attachment 12](#).
- X. Torpedo Factory Art Center Mural Door Public Art Task Force

- a. Appointment of New Task Force Members. Meika Daus gave an overview of the project. See [Attachment 13](#). Paul Painter moved, with a second by Chris Kurowski, to approve City staff's recommendation to appoint Taylor Chauncey and Jacqui Michel as Community Stakeholders and Saya Behnam, Lisa Schumaier, and Matt Wise as Project Stakeholders. The motion carried 12-0-0. See [Attachment 14](#).
- XI. Time and Place Task Force
 - a. Appointment of Commissioners. Diane Ruggiero gave an overview of the project. Allison Heck moved, with a second by Dawn Rogala, to appoint Jason Longfellow and Gayle Converse to the Task Force, see [Attachment 15](#). The motion carried 12-0-0.
- XII. DCHS Project Task Force
 - a. Appointment of Commissioners. Diane Ruggiero gave an overview of the public art project housed inside the Department of Community and Human Services (DCHS) building at 4850 Mark Center Drive. Dawn Rogala moved, with a second by Allison Heck, to appoint Brian Kelley and Chris Kurowski to the Task Force, see [Attachment 16](#). The motion carried 12-0-0.
- XIII. Wilkes Street Park Public Art Task Force
 - a. Appointment of Commissioners. No action taken. The Arts Commission previously appointed Chris Kurowski and Marcee Craighill to the Task Force.
- XIV. Office of the Arts Division Update. Diane Ruggiero gave an overview of ongoing projects. See [Attachment 17](#) for a copy of the Arts Division Update.
- XV. Torpedo Factory Art Center Update. Diane Ruggiero gave an update.
- XVI. New Business. There was no new business.
- XVII. Good of the Order and Announcements.
- XVIII. Adjournment. Brian Kelley ended the meeting at 9:14 pm.

Alexandria Commission for the Arts - Meeting

Tuesday, September 19, 2023

7:00 – 9:30 pm

Lee Center

Activity Room, 1st Floor

1108 Jefferson St., Alexandria, VA 22314

- I. Call to Order (7:00 pm)
- II. Roll Call (5', 7:00 – 7:05 pm)
- III. Public Comment (5', 7:05 – 7:10 pm)
- IV. Approval of Minutes (5', 7:10 – 7:15 pm)
 - a. Tuesday June 20, Regular Meeting
- V. Chair Report (10', 7:15 – 7:25 pm)
- VI. Committee, Liaison, and Task Force Updates (15', 7:25 – 7:40 pm)
 - a. City Council Committee – Dawn Rogala (5', 7:25 – 7:30 pm)
 - b. Waterfront Commission Liaison – Marcee Craighill (5', 7:30 – 7:35 pm)
 - c. Alexandria Arts Alliance Liaison – Gayle Converse (5', 7:35 – 7:40 pm)
- VII. Annual Report (20', 7:40 – 8:00 pm)
 - a. Approval of Annual Report
- VIII. South Circle Park Public Art Task Force (10', 8:00 – 8:10 pm)
 - a. Approval of Artist
- IX. West End Transitway Public Art Task Force (10', 8:10 – 8:20 pm)
 - a. Approval of Project Plan
- X. Torpedo Factory Art Center Mural Door Public Art Task Force (10', 8:20 – 8:30 pm)
 - a. Appointment of New Task Force Members
- XI. Time and Place Task Force (10', 8:30 – 8:40 pm)
 - a. Appointment of Commissioners
- XII. DCHS Project Task Force (10', 8:40 – 8:50 pm)
 - a. Appointment of Commissioners
- XIII. Wilkes Street Park Public Art Task Force (10', 8:50 – 9:00 pm)
 - a. Appointment of Commissioners
- XIV. Office of the Arts Division Update – Diane Ruggiero (15', 9:00 – 9:15 pm)
- XV. Torpedo Factory Art Center Update – Diane Ruggiero (5', 9:15 – 9:20 pm)
- XVI. New Business (5', 9:20 – 9:25 pm)
- XVII. Good of the Order and Announcements (5', 9:25 – 9:30 pm)
- XVIII. Adjournment (9:30 pm)

*Times are approximate. Please allow for the possibility that some items or the meeting in general may run longer than announced.


OATH

I do solemnly swear (or affirm) that I will support the Constitution of the United States, and the Constitution of the Commonwealth of Virginia, and that I will faithfully and impartially discharge all the duties incumbent upon me as a member of the **Commission for The Arts** according to the best of my ability.



(Signature of Appointee)

This is to certify that Robin Jordan (print name) on this 19 day of September, 2023 took and subscribed the oath required by the laws of the Commonwealth of Virginia to qualify him/her to discharge the duties as a member of the **Commission for The Arts**.

By: 

City Clerk/Deputy City Clerk
City Clerk and Clerk of Council

ATTENDANCE SIGN-IN SHEET
ALEXANDRIA COMMISSION FOR THE ARTS
ALEXANDRIA, VIRGINIA

Meeting: Regular Date: Tuesday, September 19, 2023 Meeting Place: Lee Center

COMMISSION MEMBERS:	(Please Sign Name)
Brian Kelley, Chair	<i>Brian Kelley</i>
Allison Heck, and Vice Chair	<i>Allison Heck</i>
Gayle Converse, Secretary	<i>Gayle Converse</i>
Christina Calloway Baucom	<i>Christina Calloway Baucom</i>
Marcee Craighill	<i>Marcee Craighill</i>
Chris Kurowski	<i>Chris Kurowski</i>
Jason Longfellow	<i>Jason Longfellow</i>
Paul Painter	<i>Paul Painter</i>
David Pritzker	<i>David Pritzker</i>
Dawn Rogala	<i>Dawn Rogala</i>
Tiffany Williams	<i>Tiffany Williams</i>
ROBIN JORDAN	<i>Robin Jordan</i>
Catherine Dehoney	<i>Catherine Dehoney</i>
CITY STAFF	
James Spengler, Director, RP&CA	<i>James Spengler</i>
Diane Ruggiero, Deputy Director, Cultural Arts	<i>Diane Ruggiero</i>
Cheryl Anne Colton, Program Director	
Brett Johnson, TFAC Director	
Meika Daus, Public Art Senior Manager	<i>Meika Daus</i>
Matthew Harwood, Public Art Manager	<i>Matthew Harwood</i>

Chair Report

September 2023

Introduction

Welcome back everyone after a long summer recess. I hope that you had some good rest, relaxation, and maybe even some travel. One personal highlight this summer was returning to the Isabella Stewart Gardner Museum in Boston for the first time in many years. They have some of the best John Singer Sargent paintings (some, portraits of Gardner), Anders Zorn etchings, and an understatedly strange Piero della Francesca of Hercules. This month we will be finalizing our Annual Report, and catching up with all the developments in task forces since June. Also, I want to remind Commissioners of a few upcoming art events. The Art Mart on the Plaza is this Friday, September 15, 5 to 9 pm at Canal Center Plaza. Art on the Avenue is Saturday, October 7, 10 am to 6 pm on Mt. Vernon Avenue in Del Ray.

Annual Report

Attached with our Chair Report and Agenda is a copy of the Annual Report. This is the final draft put forward by the Executive Committee for the approval of the Commission. Many thanks to Allison Heck for her extensive work on the Annual Report, as she was instrumental in drafting it. As a general reminder, each fiscal year, Alexandria Citizen Boards and Commissions sends City Council an Annual Report.

Resignation of Ryan Belmore and Related Items

Last month, Ryan Belmore resigned from the Commission. We are sorry to see that he is leaving and want to thank him for his service and exceptional enthusiasm while on the Commission. Ryan was the chair of the Outreach Committee. He was also elected the First Vice Chair of the Executive Committee in June. This means that we now have some important vacancies to fill. To my knowledge, there have not been any recent similar situations regarding a vacancy on the Executive Committee so soon after an election. The Executive Committee would like to announce the vacancy of the First Vice Chair seat this month, September, and have a motion to appoint a Commissioner in the regular October meeting. This will give everyone time to consider if they would be interested in the position, and contact the Executive Committee if they have any preliminary questions. Second, other vacancies from Ryan Belmore, such as the chair of the Outreach Committee will also need to be filled. Third, Allison Heck and Gayle Converse both have terms that expire in March of 2024, meaning we should expect further vacancies in the Executive Committee in the spring.

Task Forces

There are several action items for task forces this month; too many for this report to go into great detail on each item. There is the proposed approval of artist concept for the South Circle Park Public Art Task Force, approval of the project plan for the West End Transitway Public Art Task Force, appointment of new task force members for the Torpedo Factory Arts Center Mural Door Public Art Task Force, appointment of Commissioners for the Time and Place Task Force, appointment of Commissioners for

Alexandria Commission for the Arts – Chair Report

the DCHS Project Task Force, and appointment of Commissioners for the Wilkes Street Park Public Art Task Force.

As always, if you have any questions or comments, please feel free to reach out to me.

Sincerely,

Brian Kelley

Chair, Alexandria Commission for the Arts



Top 10 Reasons to Support the Arts in 2023

The arts are fundamental to our humanity. They enoble and inspire us—fostering creativity, empathy, and beauty. The arts also strengthen our communities socially, educationally, and economically—benefits that persisted during a pandemic that was devastating to the arts. The following 10 reasons show why an investment in artists, creative workers, and arts organizations is vital to the nation’s post-pandemic recovery.

1. **Arts unify communities.** 72% of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 73% agree that the arts “helps me understand other cultures better”—a perspective observed across all demographic and economic categories.
2. **Arts improve individual well-being.** 81% of the population says the arts are a “positive experience in a troubled world,” 69% of the population believe the arts “lift me up beyond everyday experiences,” and 73% feel the arts give them “pure pleasure to experience and participate in.”
3. **Arts strengthen the economy.** The nation’s arts and culture sector—nonprofit, commercial, education—is a \$1.02 trillion industry that supports 4.9 million jobs (2021). That is 4.4% of the nation’s economy—a larger share of GDP than powerhouse sectors such as transportation, construction, and agriculture. Similar results are found at the state level. The arts also posted a \$17.8 billion international trade surplus. The arts *accelerate economic recovery*: a growth in arts employment has a positive and causal effect on overall employment.
4. **Arts drive tourism and revenue to local businesses.** The *nonprofit* arts industry alone generates \$166.3 billion in economic activity annually—spending by arts organizations *and their audiences*—which supports 4.6 million jobs and generates \$27.5 billion in government revenue. Arts attendees spend \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and lodging—vital income for local businesses. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic culture experiences.
5. **Arts improve academic performance.** Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students across all socio-economic strata. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. **91% of Americans** believe that arts are part of a well-rounded K-12 education.
6. **Arts spark creativity and innovation.** *Creativity* is among the top five applied skills sought by business leaders—per the Conference Board’s *Ready to Innovate* report—with 72% saying creativity is of “high importance” when hiring. Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged as an *arts maker* than other scientists.
7. **Arts have social impact.** University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to greater civic engagement, more social cohesion, higher child welfare, and lower poverty rates.
8. **Arts improve healthcare.** Nearly one-half of the nation’s healthcare institutions provide arts programming for patients, families, and even staff. 78% deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
9. **Arts for the health and well-being of our military.** The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans—who rank the creative arts therapies in the top four (out of 40) interventions and treatments. Across the military continuum the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.
10. **Arts Strengthen Mental Health.** The arts are an effective resource in reducing depression and anxiety and increasing life satisfaction. Just 30 minutes of active arts and creative activities daily can combat the ill effects of isolation and loneliness associated with COVID-19.



