

**Prince William Arts Council  
Meeting Minutes**

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| Date     | August 8, 2023   |
| Location | Department of Parks, Recreation and Office of Tourism Hellwig Building |
| Time     | Scheduled for 6:30 pm  |

**Board Members**

| Name               | Position                   | Present | Notified Absence | Not Notified Absence |
|--------------------|----------------------------|---------|------------------|----------------------|
| Peter Alten        | Treasurer                  | x       |                  |                      |
| Carylee Carrington |                            | x       |                  |                      |
| Ron Crigger        |                            |         | x                |                      |
| Jordan Exum        | Vice Chair for Nominations | x       |                  |                      |
| Dawn Franklin      |                            |         |                  | x                    |
| Kelly Haneklau     |                            | x       |                  |                      |
| Victor Harper      | Vice Chair for Marketing   | x       |                  |                      |
| Brenda Johnson     |                            |         |                  | x                    |
| Alice Mergler      | Board Chair                | x       |                  |                      |
| Kim B. Miller      | Vice Chair for Programs    | x       |                  |                      |
| Elysabeth Muscat   |                            | x       |                  |                      |
| Sean Peck          | Secretary                  | x       |                  |                      |
| David E. Roberts   |                            | x       |                  |                      |
| Wanda Smith        |                            | x       |                  |                      |
| Catrina Stroman    |                            |         |                  | x                    |
| Jackie Thomas      |                            |         |                  | x                    |
| Jesus Torres       |                            |         |                  | x                    |

**Others Present**

| Name              | Organization                      |
|-------------------|-----------------------------------|
| Herb Williams     | DPRT Arts Recreation Specialist   |
| Donald Garrett    | PRP, Parliamentarian              |
| Janet LaFleur     | Recreation Senior Manager         |
| John Blevins      | Assistant Director for Recreation |
| Russ Ferrer       | Woodbridge Community Choir        |
| Ebenezer Allotay  | Tema Choir USA                    |
| Susan Bardenhagen | Individual Artist                 |
| Heather Gorrell   | Manassas Ballet Theatre           |
| Diane Roebuck     | PW Community Band                 |
|                   |                                   |
|                   |                                   |

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| <b>Meeting Called to Order</b>      | Quorum met at approximately 6:32 pm  |
| <b>Opening Remarks</b>              | <p>Chair, Alice Mergler highlighted agenda</p> <ul style="list-style-type: none"> <li>• Establish regular officer meeting at 5:30 prior to the regular monthly meeting.</li> <li>• Appointees from county board need to have better connection to with supervisors and provide notification of activities of the Arts Council. Encouraged appointees to bring ideas from supervisors and discuss what we can offer them and their district constituencies.</li> <li>• Committees are active and we need to get the fliers and the word out about Arts Alive.</li> <li>• Will have the long awaited presentation from Director of Tourism, Kevin Costello</li> </ul>  |
| <b>Meeting Minutes Approval</b>     | <p>Approval of meeting minutes from June 13, 2023 meeting.</p> <p>Sean Peck provided brief description of layout of minutes and request to identify members of all committees.</p> <p>Sean Peck moved to accept minutes.</p> <p>Motion 2<sup>nd</sup> by Harper.</p> <p>Minutes approved by show of hands.</p>   |
| Director of Tourism, Kevin Costello | <ul style="list-style-type: none"> <li>• Kevin Costello provided presentation about tourism department for the county including elements of the Tourism Development Plan. An advisory board similar to PWC Arts is appointed by the county.</li> <li>• Kevin will provide the slides used in the presentation to Herb for distribution.</li> <li>• Presentation included data about visitors to the county as identified based on cell phone origin</li> <li>• Time series analysis can be used to identify points of interest identify tourist participation</li> <li>• Kevin may set up meeting with Harper to discuss data for marketing committee and possibly return to do a more in depth discussion of data relevant to the arts council</li> <li>• Notable major event for potential tie in for arts events: Solheim cup in September 10-15<sup>th</sup>, 2024</li> <li>• Contact Kevin for process to get grants for the VA Love signs</li> </ul> |
| <b>Treasurer Report</b>             | <p><b>Budget</b></p> <ul style="list-style-type: none"> <li>• Allocation from the county for FY24 is \$62,784</li> <li>• Budget draft sent to board members for comments</li> <li>• Peter will create a final version for review</li> </ul>  |

