



Arts and Humanities Meeting Agenda

Special Meeting for the Falls Church Art Walk

April 6, 2022
Virtual Meeting
Minutes

Members Present: Corey Price, Letty Hardi, Mary Sellers,

Guests: Ariadne Autor (Falls Church City Resident)

Call to Order: The meeting was called to order by Corey Price at 10:05

Receipt of Public Comments

- No comments were received

New Business:

1. Creating a Public Art Walk

a. Overall goal

- Draft: Encourage residents to have deeper engagement with the public art throughout Falls Church City in order to build a stronger sense of community identity through the arts.
- Spark more art through discussion, funding and advocacy

b. Confirm audiences

- Falls Church Families
- Falls Church Residents
- Active Residents
- Art Enthusiasts
- Cultural Tourism
- Senior Residents
- Dog Walkers/Dog Owners

c. Potential partners

- Library
- FCPS
- Parks & Recreation Department
- Catch Foundation
- Falls Church Arts
- Tinner Hill Heritage Foundation
- Other arts and culture orgs as appropriate

- Realtors
- Restaurants
- Chamber of Commerce
- Cherry Hill Historic House and Farm
- Churches/places of worship
- Art & Frame or other art businesses

d. Budget strategy

- Ask Council to approve a budget for both phases of the project that would include any promotion fliers, signage, or event costs.
 - Corey will reach out to Danny and Wyatt about funding options through the City
- Ask a local arts/culture non-profit to be the fiscal sponsor
 - Corey will send an email to Falls Church Arts and the CATCH Foundation about fiscal sponsorship including Mary for continuing the conversation
- Ask a local business to sponsor (realtor)
 - Ari will look into reaching out to realtors about sponsorship

e. Public Art Walk: Part 1

i. Self-guided route

- Start with identifying two routes, one for the west end and a second for the core downtown and Tinner Hill/South Washington St Corridor.
- Future self-guided route ideas: Art in the Park, School accessible walk

ii. Promotion

- Create evergreen flyer with QR code to direct people to digital site
- Create branded QR code stickers to place on murals and other artwork
- Use AHC logo & Little City Logo along with color pallet
- Work with Falls Church News Channel to promote Art Walk

iii. Assign tasks / next steps / timeline

- Aim to finish Part 1 by Memorial Day weekend
- Mary will take the lead on drafting the routes
- Ari will look into pricing for promotional materials

f. Public Art Walk: Part 2

- i. Event format
- ii. Promotion
- iii. Assign tasks/ next steps/ timeline

2. Adjourn

- Meeting adjourned at 10:11 AM

*Submitted:
By Corey Price*