OFFICE OF THE CITY MANAGER
301 King St., Suite 3500
Alexandria, VA 22314

JAMES F. PARAJON
City Manager

703.746.4300
Fax: 703.838.6343

September 14, 2023

Dear City Board, Committee, and Commission Chairs,

I would like to thank you for bringing your passion, expertise and leadership to one of our City boards, committees and commissions. Your dedicated service helps represent the voices of our community throughout the budget process. Your experience and knowledge are an integral part of the policy development process in our city. As a part of an advisory body, your research and recommendations respond to changing conditions in the City as we continue to grow and strive to meet the expectations of the residents we serve.

The FY 2024 budget and CIP adopted in May provided funding for initiatives that build on Alexandria's accomplishments; addressing current and developing matters; making city services more accessible to those who need help the most; and promoting equity through programs aimed at maximizing Alexandria's affordability and accessibility. It also meets goals that maintain and strengthen current infrastructure and continue the City's investment in school facilities.

These targeted investments represent important and emerging issues identified by City Council, many of the boards, committees and commissions, department staff, and our residents. Examples of the FY 2024 budget's investments in these key areas include:

- **Public Safety:** Investing in our public safety areas to maintain a safe and secure community with the addition of staff for the Commonwealth Attorney, for Body Worn Cameras, increased fire department staffing and other funding to support our police and sheriff departments.
- **Affordable Housing:** Providing Diverse Housing Opportunities through funding for eviction prevention, affordable housing construction and a Housing Analyst position to assist residents with housing instability and landlord tenant activities.
- **Multi-lingual Community Engagement:** Allocating funding for community engagement opportunities with Community Cooks-out, City Council town halls, staffing for hybrid public meetings and multi-lingual accessibility. This funding builds upon the Council's efforts last year to revamp the City's community engagement strategy.
- **Our Youth and Families:** Supporting Youth and Families by expanding Parks and Recreation classes and camps; Expanding staffing for early childhood programs; including, a Senior Therapist for the Parent and Infant Education (PIE) program; and providing administrative support for the Health Department Teen Wellness Center.

- **Economic Development Growth:** Fostering Economic Development through continued diverse small business support and continued support for the catalyst Landmark Mall Redevelopment.
- **Staff Retention and Recruitment:** Ensuring the City is the “Employer of Choice” by committing funding for collective bargaining agreements with PBA and IAFF, continuing to focus on compensation adjustments, and support for targeted staffing studies.
- **Climate Action:** Responding to our climate crisis by fully funding the new Office of Climate Action, investing in upgrading facilities, and an additional Urban Forester position to support the augmentation of our tree canopy.

FY 2025 looks to be an ambitious fiscal year as we (1) continue to navigate the financial sustainability of the Capital Improvement Program, (2) address issues through investments in employment compensation, race and equity social initiatives, public safety programming and investing in education (3) maintain and stabilize affordable housing and (4) address the need to reduce required borrowing and associated debt service due to recent and planned investments in School and City projects.

Your valuable knowledge and expertise are essential as we prepare for the challenges ahead. I would appreciate input on the priorities of your board, committee, or commission to help inform my budget priorities and decision making. Specifically, it would be helpful to know the policy and programmatic areas under your respective purview that are the highest priorities. As was the case in FY 2024, beyond the debt service pressure, I see ongoing budget focus on recovery, investing in our students and school facilities, housing, behavioral health support, ensuring a transparent and open government, and community engagement in FY 2025, as well as focusing on improving the City’s competitive position in attracting and retaining employees. Your feedback will assist City staff in developing budget proposals that support the priorities of our community at large.

Please provide feedback to me, coordinated through your staff liaison, by **Friday, November 3, 2023**. There will be additional opportunities to provide input in the budget process through the department for which you provide advice and counsel and at the budget public hearing in March. Thank you in advance for thoughts on your board, committee, or commission’s priorities as the City begins the development of the FY 2025 budget.

Sincerely,



James F. Parejon
City Manager

cc: The Honorable Mayor and Members of City Council
Morgan Routt, Director, Office of Management & Budget
Department Heads
Staff Liaisons to Boards, Committees and Commissions

**City of Alexandria
Alexandria Commission for the Arts
Annual Report
July 2022 – June 2023**

Summary of Accomplishments

The mission of the Alexandria Commission for the Arts is defined by the following Roles and Responsibilities per City ordinance (Article K, Sec. 2-4-91):

Advise Alexandria 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

Establish and periodically review criteria and standards for arts grant applications for city funds and accountability for the use of such funds;

Allocate from such funds to eligible organizations and activities as may be appropriated by the City Council for such purpose;

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;

Review and approve public art project plans for specific public art projects, and to review and approve artist selection and concept development;

Create committees and task forces, as necessary, to focus on public art project development and artist selection;

Review proposals for donations of public art and commemorative art and make recommendations to the City Council;

Collaborate with the Alexandria Office of the Arts on public art project evaluations;

Support public communication and outreach as related to the arts; and,

Serve as citizen liaisons to City planning initiatives when public art is involved.

Within these guidelines, the Alexandria Commission for the Arts membership completed the following activities during its 2022-2023 year.

Commission for the Arts Policy and Membership Accomplishments

The Alexandria Commission for the Arts (Commission) maintained a quorum for all meetings from September 2022 to June 2023, with an additional meeting retreat on May 13th. The Executive Committee is comprised of four elected officers and met regularly to set meeting agendas and priorities. The officers were initially nominated by the Nominating Committee before being voted on by the Commission. Additionally, the Outreach, City Council, and Grants Committees are under the guidance of the Alexandria Commission for the Arts.

Alexandria Commission for the Arts Policy and Membership Accomplishments

The Commission appointed liaisons to serve the following groups:

Alexandria Arts Alliance
Torpedo Factory Art Center Stakeholder Group
Waterfront Commission

The Commission continued to participate in and engaged with the following Task Forces during this fiscal year:

Public Art Annual Work Plan
Torpedo Factory Art Center Loading Dock Door Task Force
Del Ray Gateway Public Art Task Force
Old Town North Task Force
Fiscal Year 2024 Grant Review Task Force
Public Art at the Waterfront (Site/See)
Torpedo Factory Art Center Stakeholder Group
Public Art at Wilkes Street Park Task Force
South Circle Park/Block 32, Eisenhower Avenue Public Art Task Force
West End Transitway Public Art Task Force

Policy Accomplishments

- **Annual Report**
 - Reviewed and approved the 2021-2022 Annual Report.
- **Site/See at Waterfront Park:**
 - Concept approval of “Two Boxes of Oranges and Admonia Jackson” by Nina Cooke-John for Site/See 2023 at Waterfront Park.
 - Approved the Project Plan for the *Site See: New Views in Old Town 2024* installation.
 - Approved artist selection of STUDIOKCA for 2024 Site/See temporary art installation at Waterfront Park, and with Nekisha Durrett for 2025, if the site is available.

- **South Circle Park/Block 32, Eisenhower Avenue Public Art Task Force:**
 - Appointed Dawn Rogala and Tiffany Williams as Arts Commissioners to the Task Force.
 - Appointed Tristan Wright, Robert Azola, and Matthew Johnston as Community Stakeholders to the Task Force as well as one representative from the project architecture team and from Park Planning.
 - Approved the Public Art Project Plan.
- **ARTReach Committee Reorganization:**
 - Approved reorganization of ARTReach Committee into Outreach & City Council Committees.
 - Approved Ryan Belmore as chair of the Outreach Committee and Dawn Rogala and Tiffany Williams as co-chairs of the City Council Committee.
- **Old Town North Public Art Task Force:**
 - Approved artist concepts, comprising six proposed designs, for 24 stormwater covers in Old Town North.
- **Annual Workplan Task Force**
 - Approved the FY23-FY25 Annual Workplan.
 - Appointed two Commissioners to the Task Force: Jason Longfellow and Ryan Belmore.
 - Appointed Project and Community Stakeholders to the Task Force: Linda Budinski, Eli Pollard, and Lizette Fox.
- **Grants Task Force**
 - Appointment of two Commissioners to the Grant Task Force: Ryan Belmore and Dawn Rogala.
- **Russel Road Retaining Wall**
 - Approved community outreach efforts for an artist to create a design for the Russel Road retaining wall; design to be reviewed by the Arts Commission.
- **Text Amendment on Open Space**
 - Submitted a letter to City Council in support of the Text Amendment for Open Space from the City's Division of Park Planning, Design, & Capital Projects.
- **Nominations Committee**
 - Appointed Tiffany Williams and Marcee Craighill to the Nominations Committee.
- **Wilkes Street Park Public Art Task Force**
 - Appointed two Commissioners to the Task Force: Paul Painter and Marcee Craighill.
- **Grants/Arts Funding**
 - In June 2022, approved funding recommendation Option C put forth by City Staff that provided funding to 22 arts organizations totaling \$172,600.
- **West End Transitway Public Art Task Force**

- Appointed Project and Community Stakeholders to the Task Force: Gus Ardura and Donna Fossum; representatives from contract design team and Transportation and Environmental Services.
- **Additional Appointments & Administrative Actions:**
 - Approved Executive Committee for FY2024 to include Brian Kelley (Chair), Ryan Belmore (1st Vice Chair), Allison Heck (2nd Vice Chair), Gayle Converse (Secretary).
 - Meeting Scheduling to not meet in July 2023 and, if not needed, to cancel August 2023 meeting based on agenda items requiring action.

