Meeting Minutes
December 18, 2019

Member | Present | Absent | Member | Present | Absent
--- | --- | --- | --- | --- | ---
Marsha Semmel, Chair | X | | Tina Worden, Vice Chair | X | 
Terri Baumann | | X | Anika Kwinana | | X
Carl Bedell | X | Jordan Lewis | | X | 
David Carlson | X | Felecia McFail | | X | 
Anne Curley | X | Sarah Robinson | | X | 
Susannah Haworth Dunn | X | Carlos Velázquez | | X | 
Robert Giron | X | |

1. Welcome and Call to Order

The regular meeting of the Arlington Commission for the Arts was called to order at 7:05 pm. New Commission Member, Jordan Lewis, and guest, Chris McConnell, were introduced.

2. Approval of Meeting Minutes

Motion to approve minutes from the November 20, 2019 regular meeting was made by Commission Member Worden and seconded by Commission Member Bedell. The motion passed with 6 votes for, 0 votes against, and 2 abstentions (Curley, McFail).

3. Chair’s Report

- Chair Semmel thanked Commission Member Tina Worden for her 6 years of service on the Arts Commission.
- She also thanked Commission Members for their efforts throughout the year to connect with others in the community about arts in Arlington. She is looking forward to developing relations with JFAC and Planning Commission representatives and others re: cultural facilities.
- Semmel reported that she and Vice Chair Worden recently met with County Board Liaison Katie Cristol about the CAAC work. She is drafting a letter to the County Board expressing her appreciation.

4. Cultural Affairs Division Director’s Report

- In her absence Director Isabelle-Stark provided an activity report for CAD (see Attachment 1).

5. 4MRV Arts & Industry Update – AED Deputy Director Cynthia Richmond presented information about Phase 1 of the Arts & Industry District Study at Four Mile Run Valley (see Attachment 2).
6. Committee/Task Force Reports:
   a) Engagement Committee: In Committee Chair Baumann’s absence there was no report.
   b) Grants Committee: In Committee Chair Velazquez’s absence a report was included in the meeting packet (see Attachment 3.)
   c) Public Art Committee: Committee Chair Bedell reported that the SPRC meeting for the Marriott Key Bridge project was scheduled for the January meeting.

6. Update on Local Projects
   • Plan Lee Highway: Commission Representative Carlson reported that he will be mindful of activity and proposals about Lee Arts Center as the plan evolves.
   • 4MRV Arts & Industry District: Commission representative and Community Group Co-Chair McFail reported that the first meeting of Phase 2 was held December 9.
   • Shirlington Special General Plan Land Use (GLUP) Study: Commission representative Curley reported that results from the community survey will be available when completed.

7. Old Business
   • Commission Member Carlson reminded the group of the closing reception and holiday party at the Fred Schnider Gallery of Art on December 20, 2019.

8. New Business
   • Commission Member Worden mentioned the Livability Initiative for Zip Code 22202.

9. Adjournment

   The meeting was adjourned at 8:47 pm.
Cultural Affairs Director’s Report for the Arlington Commission for the Arts
December 18, 2019

I. Informational:

- **Director**
  - Attended Meeting #1 of Arts and Industry District Advisory Committee (AIDAC). Discussion on committee charge, process and timing of community open house. *EL: InvestandBuild-Infrastructure*
  - CAD move to 3700 scheduled for January 22. Painting and carpeting will be done in beginning of January. Avant Bard and Jane Franklin Dance will be moving to RM 128. They will be collaborating on a project for a new Artist-in-Residence (AIR@3700) initiative. Announcement coming in January.
  - Met with staff from Wesley Housing Development Corporation with Holly Koons, Arlington Arts Center, on developing an artist-in-residence opportunity.
  - Artist Simone Agoussoye of ARC 3409 Studios was burglarized over Thanksgiving break. Over $2,000 worth of equipment and materials were stolen. I will meet with her and Condo Board about window transparency requirement from site plan condition and the unintended consequence of compromised safety.

