

## Prince William Arts Council Meeting Minutes

Date	October 8, 2024
Location	Powells Creek Conference Room, McCoart Building
Time	Scheduled for 6:30 pm

Board Members Name	Elected/ Appointed	Position	Present	Notified Absence	Not Notified Absence
Ebenezer Allotey	E		X		
Peter Alten	E	Treasurer	X		
Michael Artson	E		X		
Davene Barton	A		X		
Carylee Carrington	E	Vice Chair Marketing	x		
Ron Crigger	A	Vice Chair Nominations & Membership	X		
Susan Dommer	E		X		
Jordan Exum	E				x
Kelly Haneklau	A		x		
Dawne Horizons	A	Vice Chair Programs	x		
Catrina Hudson-McNeil	A		x		
Alice Mergler	E	Board Chair	x		
Larissa Miller	A		x		
ElysaBeth Muscat	E		x		
Sean Peck	E	Secretary	x		
Jackie Thomas	E			X	

### Members Present

Name	Organization
Carter McClelland	DPR liaison
Janet LaFleur	DPR
Becki O'Loughlin	New Dominion Choraliers
Debora Madsen	Individual Artist
Diane Roebuck	PW Community Band
Isaiah Luckey	Edutainment at OSA
Kevin Antwi	DMV Chorale
Lee Vannett	Individual
Mark Cohen	Woodbridge Community Choir
Mark Wolfe	Manassas Ballet Theater
Patty Parker	Manassas Symphony Orchestra
Sandra McClelland Lewin	Independent

<b>Meeting Called to Order</b>	Meeting called to order at 6:31 pm.
<b>Opening Remarks</b>	<ul style="list-style-type: none"> <li>• Chair, Alice Mergler discussed Arts Alive</li> <li>• Move back to Sunday next year</li> <li>• Successful event developed in short amount of time</li> <li>• introduced the meeting agenda with times for each segment</li> </ul>
<b>Meeting Minutes Approval</b>	<p>Approval of meeting minutes from September, 2024 meeting.</p> <ul style="list-style-type: none"> <li>• Alice asked for any comments for minutes or updates.</li> <li>• Sean Peck reviewed previously provided edits for update.</li> <li>• Ron Crigger moved to accept the minutes as appended</li> <li>• Motion seconded by Elysabeth Muscat.</li> <li>• Minutes approved.</li> <li>• Vote: 10 to approve and none opposed.</li> </ul>
<b>Treasurer’s Report</b>	<p>Peter A. presented current budget information.</p> <p>Annual FY 25 Allocation: \$62,784  Arts Alive Spent to date: \$2,850.54</p> <p><b>Technical Assistance Grants</b>  \$4,345 is available for grants</p> <ul style="list-style-type: none"> <li>• \$4,180 in dues have been collected</li> <li>• \$525 in vendor fees from Arts Alive</li> <li>• \$3,845 remaining after submitted technical request</li> </ul> <p><b>Grant Request</b>  Requester: Edutainment  Amount Requested: <b>\$500</b>  Request: IPAD, cover/case, and screen protector</p> <p>Peter A. moved to accept the request.  Ron C. seconded motion.</p> <p>Discussion  Isiah from Edutainment provided background for use for upcoming classes and class signups.</p> <p><b>Grant Vote</b>  Approve: 11  Opposed: non  The motion passed.</p>

## **FY25 Budget**

The budget for the FY25 allocation of \$62,784 was provided from the previous meeting distribution.

Peter A. moved to accept the budget.

Dawne H. seconded the motion.