Commission for the Arts Member Activities

- Commissioners hosted the following informative speakers at regular Commission meetings and retreats: Pat Miller (Previous Arts Commission Chair), Jim Parajon (City Manager), Marta Ali & Cheryl Anne Colton (Creative Neighborhood Grant Program), Jose Ayala (Alexandria Division of Park Planning, Design, and Capital Projects), and Meika Daus (Alexandria Public Arts Senior Manager).
- Commissioners frequently attended and took part in arts and cultural activities and events throughout our great City, such as opening of “Two Boxes of Oranges and Admonia Jackson” at Waterfront Park, the Alexandria St. Patrick’s Day Parade, and multiple arts events put on in 2022-2023 by arts organizations supported by city grants.

Leadership

Officers for FY2023 were:

- Brian Kelley, Chair
- Allison Heck, 1st Vice Chair
- Ryan Belmore, 2nd Vice Chair
- Gayle Converse, Secretary

During the course of the year, membership included the following individuals:

- Brian Kelley, expertise in Visual Arts
- Gayle Converse, Public at Large/Arts Consumer
- Allison Heck, professional in Cityscape/Architecture
- Chris Kurowski, professional in Arts/Cultural Development
- Christina Calloway Baucom, Public at Large/Arts Consumer
- Judy Heiser, Expert in Visual Arts
- Sumrien Ali, professional in Cityscape/Architecture
- Ryan Belmore, professional in Arts/Cultural Development
- Paul Painter, Public at Large/Arts Consumer

- David Pritzker, professional in Field/Arts Disciplines
 - Dawn Rogala, professional in Field/Arts Disciplines
 - Sheryl Sims, Public at Large/Arts Consumer
 - Roger Yoerges, professional in Field/Arts Disciplines
 - Marcee Craighill, professional in field/Arts Disciplines
 - Betty Amron, Student Representative
 - Tiffany Williams, Expert in Visual Arts
 - Mary Beth Gaiarin, professional in the field/Arts Disciplines
 - Jason Longfellow, professional in the field of Arts Disciplines
-
- Matthew Harwood acted as the City staff liaison to the Commission for the Arts.

Attachments

1. Commission Committee and Liaison Reports FY 2023
2. Commission and grantees events/projects photographs FY 2023
3. Notable Letters to City Council, Date, Subject

**Alexandria Commission for the Arts
Annual Report
July 2022– June 2023
Committee & Liaison Reports**

Grants Committee

The Grants Committee is chaired by Chris Kurowski during FY2023, the Arts Commissioners approved the FY 2024 Annual Arts Program Grants in June 2023. Commissioners Dawn Rogala and Paul Painter served on the FY 2024 Annual Arts Program Grants Task Force along with two other task force members from outside the Commission for the Arts. The Grant Task Force reviewed and provided detailed commentary on 31 grant applications, conducted a public meeting to discuss the grant applications. In addition, Dawn and Paul have met with (or have plans to meet with) seven applicants who have requested individual feedback sessions to discuss their grant results. The 31 applications received this year represented a 35% increase over last year's total of 23 applications. The Grant Task Force awarded a total of \$172,600 to 22 applicants.

Outreach Committee

At the September 20th Regular Meeting, the Arts Commission approved the restructuring of the ARTReach Committee into two committees: Outreach and City Council Committees. The Outreach Committee maintains the following duties:

- Maintains social media platforms through the Social Media Subcommittee.
- Works with Alexandria Office of the Arts to keep commission social media accounts up to date.
- Works with Alexandria Office of the Arts to promote grant recipients and other commission partners on commission social media.
- Provides commission updates to partners (such as Arts Alliance) for use in partners' social media.
- Communicates with partners (such as ACPS) to receive updates on their activities, for relay to commissioners or for use in commission social media.
- Otherwise works to promote the state of the arts in Alexandria through projects (ex: Arts Directory).

The Outreach Committee was chaired by Ryan Belmore in 2022-2023 and maintained an active social media presence and organized the Arts Commission's participation with the Alexandria Art's Alliance in the Alexandria St. Patrick's Day Parade.

City Council Committee

The City Council Committee was formed during the September 20, 2022, meeting of the Alexandria Commission for the Arts as part of the reorganization of the Commission's existing

ARTReach Committee and two City Council Committee co-chairs (Commissioners Dawn Rogala and Tiffany Williams) were appointed during the October 18, 2022, Commission meeting. The City Council Committee keeps commissioners updated on the Alexandria City Council meeting calendar and encourages Commissioner attendance at City Council meetings, and keeps Commissioners apprised of City Council meeting topics of interest to the Commission, including requests and recommendations for letters to City Council members. The City Council Committee assists commissioners with questions about City Council meeting attendance and individual letter writing. Future plans for the City Council Committee include creating a letter-writing calendar to align with the city’s annual budget, grant, and small plan development schedule, to assist the Commission in maintaining regular communication with City Council on important arts topics in the City of Alexandria.

Arts Alliance Liaison

In 2022-23, the Alexandria Commission for the Arts successfully strengthened its relationship with the city’s umbrella arts membership organization, the Alexandria Arts Alliance. The Commission invited the Alliance to join forces to march in the 2023 Alexandria Ballyshanners St. Patrick’s Parade. The event showcased the magnitude and important role the arts play in the city, as Alliance member organizations including the Alexandria Choral Society and Kyo Gallery partnered with current and former arts commissioners – all wearing green and displaying arts organization banners.

In September 2023, the Commission supported the Alliance’s first signature event, “Party for the Arts” – a day at Canal Center highlighting our city’s visual and performing artists.

**Alexandria Commission for the Arts
Annual Report
July 2022– June 2023**

Commission and grantees events/projects photographs FY 2023

Office of the Arts – Public Arts Projects



Opening celebration for “Two Boxes of Oranges and Admonia Jackson,” by Nina Cooke John at Waterfront Park. Left to Right (Meika Daus – City of Alexandria Public Art Senior Manager, Gayle Converse – Commissioner for the Arts, Nina Cooke John – Artist, and Brian Kelley – Chair, Commission for the Arts). Picture Courtesy Christina Calloway Baucom, Arts Commissioner.



Opening celebration for “Two Boxes of Oranges and Admonia Jackson,” by Nina Cooke John at Waterfront Park. Left to Right (Paul Painter, Commissioner from the Arts, Allison Heck, Commissioner of the Arts, and Ada Heck – Allison Heck’s daughter) Picture Courtesy Christina Calloway Baucom, Arts Commissioner.



Opening celebration for “Two Boxes of Oranges and Admonia Jackson,” by Nina Cooke John at Waterfront Park. Left to Right (Unknown, Nina Cooke John – Artist, Gayle Converse – Commissioner for the Arts, Brian Kelley – Chair, Commission for the Arts, Marcee Craighill – Commissioner for the Arts, and Christina Calloway Baucom, Commissioner for the Arts). Picture Courtesy Christina Calloway Baucom, Arts Commissioner.



Commissioners at the Alexandria Black History Museum as part of the Commission's Annual Retreat in May 2023. From Left to Right (Commissioners: Jason Longfellow, Brian Kelley, Christina Calloway Baucom, Gayle Converse, and Chris Kurowksi). Photo Courtesy Christina Calloway Baucom, Arts Commissioner.

Notable Letters to City Council from the Commission for the Arts for FY23



*The Honorable Mayor Justin Wilson and Members of the Council
City of Alexandria, Virginia*

*RE: Support for Public Open Space Zone Text Amendment
April 18, 2023*

Dear Mayor Wilson and Members of City Council:

The Commission for the Arts supports the Public Open Space Zone Text Amendment proposed by the Public Arts Commission. On March 21, during our regular meeting, we were given a presentation on the proposed amendment by city staff. As the Commission for the Arts works regularly with staff in Recreation, Parks, and Cultural Activities, and much of Alexandria's public art is situated in parks, we have some familiarity with the complexity of regulations for these public spaces.

Updates such as increased efficiencies in planning and approval processes would allow parks to be designed and redesigned at a faster and more responsive pace. This could positively impact public art projects that might otherwise be delayed pending approval for park designs. Increasing structure heights from 15 to 30 feet or up to 50 feet with a Special Use Permit would ultimately allow for the possibility of larger or taller works of public art. Particularly in parts of Alexandria in which there is higher zoning density and therefore taller nearby structures, this would allow for greater flexibility in aesthetically harmonizing the scale of public art with its surroundings. Finally, reducing the amount of uses requiring a Special Use Permit could allow for greater access of local arts non-profits to use public spaces for performances, workshops, or other community events.

While there are many reasons to support the proposed amendment, particularly how it is designed to streamline typical recreation uses, we think that the amendment will also have a positive impact on art and culture for Alexandria. Please reach out to the Commission for the Arts, should you have any questions or comments about this letter.

Most Cordially

Brian Kelley
Chair, Alexandria Commission for the Arts

cc: Members, Alexandria Commission for the Arts

James F. Parajon, City Manager
Emily Baker, Deputy City Manager
James Spangler, Director, Recreation, Parks & Cultural Activities
Diane Ruggiero, Deputy Director, Office of the Arts (RPCA)
Matthew Harwood, Staff Liaison, Alexandria Commission for the Arts

W

ALEXANDRIA COMMISSION FOR THE ARTS
REGULAR MEETING
Tuesday, September 19, 2023
Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
KUROSKI	CONVERSE	Yes-- 12 No-- 0 Abstained-- 0
ACA Motion		
Agenda Item #:		
Motion: APPROVE ANNUAL REPORT WITH EDITS DISCUSSED DURING THE 19 SEP COMMISSION MEETING		

City of Alexandria, Virginia

MEMORANDUM

DATE: SEPTEMBER 19, 2023
TO: ALEXANDRIA COMMISSION FOR THE ARTS *MD*
FROM: MEIKA DAUS, PUBLIC ART SENIOR MANAGER, OFFICE OF THE ARTS *D*
THRU: DIANE RUGGIERO, DEPUTY DIRECTOR, RECREATION, PARKS & CULTURAL ACTIVITIES, OFFICE OF THE ARTS
RE: SOUTH CIRCLE PARK, BLOCK 32 – ARTIST SELECTION

Background:

In February 2023, the Alexandria Commission for the Arts (ACA) approved the Public Art Project Plan for South Circle Park (a new planned city park), which outlined the goals and process to commission an original work of art for the park. In Spring 2023, the City of Alexandria Office of the Arts issued a national Request for Qualifications (RFQ) for artists interested in proposing public art at South Circle Park. The selected artist will join the project's design team and develop a concept proposal for public art at South Circle Park in collaboration with the Office of the Arts staff, consultants, and other partners.

The Project Task Force includes Dawn Rogala, Tiffany Williams, Don Hoover, Ana Vicinanza, Tristan Wright, and Robert Arzola.