- **Community Arts and Events/Grants**
  - Met with Art Nexus team at Three Whistles in Clarendon; we will partner to revive the Arts Meet. Three Whistles will serve as the home for this event. We also discussed the possibility of hosting one Arts Meet-up for students later in 2020. The Arts Meet will now take place the last Thursday of the month beginning on January 30.
  - Grants: Intent to Apply forms were due at the beginning of the month. All potential applicants were eligible. I am also excited to say that all past grantees were compliant with reporting, this means we have no penalties this year.
  - Grant Applications were sent to all potential grantees along with the information about AEI’s Grant Writing Workshop in January.
  - Focus for early January: Arts Meet promotion and Project Management of the move to 3700.
• **Arts Enterprise**
  - **Arts Enterprise Institute** *EL: Integrate-Bring Together*
    - FY 2020 The Writer’s Center confirmed workshop – 29 sessions
    - FY 2020 The Writer’s Passage confirmed workshop – 8 sessions
    - Grant Workshop - January 16, 2020 – Individual Artists
    - Grant Workshop – January 18, 2020 – Organizations
  - **Gallery 3700 EL: Terroir-Art Everywhere**
    - Places in Paper - Guild of American Papercutter Exhibit has been de-installed at 3700 and is now installed at Westover Library – Melanie Kehoss, 2020 Individual Artist Grant recipient.
    - February 8, 2020 at Westover Library – Beginner Papercutting Workshop - SOLD OUT – 8 people on the waitlist.
    - Planning on a 3rd papercutting workshop in the spring, 2020
  - **Steven Munoz – Lee Arts Center** – Offered a residency at the Penland School of Crafts in Printmaking. *EL: LearnandExplore-Tomorrow’s Talent*

• **Cultural Development**
  - **Groovin On The Pike @ CPL** featuring The Grandsons on 12/6 was attended by the largest crowd of the Fall season (200 attendees)
  - **GRUMP Holiday market** in Crystal City (800 attendees).
  - **AAT project, Ties That Bind**, installed at Bozman Government Center.
  - **Art on The ART Bus** installed featuring artist Amos Kennedy. This is the first part of a multi-faceted 2020 program commemorating the 60th anniversary of the Arlington lunch counter sit-ins.
  - **Onboarding for literary staffer Dan Brady** continues.
  - **Ongoing programming for summer music festivals and series** continues.

• **Marketing**
  - **Online promo of final Fall Groovin’ On the Pike concert on 12/6**
  - **Grump Promotion**
    - ARLnow sponsored content article (12/04)
    - Picked up in *Washingtonian Magazine’s* holiday market roundup.
  - **Met with Eric Thornton (GMU) about promo. of new venue (12/10)**
  - **Assisted Kylene with photo content/editing of upcoming arts eBlast as she takes over as primary editor.**
  - **Continued meetings with Cynthia - refining AAT / AABus content & titles.**

• **Public Art**
  - **Foon Sham’s sculptural gazebo Ridge** was dedicated on Saturday, December 7 as part of Oakland Park redesign.
  - **Two of our projects have been selected to receive DESIGNArlington Awards**, a biennial awards program that recognizes excellence in design, showcasing the distinctive architectural, historic preservation, landscape and public art projects in our community.
    - *Gravity and Grace by Cliff Garten – Merit Award*
    - *Arlington Abstracted by Marc Pekala – Honorable Mention*
• Facilities and Technical Services (support services)
  o Encore’s production of *Narnia* is currently under construction in the Scenic Studio and will be opening in the TJ theater on January 10.
  o Staff will be supporting The Arlington Martin Luther King Celebration on January 19 at Wakefield High School.
  o (From Hal Crawford) I will be retiring from Arlington County on January 3 so this will be my last contribution to this report. It has been a pleasure to work with Cultural Affairs for 29 years but now it is time to take my leave. I offer my best wishes to the Commission; as an Arlingtonian, I truly appreciate the work you do to support the arts in Arlington.

