



Meeting of the Arlington Commission on Arts and Culture September 5, 2019 Arlington Center for the Arts

Meeting was called to order at 7:00 pm

Attending: Stephanie Marlin-Curiel, Cristin Canterbury Bagnall, Adria Arch, Tom Davison Lidia Kenig-Scher, Terry Holt, Cecily Miller, Andrea Nicolay, Janet Oberto, Steve Poltorzycki Kimberley Harding, Aneleise Ruggles, Stewart Ikeda

Absent: Ali Carter, Beth Locke

Combining Public Arts & Programs & Festivals Committees: Stephanie and Cristin, with endorsement from Past-Chair Adria presented a proposal to combine the Public Art and Programs & Festivals Committees into one ACAC Program Committee. It stated that the public art curator would still have jurisdiction over curating works of art, with an advisory committee of her choice. Needs and priorities would be determined by the Program Sub-Committee informed by ACAC's Strategic Plan, Cultural Plan and in consultation with the Planning and Community Development Department. The Program Committee would meet once a month with project subcommittees meeting as needed to work on specific programs.

Stephanie presented the following in support: organize the programming work so that everyone involved is working in an integrated rather than a siloed way, aligned with the same goals; increase the number of people closely engaged with both areas of work to ensure coordination and rationale across our programming and broaden perspective on program direction; simplify ACAC's public-facing programming and communications with audiences and potential donors; make the work more efficient for commissioners, for any other volunteers, and for consultants such as the public art curator, marketing coordinator, and public relations consultant. It was noted that time and money are a challenge for the commission, so greater efficiency is especially valuable.

It was recommended that the commission try the proposed restructure for a period of one year and assess during the retreat in the summer of 2020.

There was a period of discussion before a unanimous vote was taken. Andrea abstained, as she joined the meeting in progress and did not hear the discussion. Co-Chairs Stephanie and Cristin will further develop the committee's charge and structure, in consultation with the Commissioners that have been serving on each of the two committees.

Discussion of Strategic Plan Draft: Successful work was done over the summer that sustained the momentum of the retreat and reflected the comments and questions within the year-end assessment. A brief period of time was spent on the core values with the question asked, "who is the essential audience and what purpose do the core values serve?" It was suggested that emotional richness be added to terms that might be cliché, or misunderstood. It was

recommended that they be “ennobling and civilizing”. Strategic plan discussion reacted to goals on white paper and input was captured for the next draft. The important question was asked – are these goals aspirational or organizational and what should that balance be, particularly at this time in the commission’s evolution. The Co-Chairs will compile the input and move the work forward with the Strategic Planning subcommittee.

Marketing Report: Terry Holt presented the latest Google stats for artsarlington.org. It was requested that the stats be presented with context and that goals be defined. Stewart Ikeda presented goals for the marketing committee and ways to ensure that we clarify and strengthen and do not dilute our brand. Brand guidelines need to be created. Programming needs to be known further ahead to properly promote and publicize. A monthly marketing report will be provided.

Budget Report: Stephanie explained our budget format and will confirm with Annie LaCourt that it is correct for Finance Committee reporting. There was conversation with the treasurer as to exactly how we will include APA and the Cultural District within our reporting. The grant committee’s calendar year (how it affects reporting) was also discussed. Discussion of the marketing consultant position was tabled until further budget work is complete.

Town Day Weekend: Detailed discussion on all planning aspects prepared all to participate in Town Day, including Garage Band and the Pathways Celebration.

New Business: It was announced that bylaws would be reviewed and that Commissioner’s terms would be confirmed. ACAC’s Google voice number was shared and responsibility for accessing it assigned. Commissioners were reminded that each has an Americans for the Arts Membership and were encouraged to participate. ACAC now has a general account with the Town for donations, in addition to the account for restricted donations to support artist fees for public art, and the donate button on the website feeds into the general account.

Meeting was adjourned at 9:10 pm