Discussion

In response to the national RFQ, artists from across the country submitted their qualifications, which were reviewed and scored by the members of the Task Force. The Task Force met on June 27, 2023, to discuss the applications and two artists were invited to visit Alexandria, tour the site, and meet with members of the Task Force and staff on July 24, 2023.

Following the artist visits, the Task Force met on August 29, 2023, to discuss the artist interviews and portfolios, and has recommended DeWitt Godfrey for the project.

Recommendations

The Task Force recommends hiring DeWitt Godfrey for the public art project at South Circle Park.

Attachments

DeWitt Godfrey Work Samples from Application (All photos courtesy of DeWitt Godfrey)
Image List
Approved South Circle Park Project Plan

















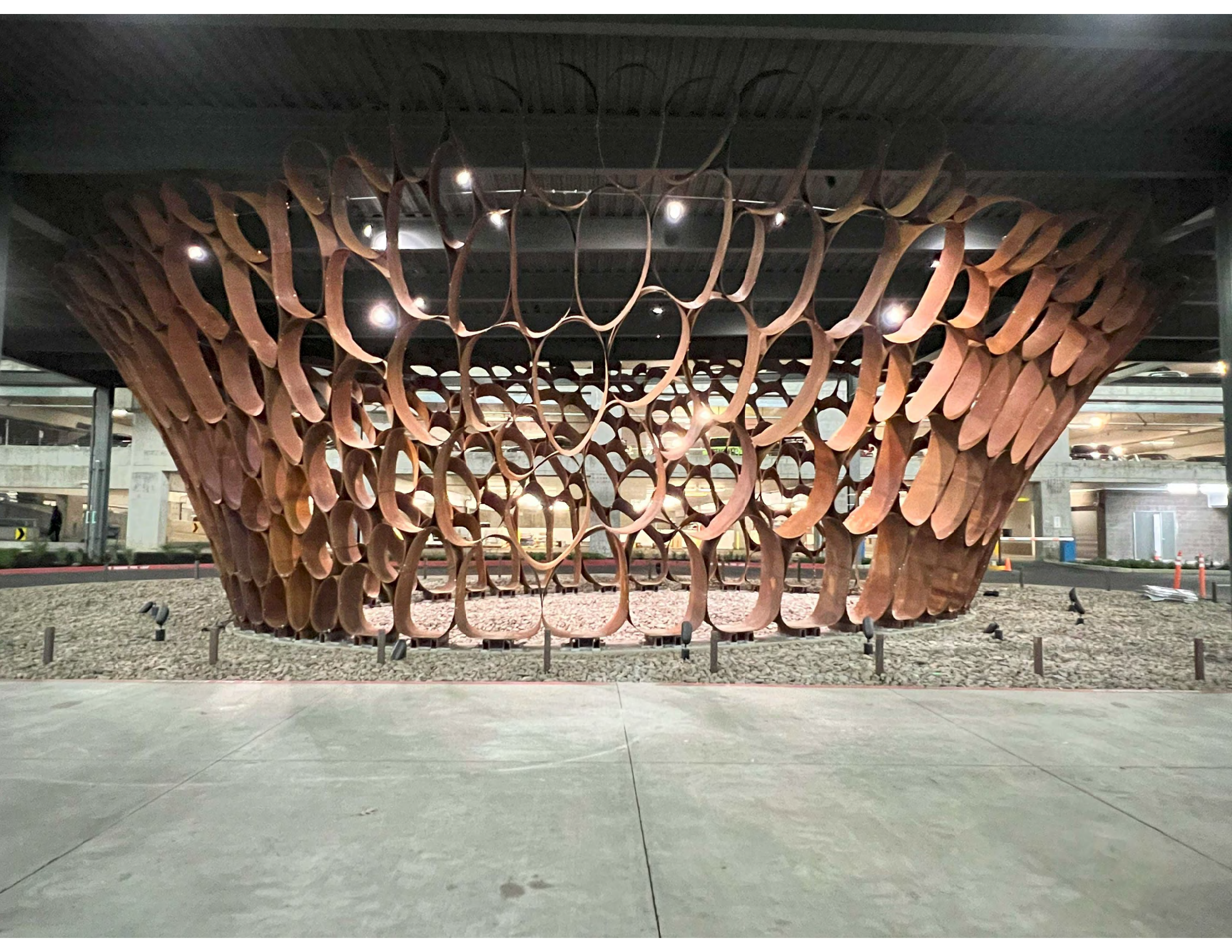


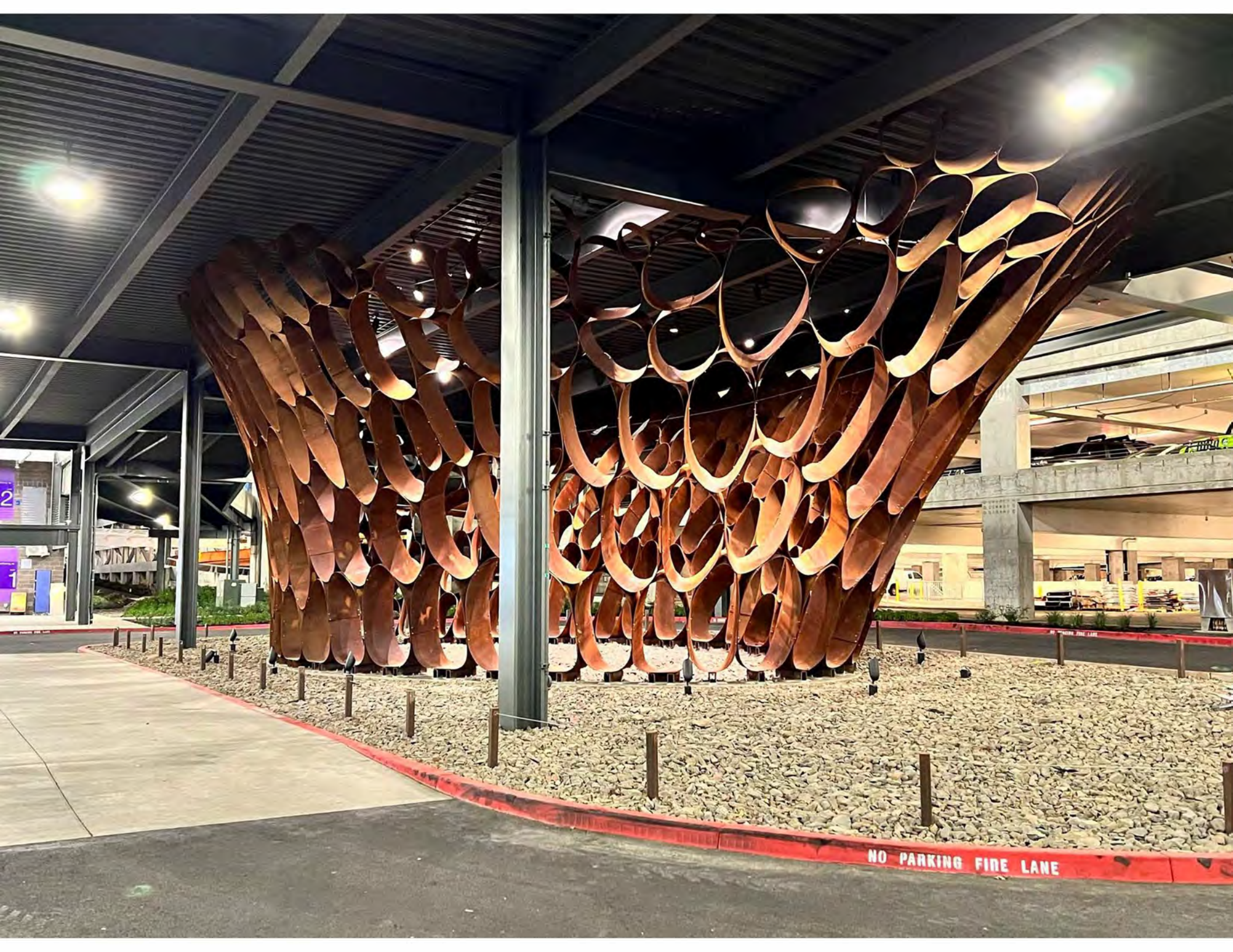












NO PARKING FIRE LANE

1. *Beken 2022 (night)*

Corten Steel and Bolts

38'H x 17'W x 16'D

Commissioned by Tramell Crow Residential, ME Ernst, and the City of Alameda for the new Alameda Waterfront Park. \$250,000

2. *Beken 2022 (interior, night)*

Corten Steel and Bolts

38'H x 17'W x 16'D

Commissioned by Tramell Crow Residential, ME Ernst, and the City of Alameda for the new Alameda Waterfront Park. \$250,000

3. *Beken 2022 (interior, day)*

Corten Steel and Bolts

38'H x 17'W x 16'D

Commissioned by Tramell Crow Residential, ME Ernst, and the City of Alameda for the new Alameda Waterfront Park. \$250,000

4. *Beken 2022 (dusk)*

Corten Steel and Bolts

38'H x 17'W x 16'D

Commissioned by Tramell Crow Residential, ME Ernst, and the City of Alameda for the new Alameda Waterfront Park. \$250,000

5. *Beken 2022 (plaza and landscaping, looking west)*

Corten Steel and Bolts

38'H x 17'W x 16'D

Commissioned by Tramell Crow Residential, ME Ernst, and the City of Alameda for the new Alameda Waterfront Park. \$250,000

6. *Gazebo 2019 (interior detail)*

Corten Steel and Bolts

18'H x 16'W x 15'D

Commissioned by the City of Longmont Art in Public Places program for Collyer Park. Situated in the Historic East Side Neighborhood. *Gazebo* provides a focal point for the newly renovated park. \$44,000

7. *Gazebo* 2019

Corten Steel and Bolts

18'H x 16'W x 15'D

Commissioned by the City of Longmont Art in Public Places program for Collyer Park. Situated in the Historic East Side Neighborhood. *Gazebo* provides a focal point for the newly renovated park. \$44,000

8. *Louis* 2016

Corten Steel and Bolts 31'L x 22'D x 21'H

Commissioned for Artprize 8, Grand Rapids, MI

A Featured Public Project Award winner from Artprize, *Louis* rose on Calder Plaza for three weeks in the fall of 2016. Mark Styker of the Detroit Free Press described *Louis* as the “Best Sculpture” of the citywide event; \$50,000

9. *Louis* 2016 (interior with Calder)

Corten Steel and Bolts 31'L x 22'D x 21'H

Commissioned for Artprize 8, Grand Rapids, MI

A Featured Public Project Award winner from Artprize, *Louis* rose on Calder Plaza for three weeks in the fall of 2016. Mark Styker of the Detroit Free Press described *Louis* as the “Best Sculpture” of the citywide event; \$50,000

