



Meeting: September 18, 2018, Sherwood Center

**Members Present:**

Molly Grimsley – Chair  
Patricia Gallagher – Vice Chair  
Jeff Seffens - Treasurer  
Ruth Bandler – Secretary  
Clayton Austin  
Sharon Chang  
Deborah Dillard  
Mary Lechter

**Members Absent:**

Laura Hills – Immediate Past Chair  
Carol Caputo  
Kelly Herman  
Stephen Latourette

**Staff:**

Cathy Salgado – Director Parks & Recreation

**Member of the Public:**

Shobha Madhav – Vienna resident interested in the arts, indicated an intention to submit an application to become a member of the Commission on the Arts (CoA).

Molly called the meeting to order at 7.01 PM.

There were no public comments.

**Review of Minutes for May and June, 2018**

The May and June minutes were reviewed and several minor changes were made.

- Motions were made, seconded and passed unanimously to accept both sets of minutes as amended.

**Treasurer's Report & 2018-2019 Budget Discussion – Jeff Seffens, Treasurer**

Jeff reviewed the Profit & Loss (P&L) and Balance Sheet statements and Draft #3 of the current year's Budget, which he distributed during the meeting.

- The P&L shows a few thousand dollars of unspent Foundation Grants funds because 3 recipients didn't follow through with the steps to receive all of their grant funds – 2 didn't submit a final report, 1 didn't cash the first check from the Commission. We followed up with all 3 with no response.

- Jeff provided some edits to the Balance Sheet.

- Jeff reviewed draft #3 of the current year's budget and made some edits during the meeting. Jeff said we have some unspent grants funds from last year so he suggested using \$350 to fund a reception after the first OTHPS concert this year. The members agreed. The board agreed to operate from this budget and aim to have it approved at the next meeting. Cathy said the city pays for piano tuning at Old Town Hall so maybe we can remove that from our budget. She'll check the scheduling.

- Motions were made, seconded and passed unanimously to accept the treasurer's report as amended.

**Action: Mary will follow up with the Potomac Arts Academy about an uncashed grants check.**  
**Action: Jeff will send the members clean/revised Balance Sheet and Budget statements.**  
**Action: Cathy will check the scheduling to see if the city's planned piano tunings coincide with the dates needed for OTHPS concerts.**  
**Action: Molly asked that members review this current budget with the goal to have the budget approved at the October meeting.**

### **Announcements – Cathy Salgado, Director Parks & Recreation**

Cathy announced that Jo Ormsher has resigned and Megan DuBois has been hired as the new Cultural Arts Manager. Megan will serve as a staff liaison to the CoA. Megan's duties will be 100% Cultural Arts; she will not split time with Marketing or Tourism. Cathy summarized Megan's background and said she will start on October 8. In the interim, Cathy's office handled a lot of tasks to keep everything on schedule.

- Numerous content and formatting updates were made to the CoA website.
- The CoA roster was updated.
- Old Town Hall Performing Series (OTHPS) – the schedule is set and the performer contracts have been signed.
- A draft bookmark was distributed for review during the meeting. Changes were given to Cathy and she revised the bookmark during the meeting.
- Cathy announced that the city wants us to receive all mail at a new post office box –  
P.O. Box 1517  
Fairfax, VA  
22038-1517

**Action: Members should review the roster and send any changes to Cathy.Salgado@Fairfax.gov.**

### **Old Business**

#### *Review of CoA's 2018 Mason and Business in the Arts Awards Program – Mary Lechter*

Mary suggested we hold this event as part of one of the OTHPS concerts. The members suggested the April 12 OTHPS concert, since it is our last OTHPS event and is close to Spotlight. It would serve as a good way to close out the OTHPS season and should result in a much larger audience than we have been seeing with the stand-alone awards ceremonies in the past.

- A motion was made, seconded and passed to fold the awards ceremony into the April 12 OTHPS event.
- Mary said we need to add one more member to the awards nominating committee which currently consists of Mary and Jeff.

**Action: Mary will ask Laura if she's willing to join the awards nominating committee for this year.**

#### *Future Uses of Jason's Film about Armistice Turtora – Molly Grimsley, Chair*

Cathy said she had no updates.

**Action: Cathy will follow up with Jason and Susan and ask if they're ok with us approaching Channel 12 regarding showing the film about Armistice Turtora.**

#### *ArtScreen – Jeff Seffens*

Jeff summarized the plans for ArtScreen. Cathy reserved the Sherwood Center for the 3 evenings. The Sherwood Center will be set up to have a theater atmosphere with stantions and a red carpet; typical theater refreshments will be provided, including a popcorn machine. The films have been purchased. Cathy has some plans for marketing, to include a banner on the fence in front of the Sherwood Center, and social media. Cathy asked us to work with her office on the banners and posters and she will have them produced for us. Cathy suggested that ArtScreen committee members could meet with Cathy and Katherine MacCammon (Katie Mac) Sept 27, 5p, Sherwood Center, to finalize a design logo. Katie Mac will send us mock-ups in advance.

**Action: Provide a room diagram for the ArtScreen events to Megan.**

**Action: Clayton will connect with GMU music programs to promote ArtScreen.**

**Action: ArtScreen flyers need to be designed and then Cathy will have them produced.**  
**Action: Cathy will have an ArtScreen banner created once the flyers are designed.**  
**Action: Additional ArtScreen marketing ideas should be submitted to Cathy.**  
**Action: Katie Mac will send us a mock-up ArtScreen design logo in advance of at Sept 27 meeting to finalize the logo.**  
**Action: Cathy will look into pop-up signs for ArtScreen.**

*Public Art Committee – Carol Caputo*

- Cathy announced that the selected sculpture for Old Town Square was approved but not acquired yet. Cathy needs the Board of Architectural Review (BAR) Form; Molly thinks it was submitted.

