



Arts and Humanities Council of Falls Church Meeting

July 17, 2020
Virtual Meeting
Minutes

Members Present: Corey Jannicelli, Rosemary Ziskind, Letty Hardi, Marybeth Connelly, Ron Anzalone, Sally Cole, Ellen Gross, Chrystie Swiney, Laura Hull,

Guests: Keith Thurston (CATCH Foundation), Eric Burka (Street Sense), Joe Muffler (Mill Creek), Jeff Hollern (DDS), Amy Friedlande (EYA), Carly Aubrey (DDS), Gary Fuller (DDS), Robin Bettarel (EYA)

Call to Order: The meeting was called to order by Laura Hull at 9:33 am.

Receipt of Public Comments

- No comments were received

Minutes: Minutes from June meeting were approved

New Business:

- **Founders Row Public Art Presentation**
 - Project Background
 - Joe Muffler from Mill Creek and Eric Burka from Street Sense presented their goals for a public art mural and desire for community input.
 - Construction on Founders Row began in 2018 and the team hopes to welcome retail and residence next summer.
 - Mural will be constructed on the NE sidewall on top of the parking garage, where the movie theatre will be located
 - Mural space is 130 feet, starting 20 feet off the ground and rising 30 additional feet high
 - The team is in communication with local neighborhood and St. James School.
 - In vision the mural fitting into the neighborhood context
 - Street sense will design the art digitally then hire a muralist to execute the design.
 - Three concept ideas presented based on conversations with City staff included
 - Gather and Grow- People focused, collage of individuals
 - Discover New Adventure – realistic imagery based on children’s dream world
 - Come to Life – Showcasing history and theatre in a whimsical design

- A&H Council Questions and Comments
 - Vignette verse cohesive image approach to the mural
 - Due to the size of the space, there is concern that cohesive image may be too overwhelming.
- Is there any opportunity for the Arts & Humanities Council to work directly with the artists/ graphic designers on design elements?
 - Yes, some of the designers live nearby
- Would the mural be painted or adhere to the wall?
 - Painted on concert panel expected to last 15 years with little maintenance
- Does the mural have to be designed in landscape?
 - No, the mural can also be done in portrait style
- Can this mural be installed during construction or does installation have to wait until construction is completed?
 - The mural can be installed during the construction phase
- Can Street Sense provide us with examples from other murals they have completed?
 - Yes, examples can be provided
- Recommend Mill Creek and Street Sense all connect with the following individuals and groups about the mural project
 - Tinner Hill Heritage Foundation
 - Margie Jarvis
 - VPIS
- Other suggestions for the mural included
 - Park Ave is an important street, used for the memorial day parade and other events. Suggest considering the following themes
 - Back to Community, Come Together
 - Celebrate Community / Join the Parade
 - History/water/ green/ neighborhood development
 - Muted colors with spots of vibrant colors
 - Theme of Live Local Falls Church
 - Nature, celebrating trees, Falls Church as a small place, spirituality
 - Contemplative, muted, single image of the Blue Ridge mountains you would see from that height
 - Community focus on education and reading
- Next Steps
 - Mill Creek will be meeting with the Architectural Advisory Board, HARB and EDA followed by Planning Commission
 - Mill Creek and Street Sense hope to come back to A&H Council with final concept idea

- **West Falls Church Economic Development Project**
 - Presentation by Amy Frelander of EYA on the special exception site plan updates
 - Company was hired to complete a historical report of the site and high school property along with review of greater Falls Church history
 - Looking into highlighting historical figures such as Mattie Gundry or Thaddaeus Lowe in some capacity
 - Branding elements highlight mid-century design and colors are a nod to the City's founding 1948
 - Development and potential future neighborhood will be named West Falls
 - Developers have committed \$100,000 towards public art but are willing to spend more than the committed amount
 - Considering splash pad, climbing structures, pedestrian connection, and building murals opportunities for public art
 - Questions and Comments from A&H Council Members
 - Many members found the amount of content overwhelming to make comments on
 - Tinner Hill representative was not present and stories of color need to be considered and included
 - Next Steps
 - Deadline to submit comments is July 31
 - Arts and Humanities Council will have an opportunity to collaborate on public art later in the process

Old Business:

- **Falls Church Public Art Policy**
 - Request made to notify Planning Commission that the Arts & Humanities Council will be submitting additional recommendations for the policy document starting on page 62
 - Ron and Keith will compile their recommendations

Roundtable:

- **Cherry Hill Farmhouse** is hosting its first week of Blast into the Past this week. The museum is still closed for tours
- **Victorian Society's** fall activities are currently on hold
- **Historical Commission** meets next Thursday and will be responding to the NewsPress article on Hangman's Tree and Civil War Day along with finalizing the High School Marker on Hillwood
- **CATCH Foundation** is discussing options for this year's WATCH Night
- **VPIS** hosted a semi-successful virtual concert
- **FCA** is still closed but hosted a successful fundraiser in Barb Cram's name along with considering a Plein Air Festival in September
- **Tues July 21 FC Chambers** is hosting a free Zoom webinar on how to be more active by Body Dynamics
- **Tues July 28, FC Chambers** will host a member orientation

Adjourn

Meeting was adjourned at 12:05 pm

Next Meeting is scheduled for Thursday, August 16 at 9:30 am

Submitted: By Corey Jannicelli