10. *Louis* 2016 (interior, overhead)

Corten Steel and Bolts 31'L x 22'D x 21'H

Commissioned for Artprize 8, Grand Rapids, MI

A Featured Public Project Award winner from Artprize, *Louis* rose on Calder Plaza for three weeks in the fall of 2016. Mark Styker of the Detroit Free Press described *Louis* as the “Best Sculpture” of the citywide event; \$50,000

11. *Louis* 2016 (interior, shadows)

Corten Steel and Bolts 31'L x 22'D x 21'H

Commissioned for Artprize 8, Grand Rapids, MI

A Featured Public Project Award winner from Artprize, *Louis* rose on Calder Plaza for three weeks in the fall of 2016. Mark Styker of the Detroit Free Press described *Louis* as the “Best Sculpture” of the citywide event; \$50,000

12. *Louis* 2016 (child)

Corten Steel and Bolts 31'L x 22'D x 21'H

Commissioned for Artprize 8, Grand Rapids, MI

A Featured Public Project Award winner from Artprize, *Louis* rose on Calder Plaza for three weeks in the fall of 2016. Mark Styker of the Detroit Free Press described *Louis* as the “Best Sculpture” of the citywide event; \$50,000

13. *Atlas* 2022 (looking west)

Corten Steel and Bolts

81'L x 23'H x 55'W

Commissioned by the Port of Portland and Portland Public Art, for new Parking and Rental Car facility (PACR) at Portland International Airport (PDX) \$225,000

14. *Atlas* 2022 (looking north)

Corten Steel and Bolts

81'L x 23'H x 55'W

Commissioned by the Port of Portland and Portland Public Art, for new Parking and Rental Car facility (PACR) at Portland International Airport (PDX) \$225,000

15. *Atlas* 2022 (looking east)

Corten Steel and Bolts

81'L x 23'H x 55'W

Commissioned by the Port of Portland and Portland Public Art, for new Parking and Rental Car facility (PACR) at Portland International Airport (PDX) \$225,000



PUBLIC ART PROJECT PLAN

FOR SOUTH CIRCLE PARK
Block 32, Eisenhower Avenue

Date Approved: February 21, 2023

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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 scope, 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 South Circle 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 South Circle Park/Eisenhower East Gateway

As part of the new development on Block 32 at the corner of Eisenhower Avenue and Holland Lane, a new city park will be created (currently called South Circle Park). Since this park will be a city-owned property, the City of Alexandria's Office of the Arts will commission public art for the site with funds provided by the developer. The park design is schedule to begin in early 2023 as part of Phase 1 of the development design, but construction of the park (and the installation of the artwork) will be part of Phase 2 and commence at a later date.

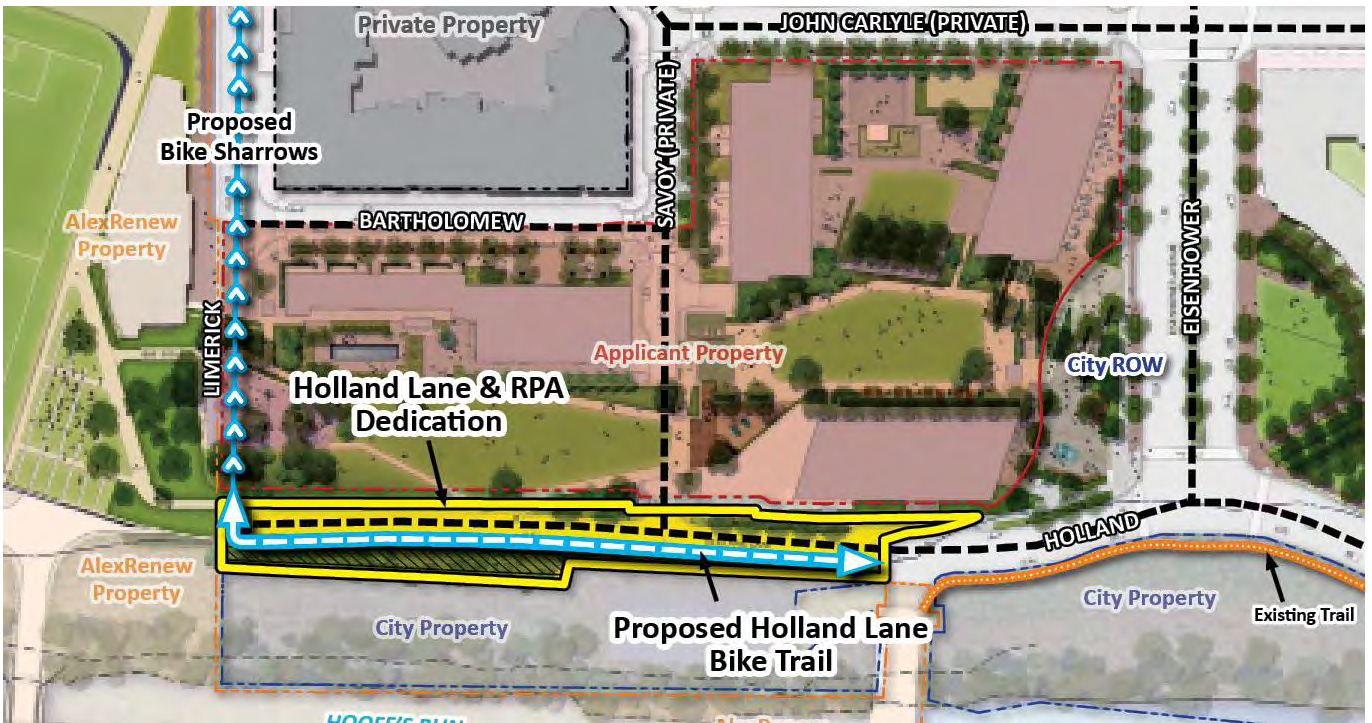
When constructed, the South Circle Park will serve as a visual gateway into the Eisenhower neighborhood for those travelling south on Holland Lane and turning onto Eisenhower Avenue and will be the most visible open space within the development. The public art will provide both a visual gateway into the Eisenhower neighborhood and a bold landmark that fosters a sense of identity for the neighborhood. The artwork could also be designed to encourage visitors of the park to travel upwards to the public open space deck.

Public art will be incorporated into the landscape of the South Circle Park with the potential to extend into the Transition Zone, creating both a destination for the park as well as an invitation into the greater park and open space system of the block. As the majority of the South Circle Park is land owned by the City, the artist selection process will follow the City's Public Art Policy. The Applicant's public art contributions will be focused within this area to provide maximum impact, and the conditions of approval address a timeframe and process that will ensure that the artist and artwork are integrated into the landscape design process for the development.

Across from this site, another park is being created (currently called North Circle Park). While funding from the developer is not provided for public art on that site, the Commission for the Arts may consider expanding the scope of the public art to include that site based on a recommendation from the Project Task Force.

North Circle Park is programmed as a primarily passive open space with neighborhood-serving amenities. Elements of the design include a large open green space, flexible seating, fixed interactive seating elements, and multi-functional pavement areas.

III. Maps & Photos





IV. Scope

- Public art will align with overall site development for the park
- Uses developer funds (\$300,000 total) for South Circle Park
- Phase 1 for design concept only (\$50,000 budget)
- Consideration of adding North Circle Park to the scope (paid for with City funds)
- Public art final design, fabrication, and installation with Phase 2
- Timeline for Phase 2 TBD

V. 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 South Circle Park as part of the park's creation. The overall park design will be influenced by the public art.

The program goals for public art at South Circle Park are to:

- Creates a bold landmark that fosters a sense of identity for the Eisenhower East neighborhood.
- Establishes a visual gateway into the Eisenhower East Neighborhood.

- Encourages visitors of the park to travel upwards to the public open space deck.
- Provides an interactive environment to keep visitors engaged.
- Invokes a welcoming experience for a diverse audience, with an artistic theme accessible to the general public.
- 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.

VI. Selection Process

For the South Circle Park project, the Office of the Arts will issue an open Request for Qualifications (RFQ) for artists. The Task Force will review the applications and select an artist to join the design team.

South Circle Park Task Force

The South Circle 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:

- Tiffany Williams
- Dawn Rogala

The Community Stakeholders for the Task Force include:

- Robert Arzola
- Tristan Wright

Project Stakeholders for the Task Force include:

- Ana Vicinanza, Park Planner
- Don Hoover, Oculus Landscape Architecture

Artist Selection Process and Concept Approval

A National call 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. 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 join the project's design team to develop a Concept Proposal 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, and cost estimates. The Concept Proposal will be reviewed for feedback by the Task Force and be recommended for approval by Commission for the Arts. At the appropriate phase, the selected artist will be contracted to develop the final design, timeline, fabrication, etc.

VII. Timeline

January	Task Force reviews and approves recommends the Project Plan
January 17	Project Plan submitted to Arts Commission for approval
Jan/Feb	Staff develops call to artists
February	Issue Call for Artists (30 days)
March	Call to Artists closes
March?	Task Force review and score artist qualifications and select artist/team
April	Artist Interviews (optional)
May	Task Force meets and makes final artist recommendation
May 16	Arts Commission approves task force recommendation
June	Artist contract signed
June/July	Artist site visit and community engagement
Sept/Oct	Selected artist presents proposal
October	Proposals reviewed by Task Force, and approved by Arts Commission
Phase 2	Artist submits final design for technical review
Phase 2	Final design is submitted to fabricator
Phase 2	Fabrication
Phase 2	Installation
Phase 2	Completion

VIII. Budget

This phase of the project is for community engagement and design only with a budget of \$50,000. The selected artist will be contracted for the fabrication and installation of the designed artwork at a later phase of the project. Alexandria's Office of the Arts will provide additional support to the project through marketing, publicity, and assistance with site permits.

IX. 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 Eisenhower East Small Area Plan Update and other planning initiatives. This will include, but not be limited to, representatives from:

- Residents of Eisenhower East and Carlyle
- Adjacent businesses
- Carlyle Community Council
- AlexRenew
- Parks and Recreation Commission

Marketing and Communications

The Office of the Arts staff will develop a marketing and communications strategy that could 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.
- Word of mouth, outreach.

ALEXANDRIA COMMISSION FOR THE ARTS

REGULAR MEETING

Tuesday, September 19, 2023

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
Dawn Royal	Allison Heck	Yes-- 12 No-- 0 Abstained-- 0
ACA Motion		
Agenda Item #:		
Motion: To name Dewitt Godfrey as the artist for the public art at South Circle Park.		