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|  | <ul style="list-style-type: none"> <li>• For reference, allocation represents .0014% of overall county budget <ul style="list-style-type: none"> <li>○ Consideration that there are 70k citizens per county district provides a limited amount of funding per resident</li> </ul> </li> <li>• No technical assistance grants have been submitted since the last meeting</li> <li>• Membership dues will remain the same as last year and can be currently paid on the county website. <ul style="list-style-type: none"> <li>○ Go from PWAC website and select Join. If you experience and issue with renewal and changing information or need to identify a different person for your organization, contact Herb via email regarding any issues.</li> <li>○ Herb will send out a reminder to last year’s members that they can now pay.</li> <li>○ Jordan Exum is working on new membership categories and will present at the September meeting.</li> <li>○ Reminder that dues are set by the board via the charter.</li> </ul> </li> <li>• Peter raised the issue of revenue that is generated from Arts Alive booths from vendors and non-membership funds collected can be used to further the mission of the council. We could possibly use those funds as TA grants.</li> <li>• Peter provided list of events and potential arts council presence: <ul style="list-style-type: none"> <li>○ Stonebridge cookoff</li> <li>○ Occoquan arts and crafts</li> <li>○ 9/30 Latino festival</li> </ul> </li> <li>• Discussion about funding for public art <ul style="list-style-type: none"> <li>○ Budget currently includes line item for funding projects</li> <li>○ Kelly H. provided highlights of her discussion with Dave Sinclair with the county about the current lack of county public art policy. Working on bench marking with other agencies for policy.</li> <li>○ Manassas City has a 2-page guideline for public art that may provide a good reference</li> </ul> </li> </ul> <p>(Draft Treasurer’s report attached.)</p> |
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**Standing Committee Reports**

|  |               |
|--|---------------|
| <b>Marketing</b>   |               |
| Chair  | Victor Harper |
| Members  |               |
| Working with other committees to create a market plan for Arts Alive including developing layout for flyers and locations for posting. A promotional video has been created by Kim Miller for distribution |               |

via social media. Committee is working with In The Company Of Laureates as well for promotion of event. Volunteers are needed for day of Arts Alive to support activities.

**Nominations**

|                      |             |
|----------------------|-------------|
| Chair                | Jordan Exum |
| Members              |             |
| No report this month |             |

**Program**

|         |   |
|---------|---|
| Chair   | Kim B. Miller   |
| Members | Arts Alive: Susan Bardenhagen, Carylee Carrington, Kelly Haneklau, Emily Smith (Hylton Center), Peter Alten, Kojjo Opoku-Reeves, Alice Mergler<br><br>In The Company Of Laureates: Susan Bardenhagen, Kelly Haneklau, Alice Mergler |

Arts Alive will be held from 12 PM to 4 PM on Sunday, September 10th, at the Hylton Performing Arts Center. Corrections asked for Hylton Center such as identifying as a free event. County website has festivals listed for visiting. Video developed by Kim B. Miller is available for promotion. Event notifications have been posted on Patch and Event Brite. Recommended to send postings to Kevin Costello for adding to other local media.

In The Company Of Laureates program is currently in progress.

To better serve all areas of the county, Kim is meeting with county supervisors to identify events for each area of the county for a 2-year plan to plan for arts council budget line items. Kim will identify and compile a list of ideas for events and provide to the council to decide which to pursue.

**Special Committees**

**Education**

|   |              |
|---|--------------|
| Chair   | Susan Dommer |
| Members   |              |
| No report<br>Herb discussed bringing a cabaret concept to the county. Reference the magazine arts magazine for concept. |              |

**Public Art**

|   |             |
|---|-------------|
| Chair   | Jordan Exum |
| Members   |             |
| A winner was selected for the Occoquan mural competition, Althea Marie Robinson from Manassas. Installation will probably take place in the next month. |             |

## Liaison Report

|                        |  |
|------------------------|--|
| <b>Latino Festival</b> | <p>Manassas Latino Festival at Harris Pavilion scheduled for September, 30<br/>Need to secure table for Arts Council promotion. Cost is \$225.</p> <p>Sean Peck moved to allocate funding for \$225 for table. Kelly H. seconded motion.<br/>Approved by show of hands.</p> <p>In addition, the Manassas Park Latino festival is scheduled for September 17<sup>th</sup> and is free for non-profit organizations.</p> |
| <b>Arts Alive</b>      | <p>Artists at Prince William Arts society are creating items such as bags and other items for interest.<br/>The promotional flyer is provided in the magazine and available online.</p>  |
| <b>Magazine</b>        | <p>Need articles for magazine for October/November edition. Deadline for submission is 9/15.<br/>Contact Herb with story ideas.</p>  |
| <b>Grants</b>          | <p>All TA grant funds have been disbursed except three. Herb is working on resolving issues for distribution of those.</p>   |

