



Meeting: October 16, 2018, Sherwood Center

**Members Present:**

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

**Members Absent:**

Carol Caputo  
Kelly Herman  
Stephen Latourette

**Staff:**

Cathy Salgado – Director Parks & Recreation  
Megan DuBois – Cultural Arts Manager

Molly called the meeting to order at 7.10 PM.

There were no public comments.

**Review of Minutes for September, 2018**

The September minutes were reviewed and minor changes were made.

- Motions were made, seconded and passed unanimously to accept the minutes as amended.

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

Jeff reviewed the Balance Sheet and Profit & Loss (P&L) statements and Draft #4 of the proposed Budget.

Re: the proposed budget –

- Cathy said we may be able to find a sponsor to cover the full \$6000 Funday/Monday line item. She's also hoping to have a bigger city presence in the Fall for the Book program. Molly suggested adding a goal to the Commission on the Arts (CoA) strategic plan for the CoA to sponsor a literary prize as part of the Fall for the Book program.

- Megan said we receive \$4500/year from the Virginia Commission on the Arts to fund grants. It isn't clear to us where those funds go, and whether or not they're directly available to us in funding grants.

- Motions were made, seconded and passed unanimously to approve Draft #4 of the proposed 2018-2019 budget as recommended by the CoA.

**Action: Add a goal to the CoA strategic plan for the CoA to sponsor a literary prize as part of the Fall for the Book program.**

**Action: Determine where the \$4500/year received from the Virginia Commission on the Arts to fund grants goes within the city, and if it is available to us directly.**

## **Announcements – Cathy Salgado, Director Parks & Recreation and Megan DuBois, Cultural Arts Manager**

- Megan introduced herself to those few of us she hadn't already met.
- Megan said she attended the past Funday/Monday session to get a feel for what it's like. Jason Scadron suggested that she or a commissioner attend each session to make the introductions.
- Megan is coordinating a Halloween party on October 29, replacing Funday/Monday for that day. She asked for assistance from the members in baking sugar cookies for the children to decorate, and staffing the crafts tables. She will send us a sign-up sheet later in the week.
- Cathy thanked the members for their help with the Fall Festival event.

## **Old Business**

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

Mary asked Laura (during the meeting) if she would agree to be on the awards committee for this year; Laura agreed.

**Action: Members will send Mary nominations for the Mason and Business awards by the December meeting.**

### *Future uses of Jason's film about Armistice Turtora – Cathy Salgado, Director Parks & Rec*

Cathy said that Jason agreed to give 2 copies of the film to the city museum where it will run on a loop. Channel 12 may be picking it up as well.

### *ArtScreen – Jeff Seffens*

Jeff discussed the ArtScreen budget.

**Action: Jeff will send Megan a room diagram for the ArtScreen events.**

**Action: Jeff will send members a sign-up sheet for volunteer scheduling.**

**Action: Megan will publicize the events to GMU film students for the February and April dates.**

### *Public Art Committee (PAC) – Carol Caputo (absent)*

- Old Town Square (OTS) sculpture - Cathy raised concerns that the selected sculpture for OTS might be too small and be dwarfed by the adjacent shrubs. Molly suggested the Public Art Committee visit the site.

- Whole Foods mural - Cathy said a new Whole Foods store will be located on Fairfax Blvd. where Hooters Restaurant had been. One wall will have murals, funded by the developers. The content will eventually be presented to the Public Art Committee, after review by the Board of Architectural Review (BAR).

- Armistice Turtora memorial sculpture - Megan said she received a call from Armistice Turtora's daughter, Janice, saying she has the artist and is waiting for our go-ahead on the memorial sculpture.

Megan said Janice implied that the family will provide supplemental funds if needed.

Megan asked us if the family normally chooses the artist. Pat replied yes but it is subject to our approval.

Megan thought we might need an additional \$3000 and asked how the payment would be handled.

Cathy said the process is, the family will send the funds to the CoA, and either the foundation or the city will contract with the artist and pay the bill.

Megan distributed a picture of the proposed sculpture, an aluminum peace bird. Cathy questioned if it was too tall.

Megan suggested we tell the daughter that the PAC will be reviewing the recommended artist and piece and the PAC will submit any questions for the artist for discussion when the artist briefs the PAC.

