

Community Arts Advisory Committee

Meeting #2

August 8, 2019 | 6:30 – 8:30 p.m.

3700 South Four Mile Run Drive

agenda

INTRODUCTIONS – 20 minutes

- Welcome
- Introductions
- Remarks from County Board Member
Katie Cristol

LEVEL SETTING – 5 minutes

- Ground Rules, Expectations & Responsibilities
- Review of Project Scope & Work Plan

MOVING FORWARD – 85 minutes

- Overview of Tools & Models
- Subcommittee Report Out
Scene Shop/Costume Lab; Joint Use; Mobile Stage – 5 minutes per subcommittee
 - Summary of discussions (including rubric)
 - Information required
 - Next meeting date
- Criteria Evaluation & Model Building
 - Introduction of template – including rubric evaluation tool and model building
 - Agreement on overarching goals, success criteria and measures for each service

introductions

welcome

introductions

remarks

level setting

ground rules, expectations & responsibilities

review of project scope & work plan

ground rules & working agreements

Agreements create a safe space for dialogue, critical conversation and decision-making, while aiming to create equity of voice for this work.

- Listen to each other
- Participate fully
- Respect and share air time
- Be brief – share air time
- Assume positive intent
- One person talks at a time – signal intent to speak (using name tents)
- Think creatively
- Remain positive and forward looking
- Speak for yourself, not on behalf of others
- Differences of opinion are natural and useful

expectations & responsibilities

- The process is explicit, rational, and fair.
- I was treated well and my inputs were heard.
- I can live with and commit to the outcome.

from consensus prime – decision making

project scope

1. **catalogue** public and private **arts services** in arlington and the region to include audio-visual services, costumes and scenery construction;
2. develop and analyze **alternative management and service delivery proposals** and funding sources for scenic studio, costumelab and mobile stage operations including a proposed transition for future operations;
3. evaluate and propose **public-private partnerships** for audio-visual services, costumes and scenery construction;
4. develop a new **scheduling process for joint-use theater space** in partnership with arlington public schools.

work plan



moving forward

overview of tools & models

subcommittee report out

criteria evaluation & model building

subcommittee report out

Scene Shop and CostumeLab	Mobile Stage	Joint Use Theater Scheduling
<ul style="list-style-type: none">▪ Maggie Boland▪ Sara Duke▪ Jane Franklin▪ Tom Prewitt▪ Steven Yates▪ Alex Bryce	<ul style="list-style-type: none">▪ Pryalal Karmakar▪ Amy McWilliams▪ Kat Williams	<ul style="list-style-type: none">▪ Pam Farrell▪ Carol Cadby▪ Ava Boston and Yasmina Mansour▪ Janet Kopenhaver▪ Leslie Peterson▪ Matthew Randall

FIVE MINUTES OR LESS...

- summary of discussions (including rubric)
- information required
- next meeting date