## Announcements

|                         |  |
|-------------------------|--|
| Manassas Symphony       | <p>Performance at Harris Pavilion August 27 at 3 pm<br/>Theme: Broadway</p>  |
| Read with Carylee       | <p>Partnering with Holistic Alliance to read 14 stories in Hyatt Tysons – translate book into Haitian creole<br/>Saturday August 26, 10 am to 5 pm</p>                       |
| TEMA Choir              | <p>Open Space Concert, 8/12 at 6 pm</p>  |
| PWCB                    | <p>Concert at Harris Pavilion, 8/13 at 3 pm<br/>Fundraiser at Foster's grill on 8/13 from 9-5</p>  |
| Open Space              | <p>Vinyl records day at open space</p>   |
| ArtFactory              | <p>Artists event for John Harrt, August 12 at 6 pm</p>   |
| GEM Theater Productions | <p>Will present the 40<sup>th</sup> anniversary of the play, The Eagle Stirs Her Nest in October 6-7 Ferlazzo Building<br/><br/>Group discounts for 10 or more available</p> |
| Kelly Haneklau          | <p>Illustrated first children's book, Table Manners for Humans – available from Amazon this month</p>  |

## Final Notes

Alice M. presented a gift of thanks to parliamentarian, Donald Garrett, for his support at meetings in the past few months.

**Adjournment**

Call for adjournment at 7:53 pm.

# Prince William County Arts Council Treasurer's Report 8/8/2023

## 1 Budget and other info

Our allocation from this years county budget (which was only adopted July 25) is \$62,784.00. A draft budget for the Arts Council was sent to all board members for review and to send any comments/corrections. To date, I have received two comments to correct or add more information. I will prepare notes to accompany the final draft. When I get responses from the board, I'll draft a budget for a final review and adoption

FYI, The DPRT budget is \$45M, thus our piece is .0014% of this.

Another related, but not financial bit of info is that our potential audience for the Arts Council and all the members is a good portion of the area population. Each county district that our appointees help identify arts needs is about 70,000 residents. Add in Manassas (42,700) and Manassas Park (17,000) and we have in the greater Prince William County a population of 549,500 to go after to support our organizations..

**2 Technical Assistance Grants** applied for: None

## 3. Membership dues

In order to simplify what member dues should be for the next FY, Jordan, our Vice Chair for Nominations & Membership is preparing a draft proposal to be presented at the September meeting.

This is in accordance with “**ARTICLE IV: MEMBERSHIP DUES COLLECTION AUTHORITY.** The Council shall have the authority to set, charge, and collect membership dues, which shall be used to further the mission of the Council. Membership dues amounts shall be set annually and shall remain stationary for the entire fiscal year....”

As a reminder: “**ARTICLE VI: ORGANIZATION**

Section III.

Membership.C. Benefits of Membership.

Dues paying Members shall:

1. Be entitled to one (1) vote at all meetings of the general membership elections at the annual meeting. Each organization shall designate in writing the one (1) voting representative with the Council Secretary. If the designated representative cannot attend, an alternate is allowed to vote but must be a member of the associated organization.
2. Be eligible to apply for TAGs (not available to Associate Members and Business Support).

3. Be eligible for discounted use fees and scheduling assistance at Prince William County Public School facilities.
4. If a non-profit organization, be eligible for early request of the Ferlazzo Building.
5. Be eligible to receive discounted booking fees of the Locust Shade Park Amphitheatre”.
6. Be eligible to participate in special events hosted by the Council or DPRT, such as educational workshops and award programs.
7. Be eligible to receive media promotion and marketing of arts-related programs, through outlets such as the Council online calendar of events and newsletter

#### **4. Income from Arts Alive**

This revenue should stay with the Arts Council. Either be added to TA grant funding or other PWCAC events. As published in ARTICLE XI: FINANCIAL ADMINISTRATION, Section IV. **Non-Membership Funds Collected**. All funds raised and collected by the Council shall be used to further the mission of the Council and shall be held in trust by the County.

