



Meeting: February 19, 2019, Sherwood Center

Members Present:

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

Members Absent, Excused:

Carol Caputo

Members Absent, Unexcused:

Staff:

Megan DuBois – Cultural Arts Manager

Guest:

None

Molly called the meeting to order at 7:00 PM.

We welcomed Patricia Hussey, a new commissioner.

Review of Minutes for January 2019

The January minutes were reviewed. Minor edits were made.

- A motion was made, seconded and passed unanimously to accept the minutes as amended.

Treasurer's Report – Jeff Seffens, Treasurer

- Jeff reviewed the balance sheet and profit and loss statement.

Announcements – Megan DuBois, Cultural Arts Manager

- Megan announced that there are currently 46 events scheduled during the Spotlight on the Arts Festival.

- Megan and Molly discussed some upcoming GMU fundraisers that are arts-related.

Action: Megan will bring a list to the March CoA meeting of the Spotlight events that received CoA grants.

Old Business

ArtScreen – Jeff Seffens

- Clayton suggested that we try to connect with the GMU Music 102-Popular Music in America instructor to discuss doing some joint communications and/or activities.

Action: Megan knows the instructor and will follow up.

Public Art Committee (PAC) – Carol Caputo, Megan DuBois

- Carol relayed via email that she had no updates; the committee did not meet this month.

- Megan said she has no updates on the “Girl with a Dog,” the piece for Old Town Square. She is working with the artist on a contract for the “Peace Bird,” the piece for Van Dyck Park honoring Armistice Turtora.

Development/Sponsorship updates – Pat Gallagher, Megan DuBois

- Pat G. said she has no updates; the committee did not meet this month.

- Megan said the donor database will be updated and available soon.

- Megan said she has not heard from TD Bank; she will follow up with them.

Action: Megan will follow up with TD Bank regarding sponsorship.

Old Town Hall Performance Series

- Pat G. said we should get ready for the kickoff of the 30th anniversary of the Old Town Hall Performance Series (OTHPS) next fall. Molly suggested creating a working group to generate ideas.

- Megan said next year’s OTHPS performer schedule is close to complete; she hopes to announce the schedule and start advertising it in March. She said next year’s line-up will have increased diversity compared with past years.

- Megan plans on removing the “Bonita Lestina” tag from the overall series name, as the series name is long and cumbersome if we obtain sponsors, but she will designate one concert as the “Bonita Lestina Concert.”

Action: One more volunteer is requested to join Megan and Pat G. on the newly-formed “30th Anniversary of the OTHPS” working group.

Mason and Business Award Nominations – Mary Lechter

- Molly said both award recipients, Jo Ormesher and the Smith twins of Twins Hardware, have received the announcement of their award and said they will attend.

- Mary is waiting to hear if Earth Fare will provide the catering in order to know how much funds will be available for the other event costs.

- Megan said we need to think about the printed programs. The members decided to have one combined program for the evening’s OTHPS and awards events.

- The members decided to procure an alcohol license at a cost of \$85 so we can serve champagne.

Action: Megan will email the awards recipients to obtain their bios and their guest lists.

Action: Jeff will order the awards from Campers.

Action: Megan will put the awards event on the City Council calendar.

Action: Megan said she will obtain the license; Jeff will provide the funds.

Ushering – Clayton Austin

- Lighting for performers - Megan said she will be meeting with the lighting consultant on Thursday.

CoA Vacancies update – Megan DuBois

- Megan said she had no updates.

Strategic plan update – Molly Grimsley

- Molly said it is time to update the strategic plan since we’ve already accomplished many of the goals in the current plan. She’d like to add more collaboration with GMU to the new plan.

- Molly said she developed a draft, including all of the input already received from the members, and sent it to the officers for input and review. The next steps will be for the officers to meet to work on it, and then to send it to all of the members for input and review.

Chocolate Lover's event update – Molly Grimsley

- Megan said it went extremely well.

Performing arts venue – Mary Lechter, Molly Grimsley

- Mary said that Ruth provided additional specs to the performance space document that Mary's committee drafted last year, in order to cover large musical groups.

Action: Mary will add the additional specs to the performance venue document and resend it to Molly.

