



Arts and Humanities Meeting Agenda

Special Meeting for the Falls Church Art Walk

May 6, 2022
Virtual Meeting
Minutes

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

Guests: Ariadne Autor (Falls Church City Resident)

Call to Order: The meeting was called to order by Corey Price at 10:09

Receipt of Public Comments

- No comments were received

New Business:

1. Review of Costs and Quotes

a. CSI Quote

- CSI suggested that we use A frames with printed sign inserts (reusable frames that can be weighted down), Vinyl was not recommended due to durability issues (foot traffic and rain) as well as cost/installation which was higher than A Frames.
- Considering either A Frame signs only, or a mix of A Frames and metal stake signs, I prepared the following estimate
- I counted 24 total artworks that can ONLY be an A frame sign at 200 each
- For 12 of the other art installations, it appeared we could use either an A Frame or a metal stake frame at \$50.
- For budgeting scope, I am including both figures.
- Another note, there are a couple of locations with two art installations nearby such as Big Chimney Park and Mr. Brown's Park.
- I factored in one sign for each of these however, we could realize some small savings by putting both art pieces on one sign.
- \$4,800 (for 24 A Frames and printing)
- \$2,400 (for 12 A Frames in locations with grass surfaces) OR \$600 for metal frames (including printing, metal stakes)

- Projected total cost for signage and A Frames only (not including any city banners or posters)
- \$7,200 or \$5,400
- Another consideration for A frames would be securing a place to store them post-event.

b. Other Options

- Letty suggested using the company who made the Tiger Trail signs, Osburn Associates.
- The Tiger Trail signs cost less than \$1.50 a sign. Perhaps a bit more now with the cost of raw aluminum up. Size is 6” x3”.
- Use AHC logo and QR Code – Corey will share the AHC Logo and Ari will work on a design

2. Funding Update

- Corey Price and Mary Sellers reached out to Falls Church Arts and the CATCH Foundation as potential sponsors. Falls Church Arts declined and the CATCH Foundation would be willing to learn more.
- Corey also reached out to the Recreation and Parks Department about funding the Art Walk. The department does not have the money for an additional program but could take over the walk as a pop-up but the planning would be done by the Special Events Staff and budget would be small. Not enough to fund A Frames.
- Corey and Mary will email the Education Foundation and Chamber of Commerce to see if they could be a fiscal agent.
- Corey and Letty will see if the project could be funded through the EDA

3. Promotion

- Recommend adding a page to the city website (fallschurchva.gov/artwalk) that will send people to the google page. The City website is less likely to change and is trusted in the community.
 - Corey will reach out to the Communications department to see if we can create the page.
- Press release to be drafted by May 16/ May 17
- Corey will send something to the Falls Church Public School morning announcements
- Recommend promoting to social media, in addition to, Falls Church News Press
- Corey can ask the Rec and Park Department to put a flyer in the bulletin boards

• Public Art Walk: Part 1

i. Self-guided route

- Route 1 starts at West End Park Arch and ends at Howard E Herman Stream Valley Park.
 - Potential Name – Nature & Art or Nature of Art
 - Roughly 1 mile/20-minute walk
- Route 2 starts at Little Falls and Park Ave and ends at Big Chimney Park
 - Roughly 1.5 mile/30-minute walk
 - Potential Name- "A Community of Art," or "Civics Lessons in Art"

4. Adjourn

- Meeting adjourned at 10:11 AM

Submitted:

By Corey Price