II. Discussion:
Enriching Lives Goals and Strategies
EL: Integrate-Engage
EL: Integrate-Bring Together
EL: Integrate-Embed

EL: InvestandBuild-Infrastructure
EL: InvestandBuild-Risky Business
EL: InvestandBuild-Cross-Pollinate

EL: LearnandExplore-Ageless Inclusion
EL: LearnandExplore-School Days
EL: LearnandExplore-Multi-Culture Culture
EL: LearnandExplore-Tomorrow’s Talent

EL: Spotlight-Public Passion
EL: Spotlight-Keep It Local
EL: Spotlight-Shine

EL: Terroir-Everyone Wins
EL: Terroir-Civic Fun
EL: Terroir-Art Everywhere
FOUR MILE RUN VALLEY AREA PLAN
IMPLEMENTATION ELEMENT
ARTS & INDUSTRY DISTRICT

Arts and Industry District
Presentation to the Arlington Commission for the Arts
December 18, 2019
B4. ARTS DISTRICT

A variety of visual and performing artists, arts organizations, and cultural affairs staff currently operate in 4MRV, primarily in the County-owned building at 3700 Four Mile Run Drive. The rehearsal, artist, and recording studios, black box theater, and office spaces located within the building provide users with a unique clustering of arts and creative activities producing a fertile environment for collaboration and innovation.

The vision for the future is that this confluence of arts and creative activities will continue to evolve, and potentially grow into an Arts and Industry District.

a. Work with the Arts Commission and the arts community to focus on the production needs of artists and develop a strategy for expanding arts uses within the study area consistent with *Enriching Lives: Arlington Arts and Culture Strategy* (See Chapter 5 for discussion and timeline for initiation of a public process to explore this issue.)

b. Explore opportunities to promote the expansion of arts uses within the area, including the evaluation of an Arts and Industry District.

c. Encourage the introduction of additional arts, maker uses, and new retail uses in the area between Nelson Street and Walter Reed Drive as properties become available.

d. Collaborate with adjoining business and property owners and the business association in developing appropriate street designs for Oakland Street to further the vision for the area.

e. Work with the Arts Commission, the Public Art Committee, Public Art Staff and the community to identify opportunities, per the Public Art Master Plan, to integrate public art within identified parks, public spaces, and other Four Mile Run Valley locations.

f. Work with Virginia Dominion Power, the arts community, and area businesses and residents to explore possible artistic screening options for the substation located on Four Mile Run Drive.

The classification of an “Arts District” can vary dramatically – it can be as minimal as nominal marketing and branding within an organically formed area or as intense as a legally defined geographic boundary with new facilities, financial incentives and dedicated programming. A review of these various types of districts will be necessary to evaluate the potential benefits in realizing the vision for 4MRV.

Components that classify the district will include, but not be limited to:

- Key attributes of the district;
- Geography of the district;
- Relationship to parks and open space;
- Utilization of County resources and facilities;
- Marketing and branding;
- Zoning and/or other regulatory requirements;
- New or expansion of existing facilities; and
- Tax benefits or other financial incentives.
BACKGROUND COUNTY-OWNED PROPERTIES

The County owns three parcels within Subarea B.

Policy guidance for these properties include:

a. Continue to meet performance, studio, rehearsal, storage and meeting space needs for artists, arts organizations and the County, in the short-to-medium term.

b. Examine how to best utilize the County’s land holdings to implement the Plan’s vision, consistent with existing County policy, in the long term.

To be discussed as part of the community process regarding Arts/Arts and Industry District.
BACKGROUND IMPLEMENATION

- Four Mile Run Valley (4MRV) Area Plan adopted by County Board in November 2018
- Early implementation tasks set forth in the 4MRV Area Plan
- Originally envisioned as a one-year, two-phased process
  - Technical advisory panel
  - Community evaluation working group
- Provide input into the land use & zoning analysis work
- Timeline may be accelerated

FIGURE 5.1: EARLY IMPLEMENTATION
BACKGROUND
TWO PHASE PROCESS

Phase 1
Technical Advisory Panel (TAP)
• Led by County staff
• Commission for the Arts (2) and the Economic Development Commission (2)
• Scope:
  – Identify key attributes that define arts and industry districts;
  – Research and review best practices related to arts (and industry) districts throughout the country;
  – Establish criteria for evaluating arts and industry district models; and
  – Develop and evaluate four to six alternative arts and industry district models.