City of Alexandria, Virginia

MEMORANDUM

DATE: SEPTEMBER 19, 2023

TO: ALEXANDRIA COMMISSION FOR THE ARTS *MD*

FROM: MEIKA DAUS, PUBLIC ART SENIOR MANAGER, OFFICE OF THE ARTS *D*

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

RE: PUBLIC ART PROJECT PLAN FOR WEST END TRANSITWAY

Background:

The City of Alexandria is implementing a Bus Rapid Transit (BRT) system along the Van Dorn/Beauregard corridor (West End Transitway) that will provide robust high-capacity transit operations between the Van Dorn Metrorail station, the former Landmark Mall site, Shirlington Transit Center, Beauregard residential area, and the Pentagon using a combination of dedicated and shared bus lanes. The approved 2023-2025 Public Art Annual Work Plan recommends that public art be incorporated into this high-capacity transit corridor.

The Public Art Implementation Plan sets out a process for the commissioning of new public art. For each project approved in Public Art Annual 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 for the West End Transitway includes Allison Heck, Brian Kelley, Gus Ardura, Donna Fossum, Reginald M. Arno, and Jennifer Monaco. Staff has coordinated with the Project Task Force to develop a draft Project Plan for the West End Transitway.

Discussion

The Task Force met on the West End Transitway Public Art Project Plan on Monday, September 11, 2023, and recommended approval of the document with revisions. The Project Plan has been amended by staff to include the revisions requested by the Task Force on September 11th.

Recommendations

The Project Task Force recommends approval of the Draft Project Plan for the West End Transitway.

Attachments

Draft Project Plan for the West End Transitway dated September 12, 2023

PUBLIC ART PROJECT PLAN

PROJECT PLAN FOR WEST END TRANSITWAY

DRAFT

September 12, 2023

DRAFT

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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. Within the Natural and Urban Systems portion of the Plan, public art is encouraged to be integrated into transportation infrastructure projects as the City plans for its growth.

The City of Alexandria is implementing a Bus Rapid Transit (BRT) system along the Van Dorn/Beauregard corridor (West End Transitway) that will provide robust high-capacity transit operations between the Van Dorn Metrorail station, the former Landmark Mall site, Shirlington Transit Center, Beauregard residential area, and the Pentagon using a combination of dedicated and shared bus lanes. The approved 2023-2025 Public Art Annual Work Plan recommends that public art be incorporated into this high-capacity transit corridor.

The Public Art Implementation Plan sets out a process for the commissioning of new public art. For each project approved in Public Art Annual 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 in the West End Transitway.

II. Site and Context

About the City of Alexandria

Alexandria, Virginia is a small historic seaport city of about 158,000 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 the West End

The West End generally identifies a group of neighborhoods in the central and western portion of the City of Alexandria. Portions of the West End are characterized by their proximity to Interstate I-395, and border Fairfax and Arlington counties. More broadly, the West End characterizes a land area annexed by the City of Alexandria in 1952, due to which, the land area of the City of Alexandria nearly doubled in size. The West End has experienced major development and population growth since these largely rural and agricultural areas were incorporated into the City over 70 years ago.

The West End Transitway will connect distinct and unique neighborhoods within the West End of Alexandria. The transitway connects multiple planning areas including Alexandria West, Beauregard, Seminary Hill/Strawberry Hill, Landmark/Van Dorn, and Eisenhower West. Additionally, a new planning effort is currently underway to update the Small Area Plans for Alexandria West and Beauregard, and create a combined plan that reflects a current community vision. *For more information about this Alex West planning effort, please visit:* <https://www.alexandriava.gov/AlexandriaWest>.

Today the West End has a population of approximately 81,000 people and has a median age of 36.4 years, which is slightly younger than the City average. While the City of Alexandria as a whole is diverse, the West End is particularly diverse. Forty-seven (47) percent of West End residents identify as White; 31 percent identify as Black or African American; 10 percent identify as Asian or Pacific Islander; 6 percent identify as Native or Other; and 6

percent identify as two or more races. Approximately 18 percent of West End residents identify as Hispanic or Latino. Of those West End residents who are foreign born, the mostly highly represented countries are Ethiopia (18 percent), El Salvador (7 percent), Afganastan (6 percent), and Honduras (3 percent).

Cultural and Historic Resources

Due to the large land area, the West End has a rich and varied history, beginning from Native American inhabitants approximately 13,000 years ago to modern times. Below are some links to resources for more information about the history and cultural resources in the City of Alexandria and the West End.

- **Brief History of Alexandria, Virginia:** The Office of Historic Alexandria (OHA) maintains and administers City-owned historic sites and properties. OHA has prepared a brief history on the City of Alexandria that is available online. *For more information please visit <https://www.alexandriava.gov/historic-alexandria/the-history-of-alexandria-virginia-an-introduction-and-resources>*
- **Fort Ward:** Fort Ward, located in the West End, protected the nation’s capital during the Civil War (1861–1865), and the vital seaport of Alexandria. After the war, a group of formerly enslaved African Americans bought land here and established a community known as “The Fort.” Despite facing social and legal inequalities, the residents of “The Fort” built homes, churches and a school, and created a strong community that survived for nearly a century. Their legacy reflects enduring ideas of freedom. *For more information please visit <https://www.alexandriava.gov/FortWard>*
- **Winkler Botanical Preserve:** The Winkler Botanical Preserve was created by the Winkler family and the Winkler Foundation in 1979 to protect this unique and special area during the development of Mark Center. Multiple trails, streams, a lake, and a waterfall, surrounded by woods and native plants, create an urban oasis in Alexandria's West End. *For more information please visit <https://www.novaparks.com/parks/winkler-botanical-preserve>*
- **Northern Virginia Community College (NOVA) Alexandria Campus:** The NOVA Alexandria Campus, located in the West End, is one of 5 campuses in the NOVA system and has the second-highest enrollment—serving approximately 14,000 students. The campus boasts five buildings, including the Rachel M. Schlesinger Concert Hall and Arts Center, which opened in the fall of 2001. The campus’ latest addition, the Center for Design, Media and the Arts is a state-of-the-art facility that houses programs in music, arts, photography, communications studies, cinema, theater, graphic design, early childhood education and physical education. The campus offers more than 70 programs and degrees, including multiple foreign languages and an English as a second language (ESL) program. *For more information please visit <https://www.nvcc.edu/alexandria>*
- **Immigrant Alexandria: Past, Present and Future:** This City initiative examines the history of immigration from the mid-nineteenth century to today in Alexandria. Valuing and recognizing Alexandria’s diversity is one of the major goals of the City Council’s Strategic Plan. *For more information please visit: <https://www.alexandriava.gov/cultural-history/immigrant-alexandria-past-present-and-future>*

Alexandria’s Transit Vision

The City of Alexandria and DASH (the City’s transit agency) are committed to create a more useful and equitable bus network that encourages more people to get to more places using transit. On September 5, 2021, DASH unveiled its largest and most comprehensive single-day service change since the agency's inception. In addition to all day, frequent service throughout the city, the new network is totally free to ride, operating without any passenger fares.

DASH is also committed to supporting the City of Alexandria's Eco-City initiative. In 2020, DASH made the first milestone in achieving this goal as well as the core values laid out in the City's Environmental Action Plan with the public unveiling of the agency's first battery-electric buses. DASH is working towards implementing a 100% zero-emissions fleet.

About the West End Transitway

The West End Transitway is a planned 5.3-mile bus rapid transit line (BRT) that will connect major transit facilities - Van Dorn Metrorail Station, a new transit hub at the former Landmark Mall site, Mark Center Transit Center, a new Southern Towers transit hub, Shirlington Transit Center, and the Pentagon Transit Center - and several neighborhoods along the corridor - Van Dorn/Landmark, the former Landmark Mall site, and Beauregard. This is one of three BRT corridors planned for the City of Alexandria.

The City will be implementing the West End Transitway in phases, and anticipates beginning initial operation of a first phase of the transitway by 2026. The implementation phases for the West End Transitway include:

- Ongoing implementation of the 2022/2030 Alexandria Transit Vision Plan service recommendations, including along the West End Transitway corridor.
- Design and construction of a first phase of the West End Transitway is focused on Transportation Systems Management (TSM) improvements including new stations with amenities, transit signal priority, bus queue jump lanes (short stretches of bus lanes around intersections, pedestrian and bicycle improvements, public art, and new buses to operate in shared lanes.
 - Design Phase: Late 2022 to Mid 2024
 - Construction Phase: 2025-2026
 - Planned Operation: Late 2026

A final phase would include dedicated transit lanes and new stations along portions of Van Dorn Street and Beauregard Street. This phase is not yet funded.

Planned BRT Station Locations in the West End Transitway

The West End Transitway Study Area Map (attached) contains the planned alignment of the West End Transitway with the complete station network. The City of Alexandria is currently in the planning process to implement the following station locations:

- Beauregard Street and King Street
- Beauregard Street and W. Braddock Road (NVCC Alexandria)
- Beauregard Street and Fillmore Avenue
- Beauregard Street and Rayburn Avenue
- Beauregard Street and Sanger
- Van Dorn Street and Richenbacher (*northbound station only*)
- Van Dorn Street and Holmes Run Parkway
- Van Dorn Street and Stevenson Avenue (Van Dorn Plaza)
- Van Dorn Street and Pickett Street

Except as noted above, each station location will include two shelters (one for northbound and one for southbound). The shelters are planned to be 36 feet long. Additional amenities at the stations may include leaning rails, benches, trash cans, and landscaping, and may vary based on the final site design and site constraints. As indicated on the attached West End Transitway Study Area Map, additional station locations are planned; however,

those station designs will be completed as a part of a separate process.

For more information about the West End Transitway please visit: <https://www.alexandriava.gov/transportation-planning/west-end-transitway>.

