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City of Alexandria, Virginia

MEMORANDUM

DATE: JUNE 10, 2004

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*SUBJECT: ALEXANDRIA COMMISSION FOR THE ARTS FISCAL YEAR 2002-2003
ANNUAL REPORT

ISSUE: Receipt of the Alexandria Commission for the Arts (ACA) Fiscal Year 2002-2003 Annual Report (Attachment).

RECOMMENDATIONS: That City Council receive the Annual Report from the Alexandria Commission for the Arts and thank the Commission for its efforts on behalf of the City.

DISCUSSION: The Alexandria Commission for the Arts is a fifteen-member advisory board created by City Council in 1984 to lead and advocate for cultural development within the City and surrounding region. The ACA fulfills this mission in several ways: redistributes a substantial portion of its annual appropriation from the City Council and funds from the Virginia Commission for the Arts to Alexandria-based arts organizations through a grant program; facilitates communications between arts organizations and the public; and provides networking opportunities for ACA Commissioners and Alexandria arts groups.

Through the ACA programs and services, the arts are made accessible for both residents and tourists to enjoy. The City of Alexandria is home to more than 100 commercial and/or nonprofit arts organizations who offer a variety of arts activities. These activities contribute greatly to the quality of life in the community. The ACA's 2002-2003 Annual Report illustrates the ACA's Committee activities and lists its accomplishments. The Alexandria Commission for the Arts is proud of its work during Fiscal Year 2002-2003.

ATTACHMENT: Fiscal Year 2002-2003 Annual Report for the Alexandria Commission for the Arts

STAFF:

Kirk Kincannon, Director, Recreation, Parks and Cultural Activities

Janet Barnett, Deputy Director, Recreation, Parks and Cultural Activities

Cheryl Lawrence, Supervisor, Special Events/Cultural Arts Office

Cheryl Anne Powalisz, Cultural Arts Administrator, Special Events/Cultural Arts Office

Dilexidig Committee
for the QHS

2002-2003
Chairperson

"The Alexandria Commission for the Arts is administratively and financially supported by the Alexandria Department of Recreation, Parks and Cultural Activities."

Executive Summary

It has been a very good year...

It is our pleasure to report on the activities of the Commission during a very active and busy time for our 15 Commissioners and our many panelists and committee members. It is our hope and desire to reflect, through this executive summary, the rich diversity of artistic accomplishments we have been able to achieve throughout our community.

The role of Arts Education is ever present in the core of the Commission's work. The range of activities span the creation of the Professor Arts Safari board game to the presentation of classes in drama, visual arts, and crafts by the Northern Virginia Fine Arts Association. The function of Business and the Arts is crucial to growth of the Commission's work. The SPRINGboard workshop once again provided a platform for growth with our non-profit organizations. The necessity of our Diversity Taskforce is paramount to our ability to reflect the Community's makeup.

The activity incorporated analyzing grantee's performance data and the interpretation of the Commission's internal composition. The job of the Grants Review process focus the core of how grantees eventually receive their grants. In order for the grantee to be better educated, this committee approved changes that would provide access to full panel summary notes and made the Final Report Form more relevant to the times.

The purpose of Marketing is becoming more and more timely to the way the Commission does its business. Image and consistency in publication format is one of the goals the organization strived for during the year. The need for Policy is ever present in on-going procedural matters and from time to time the Commission dealt with issues, in this forum, that were necessary to ensure that the business of running the Commission kept on operating smoothly. The place for Public Art in our community and within the Commission is growing rapidly. The activities ranged from revisions to the Policy on Acquired Art to explorations for public art projects on the Duke Street Concourse.

