

Prince William Arts Council Meeting Minutes

Date	September 10, 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		
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		
Alice Mergler	E	Board Chair	x		
Elysabeth Muscat	E		x		
Sean Peck	E	Secretary	x		
Carylee Carrington	E	Vice Chair Marketing	x		
Catrina Hudson-McNeil	A		x		
Jackie Thomas	E				x
Wanda Lee Smith	A		x		

Others Present Name	Organization
Carter McClelland	DPR liaison
John Blevins	DPR
Leslie Pope	DPR
Emily Smith	HPAC
Elyzabeth Stathis	PW Art Society
Diane Bennett	Manassas Symphony
Isaiah Luckey	Edutainment at OSA
Mark Cohen	Woodbridge Community Choir
Sandra McClelland Lewin	Independent
Diane Roebuck	PW Community Band
Susan Dommer	Manassas Chorale
Joanne Hawk	Cabin Branch Quilters
Larissa Miller	Woodbridge Community Choir
Nina Miller	Woodbridge Community Choir
Ann Levy	Old Bridge Chamber Orchestra
Debora Madsen	Individual Artist

Meeting Called to Order	Meeting called to order at 6:31 pm.
Opening Remarks	<ul style="list-style-type: none"> • Chair, Alice Mergler welcomed all and introduced the meeting agenda with times for each segment • Alice met with city of Manassas Park employees about inclusion of PWAC in a federal grant request including public art • Manassas Park will appoint a new representative to the council • Acknowledged Emily Smith, Carter McClelland, and Dawne Horizons for their efforts in getting Arts Alive off the ground • Adoption of a county public art part will be a focus of the council this year and we will form a committee to create a plan to present
Meeting Minutes Approval	<p>Approval of meeting minutes from August, 2024 meeting.</p> <ul style="list-style-type: none"> • Alice asked for any comments for minutes or updates. • Ron Crigger moved to accept the minutes. • Motion seconded by Jordan Exum • Minutes approved with no changes. • Vote: 12 to approve and none opposed.
Treasurer’s Report	<p>See attached Treasurer’s report for more details.</p> <p>Annual FY 25 Allocation: \$62,784 Arts Alive Spent to date: \$1,925</p> <p>Technical Assistance Grants \$1065 is available for grants</p> <ul style="list-style-type: none"> • \$840 in dues have been collected • \$225 in vendor fees from Arts Alive <p>Requester: Virginia National Ballet Amount Requested: \$360 Request: 2 Square Reader Point of Sale devices with docks and two concession racks to display food at the concession tables</p> <p>Dawne Horizons moved to accept the request. Jordan Exum seconded motion.</p> <p>Discussion A question was raised from the floor as to the origin of the request. The request was provided to Peter. The website currently states that technical grants may be accepted between September 30 and May 15. Discussion continued as to the source of the statement on the website since it is not provided in the charter. John Blevins will investigate the source of the policy stated on the website.</p> <p>Grant Vote Approve: 10 Opposed: 2 The motion passed.</p>

Standing Committee Reports

Marketing

Chair Carylee Carrington

Social media available to distribute for Arts Alive. Current accounts for the council include:

- Facebook
- Instagram
- Video

Please share video and announcement on your organization social media sites.

We still have posters to distribute.

Carylee will check on the status of the electric sign for Manassas for announcement of Arts Alive.

Announcements are currently displayed on county parks electronic boards.

A question was asked about the featured members on Facebook for Arts Alive.

A simple decision of the number paid members as of the date started since there were the same number of days before the event. Groups featured:

- Somer Voice
- Edutainment Productions, Inc.
- Woodbridge Community Choir
- The New Dominion Choraliers
- The Manassas Symphony Orchestra
- Old Bridge Chamber Orchestra
- Utpalasia
- The Cabin Branch Quilters
- Manassas Ballet Theatre

Question: Is there an email strategy for marketing council announcements?

Answer: We are not allowed to send emails directly. Arts Alive was provided in a DPR email distribution. Carter inquired about an email distribution for member renewals and DPR sent out a renewal distribution. In general, DPR can distribute announcements about council events, but not individual member groups.

Nominations & Membership

Chair Ron Crigger

There are currently 43 members registered with several regulars who have not yet paid.

- Please pay your dues if you have not.
- Ron has a new membership spreadsheet to distribute.

Discussion about registration and the budget process.

- Leslie Pope from DPR was introduced and works with registration for the arts council.
- There have been issues with fees. Some confusion occurs with renewals vs. creating a new membership for the current.
- Budgets are tweaked at the beginning of the year for DPR and they are still working on the current fiscal year.