#### **5. Festival attendance.**

Here are several suggestions:

September 9. Stonebridge Fall Festival & Chili Cook Off

September 23-24. Occoquan Arts & Crafts Show

September 30. Latino Festival, Costello Park, Manassas Park

October 7. Manassas Fall Jubilee

**6. Money for public art** The proposed budget (sent to all board members) has money earmarked for murals and sculptures to be done in the county. As a reference, attached is the two page (I repeat two page) policy document from Manassas.



## Guidelines from Manassas:



### PUBLIC ART & MURALS

The City of Manassas Architectural Review Board encourages the use of art, particularly sculptures and murals, as a way to engage residents and visitors, create community identity and highlight artistic creativity. The installation of public art also supports the City's arts and tourism initiatives. Public art is any art that is visible to the public regardless whether it is on public or private property. Mural art in particular is widely considered one of the oldest methods of artistic expression and can enhance a historic district.

The City of Manassas Zoning Ordinance designates the painting of non-residential structures resulting in a different color, such as mural art, as a substantial alteration requiring approval of the Architectural Review Board. The painting of mural art on small building elements, such as individual bricks and utility appurtenances (such as downspouts or raceways), shall not be considered a substantial alteration.

The Architectural Review Board does not review the content of art; rather, ARB review is limited to how proposed art installations impact historic architecture and the overall character of the historic overlay district. Art visible from the public right of way should add to the community while respecting historic architecture and the design integrity of the district. The ARB does not review art-based projects on public property that are temporary installations in such locations that have been deemed to be appropriate for rotating public art exhibits.

### GENERAL PUBLIC ART GUIDELINES

1. The subsequent guidelines will be applied to contributing, landmark, and non-historic structures in the same manner.
2. Alterations made to buildings within the Historic Overlay District(s) for arts-based projects should be reversible and not damage the features of historic landmarks or contributing buildings.
3. Existing historic architectural details on primary facades should not be altered, covered over, or diminished by arts-based projects.
4. Decorative details and arts-based appendages such as sculptures, etc. on facades may be approved. These appendages should be affixed at mortar joints to avoid damage to masonry.
5. Content distinguishes arts-based projects from signage. While a sign specifically advertises a business, product or service through graphics or text, murals or other projects are solely artistic in nature. Arts-based projects that include information related to a business, product or service will be considered a sign and are required to meet current zoning regulations related to, but not limited to, size and placement. When an official interpretation is deemed necessary, the Zoning Administrator will determine if a proposal is a mural, sculpture or a sign. Generally, arts-based projects do not include trademarks, service marks, or other markings, colors, or patterns identifying or associated with a business, profession, trade, occupation, or calling.
6. Mechanically produced or computer-generated prints or images, including but not limited to digitally printed vinyl are not permitted.



1. Murals are considered to be reversible if applied to previously painted surfaces. Murals should be painted using materials that can be removed without destructive methods such as sandblasting.
2. Masonry elevations that were not historically painted should not be painted. When painting masonry is approved, appropriate vapor-permeable masonry paint must be used. All relevant Preservation Briefs as published by the National Park Services Technical Preservation Services should be followed when painting masonry.
3. In most cases, do not place murals on primary facades of historic landmark or contributing buildings. Side facades of buildings are appropriate for murals as long as they do not conceal historically significant details such as cornices, bay windows or other decorative elements.
4. Historically significant murals (including historic advertisements) may not be painted over, even if faded. In some instances, it may be appropriate to restore such historic markings.
5. Murals should complement and enhance building design and be incorporated architecturally into the elevations of the building.
6. The location of a mural on the building should not cover or detract from significant or character-defining architectural features.
7. Sponsor and artist names may be incorporated but should be discreet and not exceed 5% of the design or 2 square feet in area, whichever is less.
8. Artistic designs on streets, alleys and sidewalks are permitted and will be reviewed in a manner similar to murals on buildings.

03 DESIGN GUIDELINES



1. Avoid drilling into or removing historic masonry features to install sculptural pieces on buildings. Attach sculpture to buildings through mortar joints.
2. Sculptures should be of such size and placement so as to not overwhelm historic components of buildings or the district streetscape.
3. Small scale elements such as downspouts, benches and security grills may be dynamic works of art in their own right with unique features and finishes.