



## **Arts and Humanities Council of Falls Church Meeting**

August 20 2020

Virtual Meeting

Minutes

**Members Present:** Corey Jannicelli, Rosemary Ziskind, Letty Hardi, Marybeth Connelly, Ron Anzalone, Sally Cole, Laura Hull

**Guests:** Keith Thurston (CATCH Foundation), Diane Ruggiero (City of Alexandria, Office of the Arts), Emily Bazemore (DDS)

**Call to Order:** The meeting was called to order by Laura Hull at 9:36 am.

### **Receipt of Public Comments**

- No comments were received

**Minutes:** Minutes from July meeting were approved with recommended edits

### **New Business:**

#### **Presentation and Conversation by Diane Ruggiero, Deputy Director, Recreation, Parks & Cultural Activities for the City of Alexandria**

- City of Alexandria allocates \$250,000 yearly to Public Art as part of the capital budget (a fraction of the City's overall capital budget)
  - Unused funds roll over from year to year
- The City has an implementation plan for Public Art and an annual process looking 3 years forward working with a task force and outside contractor.
  - Staff reviews city plans and capital projects that could benefit from Public Art
  - The Public Art task force meets 4 times over the summer with final approval by the City's Arts Commission
  - Task force includes at least two Arts Commissioners and three residents with other areas of interest (tourism, small businesses, economic development, etc.)
  - A new task force is set up to oversee the process for each piece of public art including members of the Arts Commission and community stakeholders.
- Question raised if the City ever commissions art by students
  - Alexandria works with professional artists that meet a certain definition but the artist can work with students.
- Art is subjective, not everyone is going to love it. It's important to focus on whether the artwork achieves the goals of the project.
- Alexandria City Council does not play a role as art professionals in the decision making process.
- Largest project the city has completed had a budget of \$100,000

- A catalog of Public Art can be found on the City's website <https://www.alexandriava.gov/PublicArt#PublicArtinAlexandria>
- Temporary Art is harder to get through a capital budget but allows Alexandria to offer projects such as performance arts
- The City of Alexandria uses [www.callforentry.org](http://www.callforentry.org) to post calls for artists
- Public Art through development (DSUP) projects
  - Art is a voluntary (voluntary art or contribution in lieu of art)
  - Projects have a \$75,000 cap but many developers spend more on art and they have had 100% participation by developers either incorporating art into the process or providing a contribution to the arts fund.
  - Staff reviews materials and signs off on the approval but has limited authority because it's voluntary
  - Recommend connecting with the marketing and landscaping team on a development project. They may be more invested the value of Public Art than the architects and developers.
  - When developers choose to make a contribution in lieu of Public Art, the funds go in a separate account and need to go towards the same small area plan that the development is being built.
  - Private developers are required to maintain the art on their property and when sold the maintenance falls to the new ownership.
  - Arts must provide a maintenance plan and the artwork receives a condition assessment every 5 years.
  - Question raised about developers trying to make art into signage. That has not been an issue in Alexandria for DSUP projects because it wouldn't meet the definition of art given to developers.
  - Alexandria does not allow painted murals to meet the voluntary requirement because of their short lifespan and high maintenance. Murals also need to be disclosed in the sale of the property and there are issues in air rights. Alexandria recommends the use of mosaic tiles or metal artwork on wall as they last longer than paint.
  - The City does have some influence on the art chosen in DSUS projects. They typically review the top three artists and provide recommendations/guidance.
- Process for existing properties to incorporate art on their space
  - This process is mostly handled by the Planning and Zoning Department for the City of Alexandria
  - The City has made changes to their sign policy to allow building owners to more easily add murals to their walls
  - Alexandria has a calculation on how big your sign can be and the calculation dictates how large your name can be incorporated into the overall mural.
  - The City will provide guidance to private owners because they want to make sure art is done well and the residence do not always distinguish between public and private art.
- Question raised whether the City of Falls Church should have someone with an Art background to lead our Public Art projects.
  - It's significantly easier to work with other City departments when you are coming with your own budget, policy and procedures in place.

## Concept for Founders Row

- Keith Thurston presented a graphic concept inspired by impressionist style of Rajendra Kc for the proposed mural at Founders Row.
- Corey will submit this proposal to the developers by email as a concept the Arts and Humanities Council would like to see along with the other concepts that were brainstormed at the previous Arts and Humanities Council Meeting.
- We will also include a reminder of the importance of the developers meeting with the neighborhood and specifically St. James

#### **Old Business:**

- **Falls Church Public Art Policy**
  - Keith and Ron have identified inconsistencies in the Public Art Policy drafted by the UVA students starting on page 60 and are working together to provide recommended changes to the Arts and Humanities Council.
  - Keith should be sending a long a document for review in the next 10 days

#### **Roundtable:**

- **Creative Cauldron** has been hosting outdoor cabaret concerts this summer that have been going very well. The Artist are grateful for the opportunity to perform. Creative Cauldron are also hosting virtual concerts with zoom lobby conversations with bands post concerts.
- **Cherry Hill Farmhouse** finished 3 successful weeks of Blast into the Past summer camp. Farm Day has been cancelled but we are looking into other ways to engage the public virtually.
- **Historical Commission** submitted a formal recommendation of the removal of the hangman's tree plaque. The Historic Falls Church has offered to replace the plaque.
- **FCA** is planning a Plein Air Festival in September/October
- **Sept 15 FC Chambers** is hosting a meet the candidates zoom event
- **FC Chambers** is also working on a zoom happy hour with mixologist and a conversation on Is your business anti-racist with the Black Artist Coalition

#### **Adjourn**

Meeting was adjourned at 11:25 am

Next Meeting is scheduled for Thursday, September 17, 2020

*Submitted: By Corey Jannicelli*