Phase 2
Arts and Industry District Advisory Committee
• Led by County staff
• 12 members; co-chaired by members of the Commission for the Arts and the Economic Development Commission
• Scope:
  – Discuss the opportunities and challenges associated with various arts and industry district models developed by the TAP; and
  – Ensure that any potential new arts and industry district works in concert with existing and new businesses.
PHASE 1 | PROCESS

Review of Attributes
- Any concept will involve multiple attributes
- Establishes the type of and varying character/impact of key attributes
- Starts the scenario building process with a full understanding of the pieces of a puzzle

Scenario Building
- Establishes universe of potential scenarios by putting together the attribute pieces
- Identifies complementary or conflicting attributes
- Establishes initial desired outcomes
- Bottom up approach

Initial Pros and Cons
- Conceptual pros and cons analysis of each scenario
- Potential to eliminate some scenarios
- Establishes key questions for further study further

Targeted Research and Analysis
- Research and analysis of scenarios potentially includes:
  - Local context/feasibility
  - Fiscal impact (prelim)
  - Ability to achieve desired results
  - Lessons learned from targeted case study research
- Establishes core foundation of data to inform final phase

Scenario Whittling
- Consensus
- Whittle down to 4-6 scenarios for final consideration
- Reporting of expected outcomes and impacts of final scenarios
<table>
<thead>
<tr>
<th><strong>Organic</strong></th>
<th><strong>Flexible</strong></th>
<th><strong>Aspirational</strong></th>
<th><strong>Prescriptive</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Geography</td>
<td>Identify general spheres of activity and influence with associated themes/visions primarily for programming and marketing purposes</td>
<td>Identify and define specific nodes of activity with existing or envisioned unique characteristics, form and function for the purpose of targeted programming and investments</td>
<td>Defined boundaries based upon list of parcels that will drive governance structure, land use, regulatory and financial incentives</td>
</tr>
<tr>
<td>Governance</td>
<td>No defined governance structure</td>
<td>ACA/EDC subcommittee providing input and direction</td>
<td>Permanent community steering committee with appropriate staff support resources</td>
</tr>
<tr>
<td>County staff resources required</td>
<td>Minor adjustments to AED/CAD workplans</td>
<td>Intermittent contractor support</td>
<td>Continual contractor support</td>
</tr>
<tr>
<td>Funding mechanism</td>
<td>None</td>
<td>Intermittent County grants and loans for special projects</td>
<td>Annual County budget allocations</td>
</tr>
<tr>
<td>County Financial Incentives</td>
<td>No financial incentives</td>
<td>Targeted one-off grant programs and or special projects</td>
<td>Ongoing grants programs</td>
</tr>
<tr>
<td>Partnerships</td>
<td>Stakeholder outreach and found opportunities</td>
<td>Partnership framework in place with annually defined near-term opportunities</td>
<td>Strategic project- and program-focused sustaining partnerships</td>
</tr>
<tr>
<td>Visioning/Policy Process</td>
<td>4MRV adopted plan</td>
<td>A&amp;I working group report to CB</td>
<td>Broad community planning process into CB adopted A&amp;I district policy document</td>
</tr>
<tr>
<td>Land Use &amp; Zoning</td>
<td>No changes to current zoning</td>
<td>Expand by right or use permit land use categories within existing zoning districts for desired land use types</td>
<td>Amend GLUP to create defined district with land use incentives for targeted desired land uses</td>
</tr>
<tr>
<td>Architecture/Design</td>
<td>No guidelines</td>
<td>One-time study on best practices for architecture and placemaking elements</td>
<td>Design guidelines (policy guidance)</td>
</tr>
<tr>
<td>Infrastructure Investments</td>
<td>4MRV adopted plan</td>
<td>4MRV plan and special implementation items - e.g., parking study</td>
<td>Focused attention within CIP process with stakeholder input</td>
</tr>
<tr>
<td>Regulatory Incentives</td>
<td>No unique regulatory requirements</td>
<td>Targeted AED support and liaison responsibility</td>
<td>Expedited land use and permitting process</td>
</tr>
<tr>
<td>Marketing</td>
<td>Incorporate into AED, CAD and ACVS marketing materials</td>
<td>Targeted initial marketing campaign</td>
<td>Annual marketing and advertising workplan with committed staff/contractor resources</td>
</tr>
<tr>
<td>Arts Programming Planning</td>
<td>Truly organic</td>
<td>Plan for known strategic opportunities</td>
<td>Programming plan focused on core audience/stakeholder groups</td>
</tr>
<tr>
<td>Arts Programming Implementation</td>
<td>Current CAD programming activities</td>
<td>CAD focused effort on arts programming in A&amp;I district</td>
<td>Dedicated programming funds administered by CAD staff in collaboration with community steering committee</td>
</tr>
<tr>
<td>Business Support</td>
<td>Current County services - Bizlaunch, Bizteam, ISD pre-permit review</td>
<td>Dedicated County staff team responsible for outreach and business support</td>
<td>Creation and County staff support of merchant/trade organization with appropriate resources</td>
</tr>
<tr>
<td>County Owned Facilities</td>
<td>Continue current operations at 3700 Four Mile Run</td>
<td>Temporary opportunistic programming into parks and currently underutilized County facilities</td>
<td>Investment in and expanded use of existing 3700 Four Mile Run and old Signature garage buildings and more formal use agreements for parks and open spaces</td>
</tr>
</tbody>
</table>
• Governance
• Stakeholder Input
• Marketing/Branding
• Arts Programming
• Facilities
• Business Support
• Land Use/Zoning
• Regulatory/Incentives
• Infrastructure