### Discussion

- Elysabeth M. Inquired about the allocation of budget items.
- Peter A. replied that amounts can be reallocated by need as determined by the council as we progress through the year.
- **Magazine item discussion**
  - Kelly H. inquired about a budget line item for magazine printing and the process.
  - Janet L. reviewed that a process has been defined for the development of the magazine.
  - A draft of the process is attached.
  - Alice M. provided information about the decision to distribute electronically and print formats.
  - Focused discussion on the version of the magazine provided for Arts Alive
    - Larissa M. provided a series of questions from Supervisor Angry
      - Q: Why were no arts groups featured? A: The Arts Alive version was just to provide a sample for the event.
      - Q: What is the means of getting an article created? A: Carylee C. stated request from her support to get article created.
      - Q: Why was Supervisor Boddye highlighted in an article? A: Dawne H. stated that the article was a duplicate of one that she wrote for a previous issue of the magazine.
      - Q: What is the reach of the magazine? Cost to benefit? A: Carylee C., as Marketing Chair, is taking over management of the magazine as one of the marketing tools of the Council and identified physical distribution and digital outreach. We will have data to share after the next issues are distributed.
    - Isiah provided further information about the publication for the Arts Alive version. The original version had feature articles on arts members and a review of the year but was pared down for the event. All supervisors were interviewed for articles.
  - General comments about the magazine
    - Janet L. provided background about the origin of the

	<p>magazine and the need for creating a defined process for collecting and editing content and approval for publication. Per the new publishing process: The Marketing Committee chair will send the final draft version of the arts magazine to the Arts Recreation Specialist and DPR Communications staff for review, edits, and final approval for print.</p> <ul style="list-style-type: none"> <li>▪ Ron C. discussed proposed updates of the Council charter to include removal of DPR from control of Arts Council activities. He further emphasized that Edutainment was the original creator of the magazine and should maintain production.</li> <li>▪ Magazine Process Discussion <ul style="list-style-type: none"> <li>• Q: What if no one bothers to submit articles?</li> <li>• A: We need to create an online method for collection/submission of articles.</li> </ul> </li> </ul> <p>Vote to adopt budget. 13 in favor. One abstention.</p> <p>Vote passed.</p> <p><b>Technical Grant Submission Date</b> Peter A. moved to change the date period for submitting TA grant applications. Technical Grant applications may be submitted July 1 to May 15 of each fiscal year.</p> <p>Kelly H. seconded the motion.</p> <p>Discussion September date was based on allowing dues to be paid and</p> <p>Vote to set the technical grant submission date. 14 in favor. Vote passed.</p>

<b>Standing Committee Reports</b>	
<b>Marketing</b>	
Chair	Carylee Carrington
Committee members are needed. Contact Carylee to join the committee.	
<b>Social Media</b>	

The Arts Council does not own our social media. All messaging must go through DPR communications. Carylee has her own partnership with several county media outlets and would like to buy a package of ads for advertising events. Early purchase = cost savings.

### **Brochure**

A new brochure needs to be created with current information.

### **Magazine**

The decision for frequency of publication will be made by the committee (i.e. monthly or quarterly).

To submit an article or media post send to: [marketing.pwcartsCouncil@gmail.com](mailto:marketing.pwcartsCouncil@gmail.com)

Dates will be set for submission.

### **General Marketing**

Carylee stated that residents not aware of the Arts Council, but she has promoted through individual social media postings.

Janet L. highlighted that we all fall under county rules and suggested a work session for committee members to better understand the rules and guidance.

There seems to be a disconnect in DPR communication in relation to Arts Alive. We need better coordination of efforts and understanding roles and responsibilities for promotion of events.

## **Nominations & Membership**

Chair

Ron Crigger

Carter M. will send updates of new members every Monday to Ron C.

There are currently 59 members.

### **Email in distribution**

If you do not want Ron to distribute your email, send him an email to remove your address from the public list. The distribution list is intended for internal purposes only.

A few previous year members have not paid. The groups will be purged from the website if not renewed.

Alice M. indicated that two people from Manassas Park expressed interest in joining.