We granted a total of \$179,937 to the five art discipline categories of Dance, interdisciplinary music, theatre and visual arts; plus the individual artist category, and the special opportunity grants category. Additionally, the ten year affiliation with the Dance Theatre of Halden/Kennedy Center Outreach Program continued. Mayoral and City Council support is essential to the work that we do. The Commission is most appreciative of the continual emphasis that the City places on the value of culture for this community. We are also grateful for the support of the Alexandria Department of Recreation, Parks and Cultural Activities staff and the dedication of our Cultural Arts Administrator Cheryl Anne Povalisz.

fiscal year 2002 - 2003

highlights and accomplishments

committees/taskforces: arts education

"There is nothing more inspiring for students than to meet an artist who has managed to make a life of creation...And frankly, there's nothing more inspiring for an artist than being in touch with the future." - Wendy Wasserstein

The Alexandria Commission for the Arts supports numerous arts education programs for people of all ages through its grants program. The Commission is pleased to recognize that each of its grant recipients offers some type of arts education outreach.

Among the highlights during Fiscal Year 2002-2003: * In partnership with students from Jefferson Houston School for Arts and Academics and Brecher Design Group, Inc., Professor Arts Safati, a fun and educational board game was developed to teach children about the arts and history of Alexandria. * The Company of Sisters presented the professional storyteller Princess Carroll "Aye" Yonchela at the Juneteenth Celebration to promote self-esteem and historical knowledge among adults and youth. * Kids in Music produced a two-day marathon performance of classical piano concert repertoire performed by young pianists, ages 4-18, with orchestral accompaniment at the Center Court of Landmark Mall.

- * The Art League initiated a new outreach program "SOHO - A Space of Her Own" which pairs low income teen girls with adult women mentors who learn art techniques and working in teams, redecorate the girls' bedrooms.
- * The Alexandria Performing Arts associations provided weekly music workshops for young people in the Northern Virginia Detention Center. The APAA also confirmed its annual youth music competition. * The Del Ray Artisans created "The Arts and Book Festival" to bring diverse neighborhood families, with a particular emphasis on the Hispanic community, together to experience the arts through children's books and through music, food, art workshops, dance performance and storytelling. * Friends of the Torpedo Factory Art Center began a revolving art exhibit program "Art at the Courthouse" which showcases youth art in the public areas of the Alexandria Juvenile and Domestic Relations District Court, as well as continued their artist mentor program and after-school art classes. * The National Rehabilitation and Rediscovery Foundation produced a video to help demonstrate the benefits of dance/movement for people with disabilities and to use as part of their education outreach programs. With thanks to these and other grant recipients, arts education is touching and changing lives in Alexandria.

Business and the Arts

Through the generous contribution of the Alexandria City Public Library System, Acrostic's nonprofit community received access for the second year to the Foundation Center's Premium Online Subscription Service. This Online Service enables the internet viewer to scan information from 20,000 Foundations and corporations who fund nonprofit organizations.

The focus for the SPRINGboard 2003 workshop held March 22, 2003 in the Addison Academic Center at the Virginia Theological Seminary was on "The Essentials of Planned Giving: A Practical Approach for Large and Small Nonprofit Organizations." Thirty-five nonprofit representatives were taught how their organizations can benefit from giving through gifts other than cash.

At the workshops, Richard D. Barrett, president of Barrett Planned Giving, Inc., a consulting firm which provides marketing, coaching, and telephone donor consulting services to a wide range of nonprofit organizations, led the participants

in breaking the mystique of planned giving and assisted in creating a framework for a practical approach. Former Director of Gift Planning for Georgetown University, Mr. Barrett was able to combine the experience of establishing the university's successful planned giving program with three decades of banking and non profit board membership. He is also the co-author of "Planned Giving Essentials: A Step-by-Step Guide to Success," Second Edition, Jones & Bartlett Publishers, 2002.