**Action: The Public Art Committee will visit the proposed site for the Old Town Square sculpture, and rethink the size of the selected piece.**

**Action: Megan will tell Armistice's daughter that the PAC will review her recommended artist and piece and the PAC will submit any questions for the artist for discussion when the artist briefs the PAC.**

*Development – Pat Gallagher*

Pat reported that the Development Committee (Sharon, Kelly, Pat) held a committee meeting. They defined committee objectives: increase donations to CoA and increase awareness of CoA. She discussed the committee's ideas regarding possible donors. She asked Megan for a list of past donors. Molly said we should draft a business solicitation letter; Jeff said he has an old one. Megan asked what we can offer big corporate sponsors. Cathy said she has a list of criteria and rewards. Cathy asked Megan to help her develop a sheet of donations/"what you get" to put in the Funday/Monday book. Cathy will send us what Mike McCarthy is already doing. Pat suggested allowing "In Memory of . . ." donations to be included in the Old Town Hall Performing Series (OTHPS) programs as a way to increase donors. Re: awareness – Pat suggested we "adopt-a-spot" within the city to give us exposure. Molly will visit civic organizations and introduce them to the CoA. Cathy will provide a list of civic organizations, including new homeowners' associations.

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

**Action: Cathy will provide a list of donation criteria and rewards. Megan will work with Cathy to develop a sheet of donations/"what you get" to put in the Funday/Monday book. Cathy will send us what Mike McCarthy is already doing.**

**Action: Megan will write a business solicitation letter.**

**Action: Cathy will provide us a list of civic organizations for Molly to visit.**

**Action: Molly will visit civic organizations and introduce them to the CoA.**

*CoA field trip update – Pat Gallagher*

Pat said no members expressed recent interest in a field trip to the Annmarie Sculpture Garden, Solomons, MD. She wasn't clear if the fall timing was bad. Molly suggested we defer to the spring and ask the members again.

**Action: During the upcoming spring, Molly will ask the members if they're interested in a field trip to the Annmarie Sculpture Garden, and to indicate available times.**

*Jo Ormesher's party – Molly Grimsley, Jeff Seffens*

Molly and Jeff said the party will be November 9, with a pre-OTHPS party for the CoA and close associates at 5:30pm, at Jeff's house, and a post-OTHPS reception on the lower floor of OTH for the public.

Post-OTHPS reception - Molly asked about funds. Jeff said we have leftover funds from last year which will cover the post-OTHPS reception. He's budgeting \$150-200.

Pre-OTHPS party – Molly said this will be potluck. Megan will send us a sign-up sheet.

**Action: Molly and Jeff will give logistics information, e.g., layout, to Cathy.**

**Action: Megan will send us a sign-up sheet for the pre-OTHPS potluck.**

*Fall Festival update – Molly Grimsley*

Molly reported that it was very windy. We didn't receive significant donations.

*Ushering – Clayton Austin*

Clayton said the first OTHPS event went smoothly. We have ushers scheduled through November. He will send us the list to fill out the remaining slots.

Clayton said we need temporary lighting for the long wall since that's where the performers are located now. Megan will look into this and talk with the operations staff.

**Action: Clayton will send us the OTHPS ushering schedule for the members to fill in the remaining slots.**

**Action: Megan will talk with the operations staff about temporary lighting along the long wall for the OTHPS performers.**

**Action: Megan will create a bin of OTHPS materials: programs, performers' check, water, emergency kit.**

*Business cards update – Cathy Salgado*

Cathy said she had no update; Megan hasn't selected which phone number to use yet. Megan said we have seen several letters/donations that were addressed to our new post office box returned due to post office error. She suggests we shorten the wording on that address to try to avoid future returns.

**Action: Megan will select which phone number to use on the generic CoA business cards.**

*Strategic plan update – Molly Grimsley*

Molly asked for members to submit ideas by the January meeting, and then the executive committee will start putting the plan together.

**Action: Members should submit ideas for the revised strategic plan to Molly by the January meeting.**

## **New Business**

*GMU/Islamic Art project – Molly Grimsley*

Molly said that GMU wants the CoA to lend our name and/or space to an exhibition next year, and maybe some this year. Molly asked the members if she and Megan should continue the discussion with GMU; the consensus was "yes."

*Review of Sunshine Law, especially pertaining to email – Cathy Salgado*

Molly asked Cathy to refresh our awareness of this requirement. Cathy said the city clerk will come to a CoA meeting and explain it.

**Action: The city clerk will visit a CoA meeting and explain the Sunshine Law requirements to the members.**

*Grants – Molly Grimsley, Jeff Seffens*

Molly asked for someone to create a checklist to use in preliminary screening of grant submissions to confirm that the submissions are valid. Sharon offered to do it.

**Action: Sharon will create a checklist to use in preliminary screening of grant submissions to confirm that the submissions are valid.**

**Action: Megan will send the grant submission guidelines to the members to aid in the grant review process.**

*Sponsorship guidelines – Molly Grimsley, Pat Gallagher*

Cathy said she sent some sponsorship guidelines to Pat for review.

**Action: Pat will distribute Cathy's sponsorship guidelines to the members and Pat et al. will review them.**

The meeting was adjourned at 9:25pm.