Dawne inquired about membership of organizations from outside of the county. The charter provides a category: Associate (residency and majority of artistic presentations not based in Prince William County, Manassas, or Manassas Park)

## **Program**

Chair

Dawne Horizons

### **Arts Alive Update**

- Attendance for each venue
  - Merchant Hall: 671
  - Gregory Family Theater: 523

- Jacquemin Family Foundation: 481
- Ballard Postma: 132
- Classroom 1 and 2: 80
- TOTAL: 1887
- Attendance numbers were less than last year, but we were competing against multiple events in the community.
- Limited food trucks because of other events
  - Process is too bureaucratic to sign up vendors
  - Need long lead time to be able to be a vendor at George Mason
- Feedback form from groups – none were returned
  - Forms sent via email
  - Alice requested that comments be provided
  - Information used to improve the events and council activities
- Student volunteers were helpful
- Need more variety of materials
- Need more table volunteers at entrance table
- Suggest have EMT available
- Need more planning
- Site map had incorrect information
- Suggestion to highlight performance with venue to locate easier
- Add QR code to signage for membership
- Need table weights for materials
- Suggestion made for boy scout troop to provide food options

Program for this year

Need committee members

- Meet and greet in public with community
- Ron and Jordan volunteer for first 2 beginning in November
- Goal to do one in each district
- 
- Events by month –
  - Need committee members for each event – notify Dawne if interested
  - Black history month
  - Women’s history
  - July-September multiple events
  - September Arts Alive

**Arts and Education**

<b>Chair</b>	Susan Dommer
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Susan provided proposals for two ongoing outreach programs for school students.

**Kid Pan Alley**

Susan D. proposed to use Arts in Education funding for Kid Pan Alley artist in residency and art gallery visits for Hayden and Covington-Harper elementary schools. Total requested \$2,000 (\$1,000 per school).

Ron C. seconded the motion.

Vote

11 in favor

None opposed.

Motion passed.

### **Art Gallery Tour**

Susan D. proposed to use Arts in Education funding to bring middle and high school art classes to local galleries for a tour and an opportunity to create art with a guest artist. Total requested: \$2,200. Allocation of \$1,800 for artist fees (\$150 per visit) and \$600 for bus reimbursements.

Dawne H. seconded the motion.

Vote

12 in favor.

Motion passed.

### **Possible Future Event**

Susan is working on an opportunity to connect Broadway Theatre to high school students by setting up a video call with a professional performer (Kelly Glypts). She has approached the county school supervisor for the arts to gain approval for the idea.

## **Parks and Recreation Reports**

### **Liaison Report: Carter McClelland**

#### **Member Events and Website**

- Need to determine meeting location for the next year. Should we reserve the Powells Creek Conference Room
- Discussion to possibly move meetings around the county and suggestion to not have a December meeting.

Alice M. moved to not conduct a December meeting and other meetings will be at the current location (Powells Creek Conference Room) at 6:30 pm unless other location identified well in advance.

Motion seconded by Kelly H.

Vote

10 in favor

Motion passed.

#### **Member Events**

- Submit your event via the website. The request will go to Carter to add to the calendar.
- A renew membership option has been added to the website.

#### **School use**

	<ul style="list-style-type: none"> <li>• Submit your request 2 weeks in advance</li> <li>• Schools have up to 10 days to accept or reject</li> <li>• School can still revoke request</li> <li>• A new request form has been created. Request the form from Carter.</li> </ul>
<p><b>Additional business</b></p>	
<p>Elysabeth M. announced that the county arts grants approval had been tabled in in the BOCS meeting to October 22. DPR was asked to provide information to BOCS with questions about applicants. Victor Angry advised to participate in the discussion.</p> <p><b>Public Art</b></p> <p>Kelly H. reported that Supervisor Gordy has reached out to DPR and no policy is currently provided. The original commission directive was issued by Supervisor Angry in September 2022 to create policy was directed to Seth Hendler-Voss at DPR. Kelly has been in communication about this issue with the DPR budget director, Seth Hendler-Voss, DPR Executive Director, and Supervisor Lawson's office from October 2022 to November 2023. She has also communicated monthly with Supervisor Gordy's office staffer, Jacob Alderman, since December of 2023.</p> <p>Janet provided a DPR update. Director Seth has issued a memo outlining the framework to BOCS to move forward.</p> <p>Alice reiterated the actions of Manassas Park and inclusion of a public arts policy by the city that we discussed in the September meeting.</p>	
<p><b>Announcements</b></p> <ul style="list-style-type: none"> <li>• PW Community Band concert at Metz MS on October 27 at 3 pm.</li> <li>• New Dominion Choraliers partnering with Tema choir for a concert October 19<sup>th</sup> 6-8 pm at Ebenezer Presbyterian church.</li> <li>• Manassas Chorale concert on October 12 at 7:30 pm at the Hylton center. Salute to Heros – Osbourn and Manassas Park chamber choirs participating.</li> <li>• OSA Broadway exhibit 6-9 pm Friday through Sunday</li> <li>• Art of Life Charities fundraiser October 19, Heritage Hunt Golf &amp; Country Club</li> </ul>	