The SPRINGboard Initiative provides an annual series of Board Leadership Training Workshops designed to develop leadership skills for volunteer policymaking boards and staff of all arts and social service nonprofit organizations. The workshop series is a collaborative project between the Alexandria Commission for the Arts, the Alexandria United Way, the Alexandria Arts Forum, the Alexandria Volunteer Bureau, and Mr. & Mrs. Gant Redmon.

diversity task force

In its efforts to encourage and promote diversity in arts programs, committees and panels, this task force actively worked throughout the year on a two-fold mission that enabled the commission and the broad-based arts community to come to an understanding of the methods and programs utilized to advance the cause of diversity within our grantee base. The Commission is focused on advancing the cause of diversity for the Commission itself and for its grantees. The Commission believes that by tackling this issue, in this manner we have a greater likelihood of achieving immediate and lasting results that will be reflected across our community and in our culture.

policy

Grantmaking is governed by policy and this committee exists to clarify those points when and if there are questions that need to be addressed on a case by case basis. This year the committee handled policy questions on grant review items that dealt, in general, with procedural flow.

public art



This year, the Public Art Committee completed the final revisions of the Policy on Acquired Art for the City of Alexandria. This policy was adopted in 1987 and was in need of updating. The Policy is anticipated to be presented to the City Council in the next two years.

The Committee has been in discussion about a potential public art project for the Carlyle/PTO Duke Street Concourse. The design incorporates a concourse with wall panels for public art.

circuits review

Initially, the Circuits Review Committee takes time to evaluate the Commission's operating program and makes recommendations for modifications or changes to various components of the program. During this year, the Committee recommended and the Commission approved the following changes:

• Calculate the eligible grant award amount according to the projected expense in the organizational grant. In the past, the Commission used the actual expense of past years for this calculation.

• Increase the amount of funds which could be requested for grants from \$1,000 to \$13,000.

• Provide grant applicants with access to the Panel Summary Reports after the Commission's Public Hearing Formal Action meeting. Additionally, applicants may request a de-briefing meeting with the Panel Chair after the review of the Summary Reports and before the end of the fiscal year.

• Add with input from the grantees and Commissioners, the Final Report Form was revised to connect more closely with other area agencies and to make more relevant information available to Commissioners. These changes and forms will be implemented for the first time in the fiscal year 2003-2004 grant cycle. The completed Final Reports will be made available to the Panel Chairs shortly after their submission so the Panel Chairs can review and identify any concerns regarding the fulfillment of the grant.

marketing

This year, the marketing committee sought to improve the quality of ACA publications and refine its messages. Among our accomplishments: we developed an ACA advertisement for placement in the Alexandria Symphony's program book; received pro bono design assistance for a website, revamped our annual report to present a clean, professional face to Commission supporters and participants, issued a new "Economic Impact of the Arts in Alexandria" piece for web or print distribution, and worked with interns Brandon Sallee and Danielle Pfieff to develop draft versions of ACA brochures and marketing materials.

Our hopes for 2003 are that we meet our ambitious goal of developing a marketing plan that will stimulate arts activity in Alexandria, project a unified visual image for the Commission, and alert artists and art collectives of ACA opportunities through a variety of compelling and engaging media.



Panel activities

dance

The Panel awarded grants in four categories of activities: operations, technical assistance, professional and technical assistance. Technical Assistance awards gave the four organizations the financial support to further develop their programs or fund training and marketing skills. Special Opportunity awards provide funds with a variety of opportunity in which they could try out new program ideas.

In the 2002 - 2003 funding cycle, the following awards were given. The Longwood Dance Company received a project grant of \$2500 to work with children at the William Ramsay Recreation Center. This two-part program included ten weeks of classes in two sessions for children ages 7 to 12 years old with a performance at the end of each session. The goal of this year-long project was to introduce children to dance, to continue and/or simultaneously teaching children discipline, cooperation and collaboration. Longwood Dance also received two Special Opportunity awards for \$2500 each. The first one enabled the Company to perform for residents of senior centers in Alexandria and Northern Virginia. The second provided arts of company with the opportunity to choreograph and present an innovative approach to introducing children to study science through dance.

The Black Duke Dance Theatre received a \$3,000 Operational Grant and a Special Opportunity Award of \$250. The latter provided transportation and tickets to three residents of neighboring senior facilities to the Schlesinger Center for the Black Duke Theatre's Spring performance.

