

Meeting Minutes
Wednesday, November 20, 2013

MEMBERS PRESENT		MEMBERS ABSENT	STAFF PRESENT	GUESTS PRESENT
J. Kopenhaver, Chair	L. Lombard	E. Fountain	C. Connolly	Doug First
W. Baez	C. Patch	B. Kavanaugh	S.Soroko	Tina Worden
C. Cadby	M. Semmel	D. Taylor	K. Vasquez	
R. Goler	L. Sarli			
J. Hensley	L.Wolf			
	K. Wood			

1. WELCOME AND CALL TO ORDER

Janet Kopenhaver welcomed members. The regular meeting of the Arlington Commission for the Arts was called to order by Janet Kopenhaver at 7:16 p.m.

2. APPROVAL OF MINUTES

Motion was made by Robert Goler to approve the minutes of the October 23, 2013 meeting. The motion passed unanimously.

3. CHAIR’S REPORT-Janet Kopenhaver

- Kopenhaver welcomed guests Doug First and Tina Worden
- Kopenhaver introduced two new members of the Commission: Marsha Semmel and Carol Patch. New members provided their backgrounds and interest in the arts.
- Kopenhaver distributed report ‘Strategic Plan for the Arts in Arlington-Research from the Communications and Outreach Committee’. Additional committee work to follow.
- A report on ‘Promoting the Arts in Arlington Makes Economic Sense’ was reviewed and distributed in preparation for presentation to County Manager on Nov. 21. Robert Goler will make the presentation on behalf of Janet Kopenhaver and the Commission.
- *Motion was made by Leo Sarli to have an ex-commissioner, if available, attend the presentation to the County Manager on Nov.21. The motion passed unanimously.*

4. CULTURAL AFFAIRS REPORT – Karen Vasquez

- Arlington County Board approved \$1.7 million in net tax support in carry over for Artisphere. \$400k applied to FY14, \$1.3 added to FY15. In other carry over, \$37,500 was approved for arts marketing.
- Arlington Foundation for Arts and Innovation has been formed as a 501(c)3. Board positions are being reviewed for fund raising capacity.
- An arts marketing and branding focus group update was provided.
- Staff met with members of the Lubber Run Foundation to provide details of Synetic’s proposal for Shakespeare in the Park.
- Vasquez reported on the marketing agreement with Culture Capital and emphasized the importance of liaisons to remind groups to take advantage of all free and low cost vehicles to promote activities.

5. ARTISPHERE UPDATES – Cynthia Connolly

- Connolly distributed newly formatted promotional materials for schedules at Artisphere.
- Updates to exhibit that will open on December 5, Alicia Eggert, were provided.
- New installation of art on the ART bus was described.

6. UPDATES ON LOCAL PROJECTS

- Latitudes: L.Sarli reported that the project has changed from office to residential. 2800 sf of ground floor space will be cultural use. Staff will work with developer on potential use.
- Realize Rosslyn: J.Hensley reported that the meeting was postponed.
- Long Bridge Park: L. Lombard reported that the meeting was postponed.
- Courthouse Square: L. Sarli reported no updates. An advisory committee has been set up but no meeting dates have been set.

7. COMMITTEE AND TASK FORCE REPORTS

Communication and Outreach Committee – Carol Cadby and Barbra Kavanaugh

- Committee members participated in the Arts Marketing and Branding focus group session on Monday October 28. Committee expects to await the final product from the marketing firm Smith Gifford before developing and implementing a proactive marketing strategic plan for the Commission's review.

Facility and Capacity-Building Committee – Wanda Baez

- Committee awaits updates on Latitudes project. Next meeting not set.

Public Art Committee – Leo Sarli

- Did not meet in November. Next meeting is December 4.
- Jon Hensley has been appointed as Vice Chair of the Public Art Committee

8. OLD BUSINESS

- None

9. NEW BUSINESS

- Goler reported that WSC Avant Bard seeks unusual/industrial space for spring performance.
- Cadby reported that the Arts Commission received a medal at the Argentinean Festival

The meeting was adjourned at 9:28 p.m.

The next meeting of the Arlington Commission for the Arts will be held 7:00 p.m., December 18, 2013 at 1100 N. Glebe Rd., Arlington, VA 22201

Documents distributed:

- Updated Commission member list
- Promoting the Arts in Arlington Makes Economic Sense
- Strategic Plan for the Arts In Arlington research report
- Cutting the Grants Budget Is a Net Loser for Arlington