**Final Note**

Our next meeting will be November 12th at 6:30pm at the McCoart building.

**Adjournment**

Adjournment at 8:35 pm.



# Prince William County Arts Council Treasurer's Report 10/8/2024

## 1 Finances

From the county financial reports, we have spent \$2,850.54 of our allocation of \$62,784 for costs associated with Arts Alive.

Attached is the latest budget document for approval by the board..

## 2 Technical Assistance Grants

A grant for \$360 was approved and awarded at the previous PWCAC board meeting on Sept 10, 2024.

There is one new TA grant application.

Edutainment Productions, Inc. has applied for a grant to purchase an iPad, cover case and screen protector.

This will provide visitors to the gallery the opportunity to learn about the mission of the organization as well as a convenient place to sign up for events, classes and RSVP to upcoming programs. The iPad will also allow visitors easy access to background digital information about events, classes and programs.

By having easy access to information and being able to sign up brings awareness to the opportunities at their gallery that are geared to growth, development and education of all artists and visitors

This grant will pay a portion of the total cost of their purchase

**Amount of request: \$500**

## 3. Membership dues:

\$4,180 plus \$525 from Arts Alive was collected. Total available for TA grants is \$4,345.

## Motions

1. Approve the FY25 budget
2. Approve the TA grant application from Edutainment Productions, Inc.
3. Establish PWCAC policy that members may apply for TA grants beginning 1 July of each fiscal year and no later than May 15 of each fiscal year.

## Arts Council's Arts Magazine publishing process

### PURPOSE

To ensure that the Arts Council, under guidance from DPR Communications Division and the Arts Recreation Specialist, has clear parameters to handle content and articles for the arts magazine and that the established process guidelines is adhered to by all parties involved in the oversight and implementation of such.

### OVERSIGHT AND IMPLEMENTATION PROCESS GUIDELINES:

- The Arts Council Marketing Chair, along with the guidance from DPR's Communication staff and the Arts Recreation Specialist, will oversee the arts magazine implementation process and follow the guidelines set forth by DPR and the Arts Council Chair.
- The Arts Council board will determine allocated funds from the Arts Council's budget to support the production and print of the arts magazine. Frequency of production of the magazine (bi-monthly, quarterly) will be set by the Arts Council board and will be determined and voted on at the start of each fiscal year.
- The Arts Council board may elect to have an Arts Council member organization (i.e. Edutainment Productions) assist the Marketing Committee chair with the gathering of content and articles to be published for each publication.
- The Marketing Committee chair will send the final draft version of the arts magazine to the Arts Recreation Specialist and DPR Communications staff for review, edits, and final approval for print.
- The final print version of the arts magazine will be handled by DPR Communications staff to send to the printer vendor to print the estimated number of the publication.
- Payment to print the arts magazine will be handled by the Arts Recreation Specialist using the Arts Council's budget funds and the total cost of such will also be communicated to the Arts Council's Treasurer for recording purposes.

DPR and the Arts Council board can at any time during the fiscal year, make the decision to eliminate the funding of the arts magazine and allocate such funds to support any future Arts Council initiative.