Janet Sternes, local choreographer, received a \$1,000 individual artist project grant to choreograph and present a new work using children from the Mount Vernon Recreation Center's Young Performing Artists Group. The children performed with members of her Choreographers Collaboration Project.

And finally, a Special Opportunity Award was given to the National Rehabilitation and Rediscovery Foundation to produce a promotional video which highlights the dance and movement work that Marianne Labot, the Foundation's resident dance professional, does with individuals who are recovering from brain injuries. This video will be used to assist in communicating the type of work the Foundation does with current and future supporters of the Foundation.

A total of \$13,250 was awarded in the dance arena. These grants from the Commission encourage and support the constantly growing interest in dance in the Alexandria community.

The Kennedy Center Dance Theatre of Harlem Community Residency program returned to the Kennedy Center for the 2002-2003 season to commemorate its tenth anniversary. Twenty youth from Alexandria and fifteen youth from Northern Virginia participated in the series of dance classes. Representatives from the Alexandria Department of Recreation, Parks and Cultural Activities attended the final masterclass and the anniversary luncheon.

theatre

The ACA continues to support both the professional and community theatre groups in the city. MetroStage received a Project Grant of \$11,750 for their production of "Body Snatchers, The Musical," book and lyrics by New York playwright Bill C. Davis, and music by Los Angeles composer Bob Lassone. Celebrating 25 years in 2002, Port City Playhouse received \$2,909 in Operational Grant funds to support their season with performances at the Career Center Theater located at T.C. Williams High School and the Richard Kauffman Auditorium located at the Lee Center. The Theatre Panel wants to continue to encourage theatre proposals and Alexandria-based playwrights to apply for an Individual Artist Project Grant for financial assistance to develop an original play script, either one-act or full-length work.

music

The ACA Music Panel embarked on a new experiment in Grant Evaluation in 2002-2003. By a fortuitous recruitment of new panel members we were able to split into two sub-panels - Vocal Music and Instrumental Music. The change, which will continue in the coming year, allows the panel members to concentrate more fully on their particular areas of expertise. It also reduces the burden of review for each member, usually about half of all grant applications received by the ACA are in the field of music.

The Music Panel welcomes Richard Lewellen as the new Music Director of the Alexandria Harmonizers and congratulates Keith Reas upon his appointment as Director of the Alexandria Choral Society. More and more of the local musical organizations are taking advantage of the new Rachel M. Schlesinger Concert Hall and Arts Center. The Mt. Vernon Orchestra debuted there in the 2003-2003 season. The Alexandria Symphony and Alexandria Harmonizers are regular performers there and the Alexandria Choral Society is expected to perform there in the coming season. The Schlesinger Center provides a new and welcome venue for our premiere arts organizations, although the expense of Center rental still is an impediment to some of the smaller arts organizations.

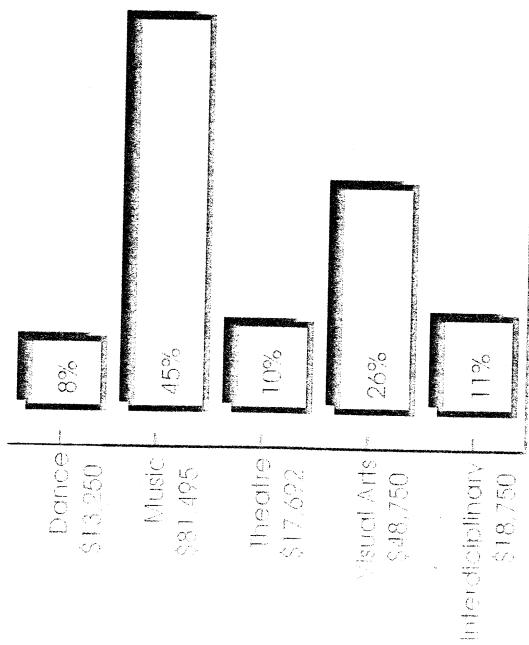
visual arts

During the 2002-2003 fiscal year, ACA awarded grants to five visual arts organizations totaling \$46,750. ACA grants helped the Friends of the Torpedo Factory to mount a display of children's art in the public areas of the Alexandria Juvenile and Domestic Relations Court. The Art League was able to initiate a program called "Soho - A Space of Her Own," painting low income girls with adult mentors. It also enabled the Art League to send staff members to special technical workshops. The Northern Virginia Fine Arts Association was able to mount several art shows featuring artists from Alexandria.