New Business

ArtWorks conference, Richmond, VA – Megan DuBois, Pat Gallagher

- Megan and Pat G. attended the conference.

- Megan reported that the keynote speaker talked about diversity, and the importance of "authentic diversity," i.e., planned and carried out by members of diverse communities. It was suggested that arts groups endeavor to add such people to their boards.

- Megan attended a session on emergency planning for arts groups. She said the discussions will help her be a resource for the commission and local arts groups.

- Pat G. reported on a session about arts advocacy which stressed the importance of obtaining buy-in from local elected officials. She suggested we invite them to introduce our events. Molly suggested we ask each council member to select an OTHPS event for next season.

Rock the Block – Molly Grimsley

- Molly said she was contacted by Mitzi Taylor, City Special Events Coordinator, about the lottery for non-profit groups to work the beer truck at next summer's Rock the Block events. Someone who organized this last year suggested that groups should bring 30 volunteers to cover the event. Molly expressed concern to the members that since these events are on summer weekends when many of us are away, it might be difficult for us to obtain sufficient people. After discussion, the members agreed to skip this for this year.

Paint a Pet – Molly Grimsley, Deb Dillard

- Molly introduced this topic as a new fundraising idea. Deb described types of fundraising events that she's hosted from her store, Paint Your Own Pottery. She said people come in to paint pictures of their pets or paint objects for their pets, and a portion of the cost goes towards a fundraising project. Molly suggested we plan an event for CoA during Spotlight; we would be able to get plenty of advertising as part of Spotlight. Although CoA provided grants for several of the Spotlight performers, CoA is not currently hosting an event.

- A motion was made, seconded and passed to have Deb and Megan "run with this idea," to select a date and plan a "Paint a Pet" event for a day or over a week during Spotlight.

Spotlight Update – Megan DuBois

- Megan said the opening reception will be April 26 at 7pm. This year's theme is "Woodstock."

- Mary pointed out that CoA provided grants for several groups performing at Spotlight, so we should insist that the recipients display acknowledgments, e.g., include our logo on their promotional material and programs and display our brochures.

Fall Festival, October 12, 2019 – Molly Grimsley

- Molly said she won't be here in the fall and said we need a working group to help plan our involvement. We have to staff our information table and provide someone to work the Fall for the Book Festival, introducing speakers. We have some tattoos and crayons left over from last year. The Elvis cut-out worked well as an attraction to our table.

- The members decided not to request to staff the beer garden at night since that would be too long of a day.
 - Sharon suggested we invest in some heavier items that won't be as likely to blow away in the wind.
 - Sidewalk chalk art show: Deb suggested we consider hosting a sidewalk chalk art show during the Fall Festival. Council members can serve as judges. We would charge participants and give them a "block" on Main St. near the gas station. This will bring attention to CoA for a novel event and will also serve as a fundraiser. We could partner with another group for advertising and additional bodies, e.g., Fairfax Old Town Business Association.
 - Sidewalk chalk art show: A motion was made, seconded and passed to have Deb and Megan "run with this idea." Deb will confirm with Mitzi that we can charge for this event.
- Action: Megan will request a table for us.**
- Action: Molly asked everyone to think of possible ideas for inexpensive giveaways.**
- Action: Clayton will develop and distribute a sign-up sheet when we get closer to the event.**

Procedure Manual – Molly Grimsley

- Molly said that one of our strategic goals is to draft a procedure manual, containing the roles of the committees, important timelines for recurring events, etc. She may send a draft to committee heads to provide information.
- Jeff said he started this years ago. He will find it and send it to Molly.
- Steve suggested we make this a website. Megan said the city has strict restrictions about what can be posted on the city's site.

Partner Updates

PRAB – Pat Gallagher

- Pat G. said the Van Dyck Park dog park opening has been delayed due to construction issues.
- Pat G. reminded Molly that PRAB is waiting for CoA to suggest a date for a joint meeting to be hosted by PRAB.

Action: Molly will contact PRAB and suggest that CoA attend PRAB's meeting on the 2nd Thursday of November, 2019.

The meeting was adjourned at 9:00pm.