

## Alexandria Commission for the Arts - Meeting

Regular Meeting - Tuesday, October 15, 2024

7:00 – 9:30 pm

Lee Center

Activity Room, 1<sup>st</sup> Floor

1108 Jefferson St., Alexandria, VA 22314

- I. Call to Order (*Commission Chair Brian Kelley called the meeting to order at 7:06 pm*)
- II. Roll Call (*Attachment 1*)
- III. Public Comment (*no public comment*)
- IV. Approval of Minutes (*moved by Paul Painter, seconded by Ashley Smith*)
- V. Chair Report (*Attachment 2*)
- VI. Committee and Liaison Updates
  - a. City Council Committee – Dawn Rogala
  - b. Arts Alliance Liaison – Stacey Becker
  - c. Waterfront Commission Liaison – Marcee Craighill
- VII. Bloomberg Foundation Grant for Street Murals Application
  - a. Recommendation to Allow Office of the Arts to Apply (*Attachment 3*)
- VIII. Grants Task Force Review
  - a. Presentation by Diane Ruggiero and Discussion
- IX. Commission Anniversary Exhibition at the Hilton Alexandria Mark Center Hotel
  - a. Updates and Discussion
- X. Office of the Arts Staff Updates
  - a. Office of the Arts Division Update
- XI. New Business
- XII. Good of the Order and Announcements
- XIII. Adjournment

## ATTENDANCE SIGN-IN SHEET

ALEXANDRIA COMMISSION FOR THE ARTS  
ALEXANDRIA, VIRGINIA

Meeting: Regular

Date: Tuesday, October 15, 2024

Lee Center

COMMISSION MEMBERS:	(Please Sign Name)
Brian Kelley, Chair	<i>Brian Kelley</i>
Paul Painter, 1 <sup>st</sup> Vice Chair	<i>Paul Painter</i>
Trena Raines, 2 <sup>nd</sup> Vice Chair	<i>Trena Raines</i>
Catherine Dehoney, Secretary	<i>virtual</i>
Scott Abeles	
Alvah Beander	<i>Alvah Beander</i>
Stacey Becker	<i>Stacey Becker</i>
Marcee Craighill	<i>Marcee Craighill</i>
Robin Jordan	<i>virtual</i>
Chris Kurowski	<i>Chris Kurowski</i>
Jason Longfellow	<i>Jason Longfellow</i>
Jillian Organek	
David Pritzker	<i>David Pritzker</i>
Dawn Rogala	<i>virtual</i>
Ashley Smith	<i>Ashley Smith</i>
CITY STAFF	
James Spengler, Director, RP&CA	
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	

# Chair Report

October 2024

## Introduction

It is a rarity, but this month we do not have any slated items for public art task forces. Instead, we meet with items that are more about what I might call Commission inside baseball.

## Bloomberg Foundation

The Bloomberg Foundation is putting out a new grant for the new “it” form of public art: the street mural (that is, on the street and pavement, like the work we are doing in Warwick Village). This grant is for a maximum of \$100,000 for multiple sites, with a requirement that the murals be safety/traffic calming, and not just decorative. For the Office of the Arts to apply, they will need approval from City Council. The Commission for the Arts could consider sending City Council a letter of recommendation.

## Grants Task Force

Changes in the regional grants landscape are afoot. Getting grant reviewers to work for free, like many things in the last few years, has become more difficult. From the National Endowment for the Arts to Fairfax County, grants reviewers are now receiving modest stipends/honorariums. Diane Ruggiero will be presenting to the Commission staff research on best practices and possible choices.

One important note, Commissioners themselves would not be eligible for any compensation, as we serve in a purely voluntary capacity. The compensation would be for outside grants reviewers. As I see it, we will probably be discussing and entertaining four scenarios:

- A. Do nothing and wait until next grant cycle. Perhaps we will or will not have difficulty finding volunteers. We would then reassess in Fall 2025.
- B. Compensate grant reviewers with a stipend. Commissioners would cease to be grant reviewers, but would be able to hold oversight role of the grants process. Staff would handle future feedback sessions from arts-nonprofits (we would not require grant reviewers to hold those sessions).
- C. Compensate outside grant reviewers with a stipend. Commissioners would stay on as grant reviewers, but would not be compensated.
- D. Same as C, but allows for 0-2 Commissioners to serve on the Grants Task Force each cycle, meaning there would be flexibility as to how many Commissioners would serve as grants reviewers.

## Hilton Updates

We now have a timeline for the exhibition, as well as the forms and paperwork for the artists to participate in the exhibition. If you have not yet found an artist for the exhibition, I would encourage you to hurry and find one soon. Again, Jason and I are available for consultation if you are still looking for an artist.

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

Sincerely,

Alexandria Commission for the Arts – Chair Report

Brian Kelley

Chair, Alexandria Commission for the Arts

City of Alexandria, Virginia

**MEMORANDUM**

Attachment 3

**DATE:** OCTOBER 15, 2024  
**TO:** ALEXANDRIA COMMISSION FOR THE ARTS  
**FROM:** MEIKA DAUS, PUBLIC ART SENIOR MANAGER, OFFICE OF THE ARTS *MD*  
**RE:** BLOOMBERG PHILANTHROPIES GRANT APPLICATION

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**Request**

Staff requests that the Arts Commission recommend that the City Council allow the Office of the Arts to prepare and submit an Asphalt Art Initiative grant application to Bloomberg Philanthropies for their 2025 grant program.

**Background**

Bloomberg Philanthropies has announced an opportunity for cities in Canada, Mexico, and the United States with populations of 50,000 or more to apply for Asphalt Art Initiative grants up to \$100,000 USD to help improve street safety, activate public spaces, and engage community residents. The program will award 10 cities grants of up to \$100,000 each. The deadline to apply is January 31, 2025. Selected projects would be installed between 2025-26.

Prior to submitting any grant application on behalf of the city, the Office of the Arts must first seek permission from City Council to apply. The Office of the Arts is currently coordinating with affected agencies on a draft grant application, which should also identify preferred location(s) for the asphalt art project(s). With endorsement from the Alexandria Commission for the Arts, staff would seek City Council permission to submit the grant application prior to the grant application deadline.

The Office of the Arts Public Art Program has successfully completed its first asphalt art pilot project in Warwick Village this October. With support from this grant, the Public Art Program would be able to apply the lessons learned from the pilot project to a potentially larger initiative.

**Recommendations**

Recommend that the City Council allow the Office of the Arts to prepare and submit an Asphalt Art Initiative grant application to Bloomberg Philanthropies for their 2025 grant program.

**ALEXANDRIA COMMISSION FOR THE ARTS**  
REGULAR MEETING  
Tuesday, October 15, 2024  
Lee Center – 7:00 pm

Motion Made By:	Motion Seconded By:	Vote Count
Jason	David	Yes:  No:  Abstain:
<b>ACA Motion</b>		
<b>Agenda Item #:</b>		
<b>Motion:</b> motion that the Arts Commission recommend that the city Council allow the Office of the Arts to prepare and submit an Asphalt Art grant application to Bloomberg Philanthropies		