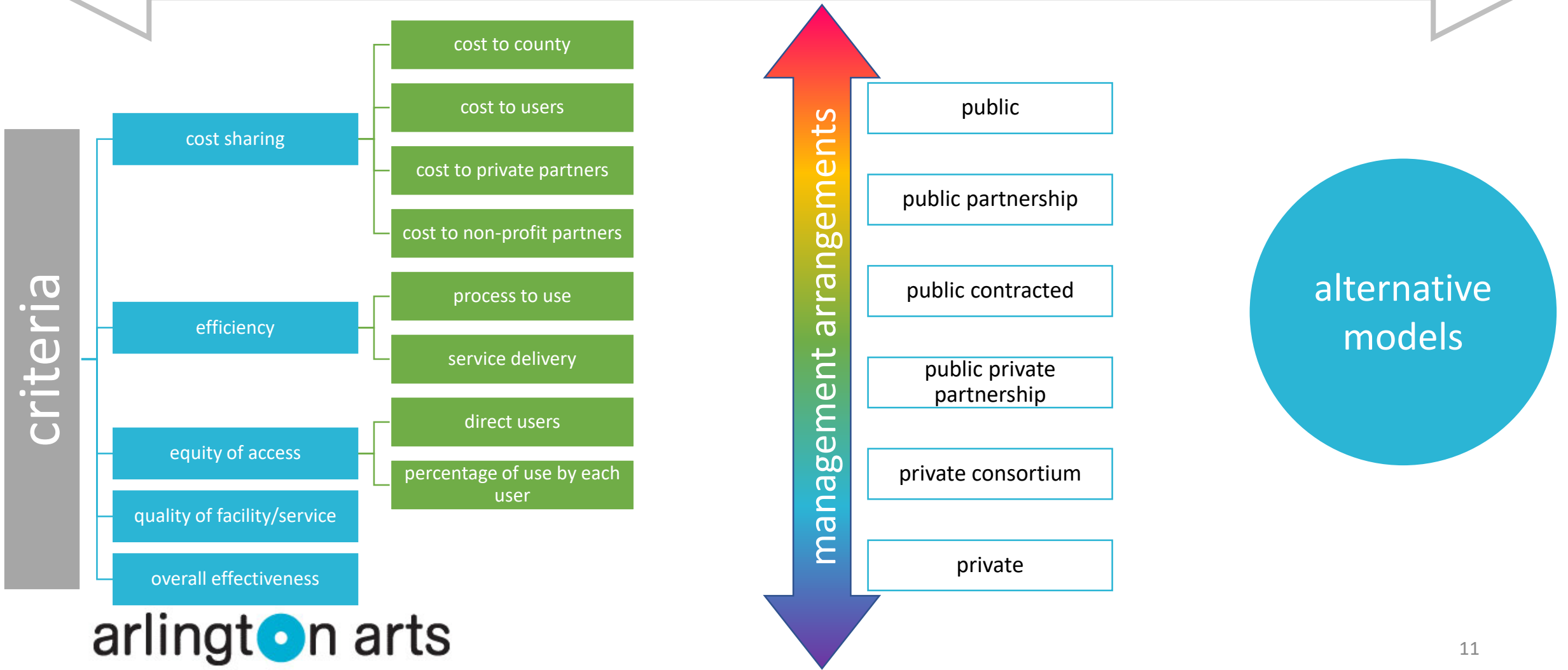
a suggested framework: five steps

for each service:

1. define the service
2. describe the overarching goal for the future state of the service
3. define the factors that will determine the achievement of this overarching goal (criteria), how these will be measured and what you consider the 'optimal state' indicators for these measures
4. generate ideas/scenarios for the service
5. evaluate the ideas /scenarios against the optimal indicators and the current state, and summarize the results

criteria evaluation & model building

feedback



tools & models

Initial Proposal of Rubric of Evaluation Criteria for Options for Scene Shop, Costume Lab and Mobile Stage

Column A contains the criteria by which an option will be assessed; Columns B through D are examples of the kinds of measures and indicators that could be applied for each criterion

CRITERIA	EXAMPLES - MEASURES & INDICATORS													
Cost sharing	Cost to County is X%	Cost to User is X% of market rate	Cost to Private Partner(s) is X%	Cost to Non-Profit Partner(s) is X%										
Efficiency	Usage is at X% by, 2021, and increases by n% annually	X Visibility is reached through marketing mix of a+b+c+d by stakeholders quarterly												
Equity of Access	All Users have equitable access to service area/agreement	Measured by time, cost, need, priority, first-come, first-served. . .												
Quality of Facility/Service	Equipment is up-to-date and maintained	Service Area/Agreement: Joint Use Agreement for Thomas Jefferson and Gunston Middle Schools Only												
Overall Effectiveness	Increase theater County	Brief Description of Service	Direct Users	Percentage of use by each user	Cost to County (FTE, overhead breakdown, etc.)	Cost to each user	Cost to Private Partner(s)	Cost to Non-Profit Partner(s)	Marketing Strategy by County	Marketing Strategy by User	Marketing Strategy by Non-Profit Partner(s)	Marketing Strategy by Private Partner(s)	Other?	
	Current State	CAD Tech director works with facility managers at the two schools and with the relevant arts organizations to negotiate available facilities, dates and times. Procedure: each arts organization submits its proposed dates to CAD Tech Director. After the schools set their calendars, CAD Tech Director works with schools to find availability for the arts organizations. In April of each year, the arts organizations receive a paper calendar with their schedule of facility use. Typically, the schedule is within one month of the dates requested by the arts organizations. Challenges: Rarely, a school change has impacted the arts calendar. There is one time where and arts organization had no space in the two middle schools and had to use the CAD Black Box which was not ideal.	The Arlington Players, Encore Stage & Studio, etc. (list out all)	X percent: TAP, etc.	X percentage of an FTE time per month/year	\$XXX.XX	can be N/A if needed	can be N/A if needed	can be N/A if needed	can be N/A if needed	can be N/A if needed	can be N/A if needed	Please add more categories as needed	
	Optimal State	Digital calendar system where each arts organization uploads its dates. These are pending until reviewed and approved by CAD/APS. These would be in view-only mode so that arts groups can see on a high-level what conflicts there are in the calendar. If school and other emergencies/events occur and demand changes, the changes would be made digitally and alert all parties.												
	Alternative 1													
	Alternative 2													
	Alternative 3													
	Alternative 4													
	Alternative 5													

criteria evaluation & model building

- Overarching goals, success criteria and measures for each service

Overarching goals – meeting discussion

- Scene Shop & CostumeLab
 - Costumes for production (if needed) – to communicate the character; drama & story
 - Quality of production
 - Better audience experience
 - Community participation in the shop
 - Employment of technicians
 - Education/learning
 - How to use equipment
 - History via costumes
 - Enriching the community
 - Entertainment & cultural expression

wrap up

- ❑ finalize criteria
- ❑ sub-committee work
 - ❑ schedule meeting(s)
 - ❑ initial alternative model building
- ❑ next meeting: August 29 @ 6:30 pm