

# COMMUNITY ARTS ADVISORY COMMITTEE

## Regular Meeting

6:30 PM, Thursday, August 29, 2019  
3700 South Four Mile Run Drive  
Arlington, VA 22206

### DRAFT MEETING NOTES

#### MEMBERS:

	Present	Absent		Present	Absent
Maggie Boland (MB)	x		Yasmina Mansour (YM)		x
Ava Boston (AB)		x	Amy McWilliams (AM)	x	
Carol Cadby (CC)	x		Leslie Peterson (LP)	x	
Sara Duke (SD)	x		Tom Prewitt (TP)	x	
Pam Farrell (PF)		x	Matthew Randall (MR)	x	
Jane Franklin (JF)	x		Kat Williams (KW)	x	
Pryalal Karmakar (PK)	x		Steven Yates (SY)	x	
Janet Kopenhaver (JK)	x				

**CHAIR:** Anika Kwinana (AK)

**FACILITATOR:** Richard Brewster (RB)

**COUNTY BOARD MEMBER:** Katie Cristol (KC)

**STAFF PRESENT:** Jill Hunger (JH), Shannon Flanagan-Watson (SFW), Cindy Richmond (CR)

#### INTRODUCTIONS

- I. Welcome
  - The meeting was called to order by AK at 6:35 pm; quorum present.
- II. Brief introductions

#### LEVEL SETTING

- III. Agenda Review
- IV. Ground Rules, Ground Rules, Expectations & Responsibilities
  - JH reviewed and asked for any comments, edits. No changes.
- V. Review of Project Scope & Work Plan
  - JH reviewed the scope and the work plan and informed the committee of the status and the next steps.
- VI. Update from County Manager's Office
  - SFW discussed. Conversations with the three affected organizations. Positive resolution and no proposed changes.
  - JK – Is this action for this year or permanently? SFW – no plans to make changes at this time.

#### MOVING FORWARD

- VII. Subcommittee Report Out (Scenic Studio/CostumeLab; Joint Theater Scheduling; Mobile Stage)
  - AK – Asked for the committee to use its creative thinking. Push outside of the box. Incredible work. Listen to the presentations and build on the ideas. Tonight is not the time to evaluate.

**Scenic Studio/CostumeLab:** SY

- a. Defining the services: SEE SLIDES – primarily Scenic Studio but some CostumeLab
- b. Overarching goals: SEE SLIDES
- c. Measures & indicators: SEE SLIDES – added a new criterion “overall artistic impact”
- d. Initial brilliant ideas: SEE SLIDES
- e. Info needed? D
- f. Key questions?

#### COMMITTEE DISCUSSION ON SCENIC STUDIO/COSTUMELAB DEFINITION & OVERARCHING GOAL

MR – Facilitate better shows. “Better” can be subjective. MB – high quality is intended.

MB – There is hidden expertise provided by staff to APS.

MR – Does APS offer shop? CC – Available at the Career Center. Construction and set-building is all set based & on-site at the schools.

#### MEASURES:

LP – Clarified that defining specificity around access comes later.

SD – Service states ADA compliance but not listed as a measure. Should it be part of equity of access or quality criteria?

AK – Does affordability also tie into equity of access?

#### BRILLIANT IDEAS (ADDITIONS)

##### Scenic Studio

- Build out the idea of “Marketing.” For example, identify specific audiences – like different types of arts groups, and segments of the general public.
- Copy recent public library idea: RFP for public access, use of library card [?]
- Reduce costs to the County by reducing open hours.
- Partner with local universities for set construction.
- Relocate the Scenic Studio to another site, thus freeing up the space for Gunston Middle School.
- Signature run/oversee the Scenic Studio.
- A nonprofit organization is formed by the groups (cf similar idea in Philadelphia.)
- Double down on current Scenic Studio: aggressively embed in community, e.g. create artist residencies, develop community input and use, take interns.

##### CostumeLab

- Put the inventory online.
- Relocate the Lab.
- Signature run/oversee the Lab.
- Introduce a library card system – show my card and I can have a costume.
- Clean up the inventory.
- Double down on Lab as community resource (see Scene Shop, above.)
- Aggressive monetization of Lab/costume service.

#### ISSUES/QUESTIONS

- Need to expand on “Cover costs...”: County makes grants to cover some or all of the costs of groups getting sets made elsewhere.
- Still need to confirm how the County Tech support positions will be incorporated into the Committee’s recommendations.

AK – think as citizen – if there was more robust use of the services, there would be no need for this conversation. County Resources & Enriching Lives. Artist residencies. Building more community around. Robust resource.

**Joint Use Scheduling:** Sara Duke. Learning about the EMS scheduling system was helpful.

- a. Defining the services: SEE SLIDES
- b. Overarching goals: SEE SLIDES
- c. Measures & indicators: SEE SLIDES – still working. Scheduling is important but also maintenance of the space is important.
- d. Initial brilliant ideas: SEE SLIDES
- e. Info needed?
- f. Key questions?