- Molly said she has identified a mural artist and she is aware that the Economic Development Office is looking for suitable walls within the city. Cathy said this will require a change to city ordinances and a champion to push the change through.

**Action: Cathy will let Molly know if/when she finds the BAR form for the Old Town Square sculpture.**

**Action: Carol needs to give the exact ordering information for the Old Town Square sculpture to Cathy.**

**Action: Cathy will provide the current ordinance wording. Molly said the Public Art Committee will look into the necessary wording change to permit murals within the city.**

*Development – Pat Gallagher*

Pat reported that there have been no meetings, since Sharon and Kelly were unavailable with family issues. Pat suggested we add additional members to the Development Committee.

Molly said she drafted a letter to send to OTHPS donors, once the bookmark is printed.

**Action: Cathy will provide us a spreadsheet of past business and citizen donors.**

**Action: Molly will send a letter and bookmark to past OTHPS donors.**

*CoA Performance Space Committee – Mary Lechter*

Mary reported that she submitted the white paper last May but has heard nothing since then.

**Action: Mary will follow up with Laura to see if she gave the Performance Space white paper to the City Council.**

*CoA Field Trip Update – Pat Gallagher*

Pat asked if the members are still interested in a field trip to the Anmarie Sculpture Garden, Solomons, MD.

**Action: Members should tell Molly if they're interested in a field trip to the Anmarie Sculpture Garden, and indicate available times.**

*Marketing Update – Molly Grimsley, Pat Gallagher*

No meetings were held. Molly suggested we consider visiting various civic groups and present a 5-10 minute talk about Commission interests and activities. Cathy said there is a list of such groups on the website.

**Action: Pat will follow up with contacting various civic groups and offer to present 5-10 minute talks about Commission interests and activities.**

## **New Business**

*Jo's Party – Jeff Seffens, Molly Grimsley*

The members decided to combine Jo's party with OTHPS. The party will be November 9, a pre-concert reception at Jeff's house, followed by the OTHPS concert at Old Town Hall.

Deb offered to design and create a gift. Molly suggested and the members agreed to give Deb creative license to design the gift.

**Action: Jeff will contact Jo to issue the party invitation and confirm the Nov 9 date.**

**Action: Deb will design and create a gift.**

*Fall Festival – Molly Grimsley*

Molly distributed a sign-up sheet to the members.

Molly suggested having low-cost giveaways to bring people to our booth. The members agreed to go with highlighter pens labeled with "Commission on the Arts" and temporary tattoos.

Molly suggested an almost life-size stand-up cardboard poster of Elvis with his head cut out, to attract people to come to our booth to pose for pictures. Molly sent the template to Cathy who said her office can produce the poster/cut-out at no cost to us.

**Action: Cathy will obtain brochures about local arts organizations.**

**Action: Molly will obtain information about highlighters and temporary tattoos as giveaways for the fall festival.**

*OTH Receptions – Molly Grimsley*

The members planned on a reception after the first OTHPS concert, October 12, but given that the Fall Festival is October 13, it was decided to move the reception to November 9.

*Grants – Molly Grimsley, Jeff Seffens*

Cathy announced that the grants page on the website was updated. The application forms were sent out but no responses have been received yet. Cathy's office will do a preliminary review of grant applications to insure they're complete and give them to us by our October meeting; CoA needs to do a secondary review.

**Action: Cathy's office will receive the grant applications, do a preliminary review, and give them to us by our October meeting.**

**Action: Molly said we will need to designate a member to do a secondary review of the grant applications, using a checklist of criteria.**

*OTHPS Ushering – Clayton Austin*

Clayton distributed a sign-up sheet to the members present at the meeting. He'll then send it to the members electronically so that the missing dates can be filled.

**Action: Clayton will email the OTHPS ushering sign-up list to the members so that all dates can be filled.**

*Rolling Calendar – Molly Grimsley*

Molly distributed a CoA rolling calendar, but will resend it with corrected dates.

**Action: Molly will send the members a revised CoA rolling calendar.**

*Business Cards – Molly Grimsley, Cathy Salgado*

Molly said she would like to have generic business cards (no individual names will be printed) prepared for the commissioners; she asked which phone number was preferred. The members were generally in favor of the "ARTS" number, but Cathy said she'll let Megan decide.

**Action: Megan will choose a phone number to use and then business cards will be prepared for the commissioners.**

*Email – Cathy Salgado*

Cathy said she now has an email list that we can use as a group list. She can also give us individual email addresses which we can redirect to our personal email boxes. She will get additional information from the IT staff.

**Action: Cathy will get information from the IT staff regarding the assignment of city email addresses to the commissioners.**

*Strategic Plan – Molly Grimsley*

Molly said we have accomplished a tremendous amount over the last couple of years so it's time to draft a new Strategic Plan containing a new set of both short-term and long-term goals. She would like to have it completed by spring.

**Action: Commissioners should send ideas for new short-term and long-term goals to Molly so the Strategic Plan can be updated.**

## **Partner Updates**

### *CFBA*

Ruth announced October concerts by the City of Fairfax Band and the Main Street Community Band (at the Fall Festival). She reminded the members that complimentary tickets are always available for commissioners; they can be obtained at the ticket table before each concert.

Jeff announced that this is the 10<sup>th</sup> anniversary season for the Main Street Community Band. He also described this past summer's program of Honor Flight performances.

### *GMU*

Mary distributed the GMU Fall 2018 calendar for the GMU Center for the Arts. She particularly recommended "Arts by George!" on September 29.

The meeting was adjourned at approximately 10pm.