• Facilities
• Programming
• Industry Vision
• Arts Vision
• Nascent or Mature
• Look and Feel
• Neighborhood
• Audience
• Function/Purpose

Attributes

Themes

Scenarios/Models
## PHASE 1 | MODELS

<table>
<thead>
<tr>
<th>Model</th>
<th>Arts</th>
<th>Industry</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Branding and Marketing of Existing Assets</td>
<td>Maintain status quo</td>
<td>Established brand and marketing message</td>
</tr>
<tr>
<td></td>
<td>Focus on existing arts programming resources</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Enhanced Investments in the Arts</td>
<td>Maintain status quo</td>
<td>Established brand and marketing message</td>
</tr>
<tr>
<td></td>
<td>Enhanced arts programming resources and 3700 facility investments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Enhanced Investments in the Arts and Place</td>
<td>Maintain status quo; review of any conflicts between infrastructure plan and business activities</td>
<td>Established brand and marketing message &amp; placemaking infrastructure investments</td>
</tr>
<tr>
<td></td>
<td>Enhanced arts programming resources and 3700 facility investments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4A</td>
<td>Facility-Based Investment Strategy</td>
<td>Maintain status quo; review of any conflicts between infrastructure plan and business activities</td>
<td>Established brand and marketing message &amp; placemaking infrastructure investments</td>
</tr>
<tr>
<td>4B</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>An Audience-Driven Approach</td>
<td>Greater focus on arts, retail, food and beverage and entertainment businesses; potential to threaten existing industrial uses</td>
<td>Major marketing brand and public-private infrastructure improvements aimed at enhancing customer experience</td>
</tr>
<tr>
<td></td>
<td>Create arts and entertainment destination for a broader audience group</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Arts and Industry Production Model</td>
<td>Targeted attraction of “maker” businesses</td>
<td>More dynamic environment while maintaining industrial character</td>
</tr>
<tr>
<td></td>
<td>Maintain existing; focus on new back-of-house and “arts maker” opportunities</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MODEL TEMPLATE

Attributes

Desired Outcomes

Costs

Metrics & Impact of Success

Implementation Next Steps & Risk
CONTEXT

- Jennie Dean Park construction + TDR certification
- Parking
- Community Arts Advisory Committee
- 2700 South Nelson option
- Signature Theatre warehouse lease
- Shirlington GLUP study
- Trades Center optimization
- South Oakland warehouse
- Town Square (in Green Valley)
- JFAC facilities planning
- CIP
PHASE 2 | PROPOSED COUNTY MANAGER APPOINTED
ADVISORY COMMITTEE