#### COMMITTEE DISCUSSION ON JOINT USE SCHEDULING

##### DEFINITION & OVERARCHING GOAL

MB – Questioned whether the service is providing space in general & not just TJ & Gunston? Or is the service supposed to limit to just the two spaces? SD – instructed to limit but that is why there is a question: would service delivery would be better if additional venues were added?

LP – Clarified that TJ & Gunston – are both community use facilities to share with an established MOU. Obligation to arts. Expansion to other schools could be a bit different. Not impossible.

PK – 3700 included? SD – told to exclude.

AM – Asked what is the reason for the advance time for grants? CR – money is allocated July 1 for approval. Lots of discussion about how long it takes. Guidelines set in October. Recently added an “Attempt to Apply” piece. Mandatory workshops for applicants. Time to write the grant (November – February). 6-week review period. Grants Day in April to discuss/score. Notification – preliminary & applicants can appeal. The timing could be compressed.

SD – space & services was separated from cash grant allocations. Concern around dates include the rights to shows, advertising, rehearsal, etc.

AK – two things: charge for the scheduling for joint-use. No limitations for recommendations about other spaces. Look at the Enriching Lives document – interesting to see how it relates back to the goal.

##### MEASURES

SD – quality of service – add that patrons are pleased with venue

##### BRILLIANT IDEAS

###### Additions

- Create unambiguous rules for using EMS scheduling platform and let groups do it.
- Find non-APS locations for performances (County or other.)

###### Other points

- Staffing suggestions can and should be include in options presented.
- Scheduling of performance space in 3700 has to be integrated with scheduling of TJ and Gunston but will have to be handled outside of the EMS. An unavoidable complication?
- Committee’s charge does not preclude proposal of use of school spaces other than TJ and Gunston.

AK – “Brilliant Question & not Brilliant Idea” Can we presume that the work of scheduling will continue to be a function regardless of services? Rhetorical – can include staffing. KC – very helpful.  
KW – Group that wants access - one maintains the calendar; first dibs; rotates. Take it off the County – places on the users. SD – Agreed. Facilities managers of the building are the ultimate arbiters.

#### ISSUES/QUESTIONS

- Whether or not each or any of these current resources (as opposed to a future service.) are the best use of the resources that the County devotes to the arts should inform all of the thinking and discussions of the Committee and its sub committees.
- How each of the overarching goals and scenarios relate to the County’s strategy “Enriching Lives.” Links should be made explicit in the proposed options.

#### **Mobile Stage:** Amy McWilliams

- a. Defining the services: SEE SLIDES
- b. Overarching goals: SEE SLIDES
- c. Measures & indicators: SEE SLIDES – lots of questions that require answers.
- d. Initial brilliant ideas: SEE SLIDES
- e. Info needed? SEE SLIDES
- f. Key questions?

#### COMMITTEE DISCUSSION ON MOBILE STAGE

##### DEFINITION & OVERARCHING GOAL

SD/MR – does the mobile stage come with lighting? Sound? It has the capacity to handle this.

CC – Rental includes just the mobile stage – what about technicians, light, sound? AM – CPRO contracts with a private company to handle the technical AV needs.

TP – What proportion of the use of the stage is County? 3 – 4 events out of 13 per year.

PK – There is a need for light & sound with larger events. Additionally, a power supply & generator necessary for street festivals. Have to rent these facilities. Challenge to convince to hang LED screens – nobody was trained. Make a mobile stage rental fully comprehensive.

#### MEASURES

Still a work in progress.

#### BRILLIANT IDEAS (ADDITIONS)

- Enhanced branding, as part of enhanced marketing of the service.
- Forming a regional collaborative, which provides a mobile stage service to theater groups in the area.
- Deploy (more systematically than now,) the Cultural Affairs tech. staff in support of the Mobile Stage.
- Make the current stage state-of-the-art, for example by adding LED light and high quality audio-visual capacity.
- The County to replace the current stage with such a state-of-the-art facility and systematically and aggressively market it across the region.

#### ISSUES/QUESTIONS

- We need some good information on the value different County users place on the availability of the Stage currently.
- Need to understand the real state of the stage/"odometer for the stage."

#### **WRAP-UP**

- LP – good start.
- MB – The committee needs to be honest about the services & how prioritized. Question what the best use of the modest funds is for the arts. Helps to inform the discussion.
- MR – helpful for the focus with common vocabulary developed.
- Next phase – RB discussed per slides
  - CC – who is doing the research? RB – we are working through
  - AK – the subcommittees need to be proactive in asking staff for information.
- Next meeting
  - Full committee: September 19, 2019 @ 6:30 pm
- Other
  - LP – rep as APS. But also involved with community theater.

#### **ADJOURN**

- The meeting adjourned at 8:32 PM.