- Dawne H. asked for clarification for paying online
 - Membership payments can be currently processed online.
 - Suggested creating a job aid for the process to assist since there is confusion between the difference of a renewal and purchase.

Program

Chair	Dawne Horizons
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Arts Alive Update

- Arts Alive event is this Saturday, September 14th.
- Posters/flyers are still available to distribute.
- The event has been added to Event Brite.
- Volunteers are needed for the 3-5 pm time slot for welcome table.
- 30 student volunteers have signed up from Woodbridge HS.
- Emcees are still needed for performances, especially for Merchant Hall.
 - 12 – 3 pm
 - 3:50 – 5 pm
- Board members are engaged in support activities throughout the day including, monitoring check-in, signage and setup.

We need PWCAC member volunteers!

Parks and Recreation Reports

<p>Liaison Report: Carter McClelland</p>	<p>Member Events and Website</p> <ul style="list-style-type: none"> • Submit your event via the website. The request will go to Carter to add to the calendar. • Paid members get a link on the website. Please verify your image and link and provide any changes to Carter. • Submit requests for performances at Locust Shade Amphitheater for 2025 as soon as possible. Arts Council group performances are typically free of charge. Requested dates should be submitted by November 22. <p>School use</p> <ul style="list-style-type: none"> • Submit your request 2 weeks in advance • Schools have up to 10 days to accept or reject • A new request form has been created. Request the form from Carter.
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<p>John Blevins Assistant Director for Recreation</p>	<p>Based on the previous conversation, John will check on the date of Technical Grant submission source and why it is listed on the website as September 30th.</p> <p>Public Art</p> <ul style="list-style-type: none"> • On 2/8/22 Directive 2204 was created to establish Public Art policy for 2023. • A draft policy has been created for submission to the Board of County Supervisors. • Multiple stakeholders are involved in the decision-making process. • The policy may require a set aside for capital improvement projects and
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from developers.

Additional business

Elizabeth Stathis from the Prince William Arts Society provided a report about the Manassas Park city government efforts regarding arts planning.

- Effort led by Stephen Hall, transportation manager in Manassas Park, and reviewed Alexandria arts initiative as a model for public arts
- The city management is looking to change attitudes about Manassas Park
- MP has applied for an Endowment for the Arts way finding grant
 - The grant stipulates that the grantee is required to work with a non-profit arts group
- Possible elements of arts plan and MP community
 - Proposal for signage to attract visitors
 - Planning an arts in the park festival
 - Plans for mural art
 - Long term planning for arts
 - Plans for Veteran's Day and last Friday events

Announcements

- Wanda Smith
 - Notice of sending TEMA choir flyer via email
 - Announce her replacement as Victor Angry appointee, Larissa Miller
 - Larissa Miller introduced herself
- Dawne Horizons: conducting an Art Therapy class on September 9
- Ron Crigger wants to get council appointees more involved in activities
 - Ron will be proposing updates to the arts council charter
 - He has spoken to supervisors regarding changes including
 - Limiting authority of DPR
 - Addressing public art policy
- Cabin Branch Quilters Quilt will host a show on October 5-6 at Benton Middle School, 10-5 and 10-4.

Final Note

Our next meeting will be October 8th at 6:30pm at the McCoart building.

Adjournment

Adjournment at 7:50 pm.

Prince William County Arts Council Treasurer's Report 9/10/2024

1 Finances

From the county financial reports, we have spent \$1925 of our allocation of \$62,784 for costs associated with Arts Alive.

Attached is the latest budget document.

2 Technical Assistance Grants

There is one TA grant application.

Virginia National Ballet would like to purchase two Square Reader Point of Sale Devices with docks and two concession racks to display food at the concession tables.

Concession sales are an important aspect of Virginia National Ballet's performances. The audience members expect to be able to purchase a great selection of food and drink items during the intermissions, and to have a smooth and quick transaction. The new Square tap point of sale devices eliminate the need for swiping cards and thereby reduce the amount of time needed for the transactions. Having two point of sales available will allow two separate lines for credit card sales, rather than one long line.

Having products placed on professional food racks will also make the items more visible so people can choose and take their items quickly. This helps the audience members. The more items we are able to sell, the better it is for Virginia National Ballet, as concession sales are an important source of revenue during the performances.

. The items will help provide a seamless, quick, and professional concession experience before, during, and after the performances, and the increased sales will benefit Virginia National Ballet.

Square point of sale reader: $\$60 \times 2 = \120

Two docks for the readers: $\$40 \times 2 = \80

Concession racks: $\$80 \times 2 = \160

TOTAL: \$360

Amount of \$360

3. **Membership dues:** \$2650 plus \$500 from Arts Alive was collected.