The Retired and Senior Volunteer Program used an ACA project grant to hold its "16th Annual Young at Art" show in collaboration with the Campagna Center Springwater Fiber Workshop, Inc. relied upon ACA support to increase classes in their new building through special events held throughout the Alexandria community. It also allowed their staff to attend a special fiber convention. The panel hopes to encourage more individual artist project grants as well as established visual arts organizations through project and operational grants.

Alexandria commission for the arts GRANT AWARDS 2002-2003

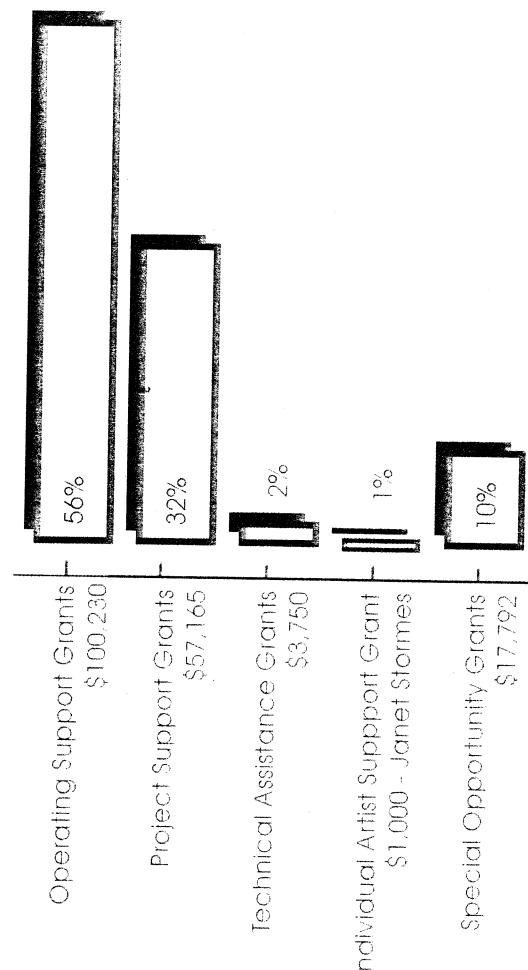
Grants by Discipline



Total Grant Awards: \$179,937

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Grants by Program



Special Opportunity Awards: 2002 - 2003

Company of Sisters	\$2,000
De Ray Artisans	\$2,600
First Night Alexandria	\$4,000
Jane Franklin Dance Company	\$4,000
Kathy Harty Gray Dance Theatre	\$750
MetroStage	\$1,042
Mount Vernon Chamber Orchestra	\$2,000
National Rehabilitation & Rediscovery Foundation	\$2,000
10% of total grants	\$17,792

Special Opportunity Grants

The members of ACA are committed to igniting creativity and stimulating a creative climate for arts organizations in Alexandria. To assist in reaching this goal, the ACA continued its Special Opportunity Awards grant program. The Special Opportunity Award seeks to fund creative new ventures or special projects.