Integration of Public Art within the West End Transitway

The FY23-25 Public Art Annual Workplan recommends that public art be incorporated within the West End Corridor as high-capacity transit corridor that the City has identified for priority and enhanced bus service. Public art in these stations may address elements including, but not limited to:

- Windowpanes in shelters
- Railings
- Seating Benches
- Sidewalks
- Retaining Walls
- Freestanding (where space is available outside of the immediate shelter)

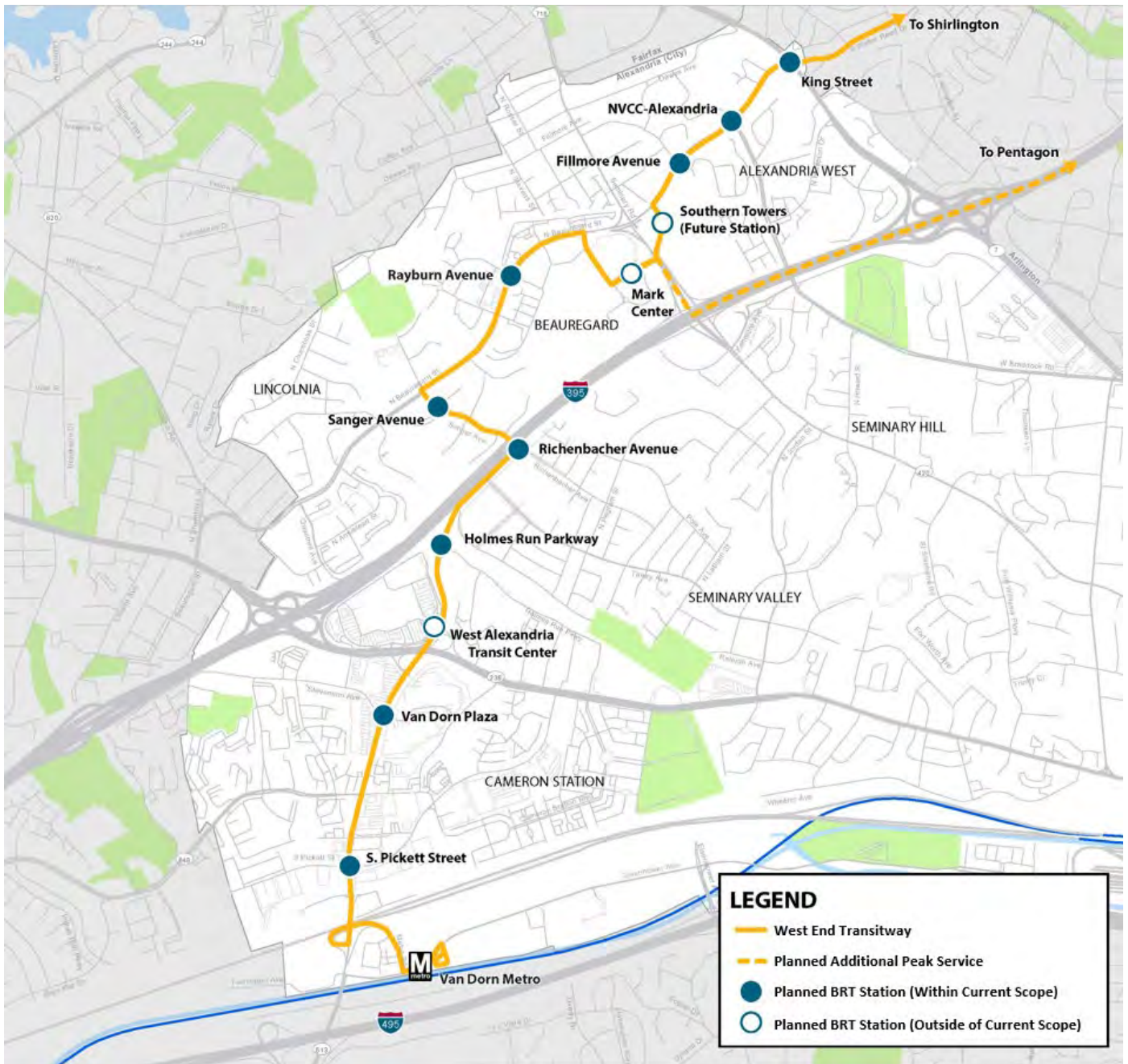
Please note that the shelters themselves will be standardized, and artists are not requested to design custom shelters in their entirety. Elements of the shelter may be modified with public art.

The West End Transitway corridor includes stations or stops that are currently outside of the scope of the first phase of the construction project currently managed by the City of Alexandria. These include the Van Dorn Metro Station, the West Alexandria Transit Center at the former Landmark Mall property, the Mark Center, and a potential future Southern Towers station. Nevertheless, public art is encouraged at these additional stations.

As future development comes online, developers may be required by the City to construct permanent stations to replace interim stations. Where future West End Transitway stations are planned or constructed by others, public art may be incorporated in the station design by private development in coordination with the Office of the Arts and consistent with the goals and intent of this Project Plan for Public Art in the West End Transitway. The City of Alexandria Public Art Program may identify additional funding sources to supplement funds provided by private development for the public art at West End Transitway Stations.

III. Maps, Photos, and Exhibits

West End Transitway Study Area Map



IV. Goals

The Alexandria Public Art Program is interested in commissioning artists to create site-specific, permanent works of art to be integrated within the West End Transitway. The program goals of the West End Transitway public art projects are to:

- Make taking transit a better experience for existing riders and generate new ridership.
- Bring new artwork to Alexandria that is informed by the context of the site(s) and reflect the character and aspirations of the surrounding neighborhood(s).
- Add delight to the user experience of the stations, while adding value to passersby and travelers on the corridor that would view the artwork from a distance.
- Add character and identity to the individual stations and elevate the West End Transitway as a network.
- Connect nearby residents and neighborhoods to quality art experiences in everyday places.

V. Selection Process

For the West End Transitway project, the Office of the Arts will issue a national call for artists. Finalists will be selected and given the opportunity to come to Alexandria and visit the transitway, meet with staff, and interview with the Task Force.

West End Transitway Task Force

The West End Transitway 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:

- Allison Heck
- Brian Kelley

The Community Stakeholders for the Task Force include:

- Gus Ardura
- Donna Fossum

Project Stakeholders for the Task Force include:

- Reginald M. Arno, The Department of Project Implementation
- Jennifer Monaco, The Department of Transportation and Environmental Services

Artist Selection Process and Concept Approval

An open call 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 application 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

September 2023	Task Force reviews and approves Project Plan*
September/October	Project Plan submitted to Commission for the Arts for approval*
November	Staff develops call to artists for review by Task Force*
November	Issue Call for Artists via Café (callforentry.org)
January 2024	Review qualifications and select artist/artist team*
Jan/Feb	Artist Interviews (optional)*
February	Task Force Recommends Artist(s)*
March	Arts Commission Approval of Artist(s)
March	Artist contract
April	Artist(s) site visit
April/May	Community Engagement
August	Artist presents concept for Task Force approval*
September	Concept approved by Commission for the Arts
November	Artist submits final design for technical review
TBD	Fabrication
TBD	Installation (to be coordinated with West End Transitway construction 2025-2026)
TBD	Completion (to be coordinated with West End Transitway—late 2026)

*Steps with which the task force has a role.

VII. Budget

The project plan recommends a phased approach to budgeting to incorporate public art at each station. The current available budgeted amounts are follows:

From Public Art Fund (Phase 1)	\$150,000
Artist design, fabrication & installation	\$142,500
Artist Contingency	\$7,500
Total	\$150,000

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 art and tourism in Alexandria and include additional stakeholders in the West End and those associated with the transit project. These will include, but are not limited to, representatives from:

- DASH Board
- Dash Rider Advisory Committee
- WMATA
- Transportation Commission
- West End Residents
- West End Business Association
- Beaugard Design Advisory Committee
- West End Coalition
- Seminary West Civic Association
- Seminary Heights Condominium Association
- Seminary Park Home Owners Association

Marketing and Communications

The Office of the Arts staff will develop a marketing and communications strategy for the public art. Information/materials should be provided in languages relevant to the nearby communities. The marketing plan will include:

- Web-based information about the project.
- Social media.
- Print materials to be distributed at local events.
- Media releases to local and national publications and blogs.
- Print and/or online advertising in local and regional publications.

Community Engagement and Activations

The project plan anticipates that over the course of the multiyear implementation project there may be additional opportunities to engage artists in the West End Transitway, including with branding, promotion, community outreach, safety, and education initiatives. Temporary public art and activations are supported in successful implementation of the transitway. These opportunities may include:

- Public Art Activations and Events: Opportunities for visual, performing, movement, or musical artist to engage the public at special events centered around the transitway.
- Temporary Public Art Opportunities During Construction Activities
- Temporary Safety Initiatives
- Branding Initiatives

ALEXANDRIA COMMISSION FOR THE ARTS

REGULAR MEETING

Tuesday, September 19, 2023

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
<i>Dawn Pope</i>	<i>Marcei Craigfull</i>	Yes-- 12 No-- 0 Abstained-- 0
ACA Motion		
Agenda Item #:		
Motion: <i>To approve the public art project plan for the West End Transitway.</i>		

City of Alexandria, Virginia

MEMORANDUM

DATE: SEPTEMBER 19, 2023
 TO: ALEXANDRIA COMMISSION FOR THE ARTS *md*
 FROM: MEIKA DAUS, PUBLIC ART SENIOR MANAGER, OFFICE OF THE ARTS *B*
 THRU: DIANE RUGGIERO, DEPUTY DIRECTOR, RECREATION, PARKS & CULTURAL ACTIVITIES, OFFICE OF THE ARTS
 RE: TORPEDO FACTORY ARTS CENTER LOADING DOOR MURAL TASK FORCE APPOINTMENT

Background

The City of Alexandria Public Art Program is requesting the appointment of Task Force members in accordance with the Public Art Implementation Plan, to assist with the commissioning of a new mural on the Torpedo Factory Art Center loading dock door. The new mural is intended as a replacement mural to *Beaded Curtin*, by Erin Curtis, which was deinstalled in August 2021 after it was irreparably damaged in a collision.

Discussion

The Arts Commission has previously appointed two Commissioners to the Task Force (Marcee Craighill and Paul Painter). As additional members, the Office of the Arts proposes:

Community Stakeholders

Taylor Chauncey is the Assistant Director at Principle Gallery. She joined the gallery in June 2017 while finishing her Bachelor of Arts at George Mason University in Fairfax, VA. Taylor graduated with her BA in Art History in December 2017. Before joining Principle Gallery; she worked as the Target Gallery Intern at the Torpedo Factory Art Center here in Old Town Alexandria and as a Gallery Guide at the Hirshhorn Museum and Sculpture Garden in Washington, DC.

Jacqui Michel is an attorney and philanthropist. She is President of the Advisory Board of the American Friends of Musée de Montmartre, Vice President of the Board of Directors of Darbster Rescue, and a member of the Board of the French American Cultural Foundation. Previously, she has served on the Boards of Washington Performing Arts, the National Museum of Women in the Arts, and N Street Village. She is an active supporter of the Parkmont Poetry Center, Mount Vernon, and the National Cathedral. Jacqui and her husband, David E. Weisman, have an extensive collection of Belle Epoque art from Montmartre. They also collect photography and decorative arts. Jacqui is a passionate believer in the power of community and accessible arts. Jacqui graduated with a BA from the University of Arizona and a JD from the University of San Diego. She is a member of the New York and Washington, DC bars.