- Arlington Commission for the Arts Member (1)
  Felecia McFail (Co-Chair)
- Economic Development Commission Member (1)
  Mary Margaret Schoenfeld (Co-Chair)
- Parks & Recreation Commission Member (1)
  Leo Sarli
- Planning Commission Member (1)
  Elizabeth Morton
- Civic Association Representatives (3)
  Green Valley – Robin Stombler
  Shirlington – Edie Wilson
  Douglas Park – Adam Henderson
- Local Arts Organization Representative (2)
  WSC Avant Bard – Tom Prewitt
  Signature Theater – Maggie Boland
- Local Non-profit (1-2)
  AFAC – Charlie Meng
- Local Business Representative (1)
  South Four Mile Run Business Association Member – Mac McCreery
- Business Representative at Large (1)
  BM Smith – David Peete
- County Board Liaison (1)
  Member – Katie Cristol
The Advisory Committee is established and charged with advising the County Manager on potential models for an Arts & Industry District in the Four Mile Run Valley area and assisting staff in obtaining commission, community, business and advocate perspectives on these scenarios. The responsibilities of the Advisory Committee shall include, but are not limited to the following tasks:

- **Validate the TAP research approach** in developing the models;
- **Develop criteria** considering stakeholder interests to evaluate the models developed by the TAP (including the boundaries and use of County facilities);
- **Assist staff in public engagement**: informing the community and relevant stakeholder groups of ongoing efforts and discussions;
- **Participate in an open house** to obtain the community’s feedback on the models, boundaries and community facilities;
- **Utilize evaluation criteria** and open house results to select two to three models as final recommendations; and
- **Provide recommendation(s)** to the County Manager on possible uses for County-owned properties and, if deemed feasible, how to best structure and administer an Arts and Industry District in the Four Mile Run Valley area.
**PHASE 2 | PROPOSED TIMELINE**

- **December 9**
  - first meeting
  - review & discussion of research methods; develop evaluation criteria

- **January 13**
  - review evaluation criteria; review scenarios

- **February 10**
  - review scenarios building; add, delete or amend models; prep for Open House

- **Late February/Early March**
  - Open House

- **March 9**
  - review community input and staff analysis from Open House; develop draft recommendation for 2 – 3 models using criteria

- **March 23**
  - final draft recommendations & actionable items

- **March 31**
  - final recommendations to county manager
Three grant workshops were held for Organizations at 3700. We had 27 organizations register and attend workshops. All but one of our current grantees attended (Arlington Independent Media) The following attendees are not current grantees:

- Arlington Chorale
- Viet Kids – Did not submit Intent to Apply
- Speak Japanese Association
- Prologue Theatre
- Urban Arias
- Festival Argentino
- Opera NOVA
- Mini Musicals on the Move – Did not submit Intent to Apply
- Artevent 368 – Did not submit Intent to Apply
- Prio Bangla
- Arlington Visual Arts Studio Tour – Did not submit Intent to Apply

We hosted two workshops for individual artists. We had 15 individuals register and nine attended. Only one was a past grant recipient. (Roberto Bocci)
Questions that came up during the sessions:

- Does the project need to be about Arlington?
- What counts as a public performance?
- What if I was granted an extension by the IRS? Should I send in the previous 990?
- Who/what is considered a partner?
- Why the switch to GOS and no project?
- How will Space & Services work?
- Is there space on the application to be more specific on expenses?
- Do I need a match?
- Will there be a challenge grant?

Feedback from Sharon:

The workshops were well received. I saw some grimaces when people saw that the max grant was $25,000 as opposed to the max of $35,000 last year. People seemed very open to the GOS and happy that they were heard. Many were happy that we lowered the budget threshold from $25,000 to $10,000.

Miriam Miller from OperaNOVA shared concerns that the County (CAD) is not supportive of diversity in the community and that we aren’t addressing cultural equity. (Please note that I handed out worksheets on cultural equity from Americans for the Arts) I encouraged her to read Enriching Lives and assured her that this is a priority for our team and the Commission however, she disagreed.
Intent to Apply Statistics

Individual Artists: Of the 15 that attended the workshops, only 6 submitted the Intent to Apply form. All were eligible.

Organizations:
Of the 27 organizations that attended the workshops, 21 submitted the Intent to Apply Form. All were eligible. No past grantees have penalties this year. All were compliant with last year’s and this year’s grant requirements.
In FY 20, six out of 19 who submitted applications had penalties.
In FY 19, ten out of 20 who submitted applications had penalties