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Alexandria Commission for the Arts RECOGNITION OF FISCAL YEAR GRANTEES

Grantees: 2002 - 2003

Operating Support Grants:

Alexandria Choral Society	\$ 9,000
Alexandria Harmonizers	11,750
Alexandria Performing Arts Association	10,000
Alexandria Singers	4,800
Alexandria Symphony Orchestra	11,750
The Art League	11,000
EcoStage	2,280
Friends of the Torpedo Factory Art Center	11,000
Kathy Hartt Gray Dance Theatre	3,000
National Virginiana Arts Association	11,000
Fort City Playhouse	2,900
Springcenter Fiber Workshop, Inc.	11,750

Project Support Grants:

Alexandria Citizen Band	\$900
First Flight Aerobatics	11,750
Jane Franklin Dance Company	2,500
Kids in Music	3,000
MetroStage	11,750
Mount Vernon Chamber Orchestra	9,600
Northern Virginia Chapter of the American Guild of Organists	1,000
Northern Virginia Youth Symphony	4,165
American Youth Philharmonic	500
Retired and Senior Volunteer Program	2,000
Virginia Opera	3,000
Virginia Scottish Games	

Technical Assistance Grants:

Alexandria Choral Society	\$750
Alexandria Harmonizers	750
Alexandria Singers	750
The Art League	750
Springcenter Fiber Workshop, Inc.	750
Individual Artist Support Grant:	
Jonet Stornes	\$1,000

alexandria commission for the arts FINANCIAL STATEMENT 2002-2003

(As of June 30, 2003)

CARRY-OVER BALANCE: \$ 2,676.98

GENERAL FUND:

City of Alexandria

* SUB-TOTAL, GENERAL FUND \$194,451.00

REVENUES:

Virginia Commission for the Arts (VCA)

Local Government Challenge \$ 5,000.00

* SUB-TOTAL VCA \$ 5,000.00

Donations

MCK Art Outreach Donation \$ 2,000.00

General Donations \$ 265.10

* SUB-TOTAL DONATIONS \$ 2,265.10

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* TOTAL REVENUES \$204,393.08

EXPENSES:

Administration

\$ 2,058.00

COMMISSION PROJECTS:

Newsleters, Editor & Annual Report

\$ 17,459.00

Konze Award

\$ 1,400.00

MCK Art Outreach Project

\$ 1,449.09

* SUB-TOTAL ADMINISTRATIVE

\$ 22,366.09

GRANT PROGRAM

City Appropriations

\$174,937.00

Virginia Commission for the Arts

\$ 5,000.00

* SUB-TOTAL GRANTS

\$179,937.00

* TOTAL EXPENSES:

\$202,393.09

BALANCE:\$ 2,089.99

(Excludes staff for AGA)

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Alexandria Commission for the Arts FISCAL YEAR 2002-2003 SUPPORTERS.

Arts Commission Council

Alexandria Department of Recreation Parks and
Cultural Activities

Artspace Design Group, Inc.

Virginia Commission for the Arts

11,500.00 CONTRIBUTIONS FOR PROGRAM SUPPORT:

Alexandria Arts Forum
Alexandria Chamber of Commerce
Alexandria City Public Libraries
Alexandria Convention and Visitors Association
Alexandria Department of Recreation Parks
and Cultural Activities

The Art League Gallery
The ArtCraft Collection
Arts At the Glass Gallery
Auburn Fine Arts Gallery
Bird-In-The-Cage Antiques
The Birchmere Music Hall
Broadway Gallery

Brockett's Row Antiques and Fine Art
Buchanan and Kiguel Fine Custom Picture Framing
Century Gallery
Creative Classics
Cuzzon Hill Antiques
Dreahl Antiques and Artifacts
Diversities

Community Centers, Playgrounds and Youth Sports
Division, Alexandria Department of Recreation,
Parks and Cultural Activities
Cultural Alliance of Greater Washington
Dance Institute of America

Education Department, The John F. Kennedy Center for
the Performing Arts
Arthur Mitchell, Founder/Artistic Director, Dance
House of Hatchin
National Endowment for the Arts
Office of Historic Alexandria
Virginians for the Arts
The Washington Times

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Time Juggler
Torpedo Factory Art Center
Torpedo Factory Art Center Artists' Association
Washington Square Antiques, Inc.
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Diversity Commission for the arts

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Alexandria Commission for the Arts
1108 Jefferson Street
Alexandria, VA 22314
T 703.838.6348
F 703.838.6344
alexandriava.gov
alexandriacommissionforthearts.org