Project Stakeholders

Saya Behnam is a current artist at the Torpedo Factory Arts Center, where she specializes in mixed media, painting, and sculpture.

Lisa Schumaier is a ceramics, mixed media, and sculpture artist. She has been an artist at the Torpedo Factory Arts Center since 2004. She was born and raised in the City of Alexandria.

Matt Wise is current staff of the City of Alexandria Department of General Services, which maintains the Torpedo Factory Arts Center.

Staff Recommendation

Staff recommends appointment of the above Community and Project Stakeholders to the Torpedo Factory Arts Center Loading Door Mural Task Force.

ALEXANDRIA COMMISSION FOR THE ARTS

REGULAR MEETING

Tuesday, September 19, 2023

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
<i>Paul Painter</i>	<i>KUROWSKI</i>	Yes-- 12 No-- 0 Abstained-- 6
ACA Motion		
Agenda Item #:		
Motion: <i>Motion to approve appointment of Community and Project Stakeholders to the Torpedo Factory Arts Center Loading Door mural Task Force as recommended by Staff.</i>		

ALEXANDRIA COMMISSION FOR THE ARTS

REGULAR MEETING

Tuesday, September 19, 2023

Lee Center – 7:00 pm


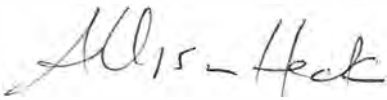
Motion Made By:	Motion Seconded By:	Vote Count
Allison Heck	Dawn Rogala	Yes-- 12 No-- 0 Abstained-- 0
ACA Motion		
Agenda Item #:		
Motion: To approve Jason Longfellow and Gayle Converse as ^{art commission representatives} Task Force members to the Time and Place Task Force		

ALEXANDRIA COMMISSION FOR THE ARTS

REGULAR MEETING

Tuesday, September 19, 2023

Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
		Yes-- 12 No-- 0 Abstained-- 0

ACA Motion

Agenda Item #:

Motion:

To appoint ^{Kelly} Brian and ^{Kurowski} Chris
to the DC HS Task Force.

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 Public Art Annual Workplan Task Force toured selected sites on August 29th for review and consideration in the upcoming Public Art Annual Workplan.
- Debora Rodrigues from Past Matters has been selected to conduct the 5-year condition assessment of City-owned public art. An assessment will also be undertaken for public art in private development as a separate initiative. Debora has worked with the City's public art collection previously specifically to help restore "Brio" at Market Square and to repair "Truths That Rise From the Roots Remembered" at African American Heritage Park as well as other projects.
- Restoration of the sunken garden at King Street Gardens Park is underway with a new design and funding from ALX Dog Walk. Staff spoke with the original artist Buster Simpson about the work scheduled to begin this fall.
- Arlington and Alexandria celebrated the unveiling of the new West Glebe Road Bridge which includes panels designed by artist Vicki Scuri who will provide similar design elements on the upcoming Mount Vernon Avenue Bridge.

Public Art At-A-Glance:

Public Art Project	Status
Wilkes Street Park	Developing the Concept Proposal
Old Town North Stormwater Covers	Fabrication
Colasanto Spray Park	Fabrication
Site/See 2024	Approving the Concept Proposal
South Circle Park (Block 32)	Selecting the Artist
West End Transitway	Setting Project Goals & Parameters
Torpedo Factory Garage Door Mural	Appoint Task Force Members
Time & Place 275 th and 250 th	Appoint Commissioners to Task Force
Del Pepper Community Resource Center	Appoint Commissioners to Task Force

Staff Contact Info:

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Director, Office of the Arts
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703.746.5590

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Meika Daus
Public Art Sr. Manager
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Activation
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Brett Johnson
Curator for Artistic Advancement
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703.746.4577

PUBLIC ART PROJECTS

Wilkes Street Park

Lead Agency

Office of the Arts

Artist

Eto Otitigbe

Project Scope

Commission permanent public art for the redesigned park

Task Force Members

Chris Kurowski, Marcee Craighill, Ana Vicinanza

Current Status (per project development process)

Developing the Concept Proposal

Next Steps

The park will experience further design development which will require additional community engagement and a redesign of the artwork. Staff will work to identify community members to serve on the Task Force.

Anticipated Completion

TBD

Old Town North Stormwater Covers

Lead Agency

Office of the Arts

Artists

Yoshiko Ratliff, Matt Long, and Dana Scheurer

Project Scope

Work with the community to bring City-commissioned public art to the OTN Arts District

Task Force Members

Gayle Converse, Carolyn Griffin, Ryan Whitaker, Gavin Pellitteri

Current Status (per project development process)

Fabrication

Next Steps

The stormwater covers are being fabricated and are expected in Fall/Winter 2023.

Anticipated Completion

Fall/Winter, 2023



PUBLIC ART PROJECTS

Colasanto Spray Park

Lead Agency

City of Alexandria Park Planning

Artist

Béatrice Coron

Project Scope

Commission a permanent artwork for redesigned park space and gateway

Task Force Members

Beth Znidersic, Amol Deshpande, Bernard Johnson, Gayle Reuter

Current Status (per project development process)

Fabrication

Next Steps

Béatrice has begun fabrication of the stelles. Due to procurement delays, the construction of the park may be later than originally anticipated.

Anticipated Completion

Fall, 2024 (revised)



Site/See: New Views in Old Town 2024

Lead Agency

Office of the Arts

Artist

TBD

Project Scope

Commission new, temporary, site-specific public art for Waterfront Park at the foot of King Street for 2024.

Task Force Members

Christina Calloway, Tiffany Williams, Claire Mouledoux, Clint Mansell, Jack Browand, and Nicole McGrew

Current Status (per project development process)

Developing the Concept

Next Steps

StudioKCA is developing the concept which will be shared with the Task Force in October, 2023.

Anticipated Completion

March 2024

PUBLIC ART PROJECTS, cont'd

South Circle Park (Block 32)

Lead Agency

Office of the Arts

Project Scope

Commission an artist to join the park design team and design public art for South Circle Park.

Task Force Members

Tiffany Williams, Dawn Rogala, Tristan Wright, Robert Arzola, Don Hoover, Ana Vicinanza

Current Status (per project development process)

Developing the Artist Pool

Next Steps

The Task Force has reviewed the applications and have made a recommendation to the Arts Commission for approval.

Anticipated Completion

Early 2024 (design)



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

The Task Force has met to review the project outline and develop the project plan for approval by the Arts Commission.

Anticipated Completion

TBD

PUBLIC ART PROJECTS, cont'd

Torpedo Factory Art Center Garage Door Mural

Lead Agency

Office of the Arts

Project Scope

Paint a mural on the new garage door on Union Street at Torpedo Factory Art Center.

Task Force Members

TBD

Current Status (per project development process)

Setting Project Goals & Parameters

Next Steps

Appoint Task Force members.

Anticipated Completion

TBD

Del Pepper Community Resource Center

Lead Agency

Office of the Arts

Project Scope

Commission an original work of public art for the main lobby and adjoining wings of the Center.

Task Force Members

TBD

Current Status (per project development process)

Setting Project Goals & Parameters

Next Steps

Appoint Task Force members.

Anticipated Completion

TBD

Time & Place Alexandria's 275th & America's 250th

Lead Agency

Office of the Arts

Project Scope

Commission public art projects that foster exploration and dialogue about our region's history and its continued reverberations within our community today specifically tied to Alexandria's 27th anniversary in 2024 and America's 250th anniversary in 2026.

Task Force Members

TBD

Current Status (per project development process)

Setting Project Goals & Parameters

Next Steps

Appoint Task Force members.

Anticipated Completion

April – October 2024 and 2026

Public Art Task Force Roster

Public Art Project Task Forces

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 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.

Site/See: New Views in Old Town

1. Tiffany Williams*
2. Christina Calloway*
3. Jack Browand (proj. stakeholder)
4. Claire Mouledoux (proj. stakeholder)
5. Clint Mansell (comm. stakeholder)
6. Nicole McGrew (comm. stakeholder)

Old Town North Stormwater Cover Task Force

1. Gayle Converse*
2. TBD (Arts Commissioner)
3. Gavin Pellitteri (proj. stakeholder)
4. Carolyn Griffin (comm. stakeholder)
5. Ryan Whitaker (comm. stakeholder)

South Circle Park Task Force

1. Dawn Rogala*
2. Tiffany Williams*
3. Don Hoover (proj. stakeholder)
4. Ana Vicinanza (proj. stakeholder)
5. Tristan Wright (comm. stakeholder)
6. Robert Arzola (comm. stakeholder)

TFAC Garage Door Mural Task Force

1. Marcee Craighill*
2. Paul Painter*
3. TBD (proj. stakeholder)
4. TBD (proj. stakeholder)
5. TBD (comm. stakeholder)
6. TBD (comm. stakeholder)

Pepper Center Task Force

1. TBD (Arts Commissioner)
2. TBD (Arts Commissioner)
3. TBD (proj. stakeholder)
4. TBD (proj. stakeholder)
5. TBD (comm. stakeholder)
6. TBD (comm. stakeholder)

West End Transit (WET) Corridor

1. Allison Heck*
2. Brian Kelley*
3. Jennifer Monaco (proj. Stakeholder)
4. Reginald Arno (proj. stakeholder)
5. Donna Fossum (comm. stakeholder)
6. Gus Ardura (comm. stakeholder)

Wilkes Street Park Task Force

1. Chris Kurowski*
2. Marcee Craighill*
3. Ana Vicinanza (proj. stakeholder)
4. TBD (proj. stakeholder)
5. TBD (comm. stakeholder)

Del Ray Gateway Task Force

1. TBD (Arts Commissioner)
2. TBD (Arts Commissioner)
3. Beth Znidersic (proj. stakeholder)
4. Amol Deshpande (LSG) (proj. stakeholder)
5. Gayle Reuter (comm. stakeholder)
6. TBD (comm. stakeholder)

Public Art Annual Workplan Task Force

1. Jason Longfellow*
2. Vacant (Arts Commissioner)
3. Lizette Fox (comm. stakeholder)
4. Linda Budinski (comm. stakeholder)
5. Eli Pollard (comm. stakeholder)

Time & Place Task Force

1. TBD (Arts Commissioner)
2. TBD (Arts Commissioner)
3. TBD (proj. stakeholder)
4. TBD (comm. stakeholder)
5. TBD (comm. stakeholder)

*Arts Commissioner

Public Art Planning & Project Development Process

	DESCRIPTION
Identifying the Project in the Annual Plan	<ul style="list-style-type: none"> 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.
Setting Project Goals and Parameters	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> If finalists are selected, they may be: <ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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 Arts¹¹

• **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)