

RESOLUTION NO. 2637

**A RESOLUTION TO AMEND RESOLUTION #2420; ESTABLISHMENT OF THE
TORPEDO FACTORY ART CENTER BOARD (TFACB)**

WHEREAS, the City Council adopted Resolution No. 2420 on October 26, 2010 outlining the composition of the Torpedo Factory Art Center Board; and

WHEREAS, Council has received a request from the Torpedo Factory Art Center Board that the addition of two at-large positions on the Board will strengthen the organization and provide additional community engagement for the Board Council is adopting this Resolution to amend and replace Resolution No. 2420; and

WHEREAS, the Torpedo Factory Art Center Board would provide a recommendation to Council regarding at-large Board member appointments; and

WHEREAS, the Torpedo Factory Art Center's mission is to enhance public art appreciation and education by providing the opportunity to visit working art studios and artist cooperatives and to take classes; and

WHEREAS, the Alexandria City Council desires the Torpedo Factory Art Center to continue its integral role in the economic, cultural and educational framework of the City; and

WHEREAS, the Torpedo Factory Art Center is an internationally recognized art center important to the cultural, educational and economic vitality of the City of Alexandria; and

WHEREAS, for more than 35 years, the Torpedo Factory Art Center has been an important part of the arts community and attracted thousands of visitors to the City; and

WHEREAS, the Torpedo Factory Art Center has brought notice and acclaim to the City, first as an inventive re-use of a building and later as a proud reflection of a community's commitment to its quality of life; and

WHEREAS, the considerable reputation of the Torpedo Factory results from the commitment, dedication and hard work of the many artists who have contributed their time, talent and artistic energy to the development of the facility as a premier art center; and

WHEREAS, the Torpedo Factory Art Center seeks to provide residents and visitors with opportunity to engage renown artists, learn of the process for creating fine art, and experience the intersection of art and community; and

WHEREAS, the Torpedo Factory Art Center is strategically located on the Alexandria waterfront where it serves as both a gateway for visitors and a threshold for residents; and

WHEREAS, the Torpedo Factory Art Center performs a critical role in supporting the City of Alexandria's economic well being, drawing visitors and residents to our streets and our retail and commercial establishments; and

WHEREAS, managing the operations of the Torpedo Factory Art Center and insuring its ongoing success requires a broad range of expertise and community based citizen support;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF
ALEXANDRIA THE FOLLOWING:**

1. A Torpedo Factory Art Center Board (TFACB), consisting of fifteen members, shall be created and charged with responsibility for the management and operational oversight of the Torpedo Factory Art Center and subject to the proceeding provisions:

- a. The Board shall consist of thirteen members appointed by City Council serving three year staggered terms and two ex-officio members serving indefinite terms and be composed in the following manner:
 - i. Six members appointed at large from the Alexandria Community as recommended by the TFACB and represent specific expertise and skills which may include marketing, retail/commercial facility management, public relations, arts management, or other knowledge, skill or ability;
 - ii. Five members representing the Torpedo Factory Artists Association (TFAA), such members to be endorsed by the TFAA governing body prior to consideration of appointment by City Council;
 - iii. One member representing the Art League;
 - iv. One member representing the Alexandria Commission for the Arts;
 - v. One ex-officio member representing the Alexandria Convention and Visitors Association;
 - vi. One ex-officio member representing the City Manager's Office.
 - b. The Alexandria Archaeology Commission (AAC) may designate a Commission member to serve as an "Invited Participant" to the proceedings of the TFACB; however, the AAC designee shall be non-voting.
 - c. Ex-officio members of the TFACB shall be full participating members and shall have the power to vote on all matters of Board consideration.
2. The TFACB shall have responsibility for the effective and efficient operation of the Torpedo Factory Art Center and their authority shall include:
- a. Determining the facility's hours of operation including having the ability to alter hours of opening and closing when determined to be in the best interest of the facility operation except that the TFACB shall not have authority to determine the hours of operation for any given artist studio, gallery or other leaseholder of the Torpedo Factory Art Center, such determinations to be made by the TFAA or negotiated between the TFACB and the TFAA as part of a leaseholder agreement.
 - b. Recruiting, selecting, supervising and managing a Chief Executive Officer who shall execute Board policies and directives related to the administration and management of the TFAC. The process for recruitment and selection of the CEO should include the advice of the TFAA however the TFACB shall have sole authority for any selection.
 - c. Delegating operational authority to the CEO as is determined to be in the best interest of facility operations;
 - d. Marketing and promotion of the TFAC as a premier art center destination and coordinating the marketing and promotion of the TFAC with other marketing efforts of the City and specifically those of the Alexandria Convention and Visitors Association (ACVA), such responsibility not to extend to the promotion and marketing of any individual artists work or the TFAA as a membership organization;
 - e. Determining the most effective utilization of TFAC space, negotiating and executing agreements for use of TFAC common space including all space employed for special events, private engagements, public purposes or other uses not related to artist studios, negotiating a lease agreement with the TFAA for use of artist studios and gallery space, and determining the annual lease

rate and any ancillary expenses (ie., utilities) as warranted. Lease agreements negotiated by and between the TFACB and the TFAA shall be subject to approval by the City of Alexandria. Space determinations affecting the Alexandria Archaeology Museum shall be subject to approval by the City of Alexandria.

- f. Producing on an annual basis and upon the recommendation of the CEO, a budget for operation of the TFAC. The budget shall include a detailed report of revenue and spending necessary for the proper operation of the TFAC.
 - g. Providing for the regular maintenance and security of the TFAC, ensuring the availability of all utilities and services necessary for utilization of the facility and generally insuring the facility is a safe, clean, attractive, and enticing environment for tenants, visitors, and renters.
 - h. Establishing those rules necessary for the effective and efficient operation of the TFAC provided those rules are not in conflict with any requirement, rule or directive of the City of Alexandria or inconsistent with any conditions expressed in an executed lease agreement. The rule making authority of the TFACB may include defining standards for the contribution of facility-housed artists to the TFAC mission as a premier art center, visitor destination, educational institution and economic generator of the City.
 - i. Establishing measures of performance which shall include identifying, collecting and regularly reporting on metrics describing the economic, cultural and educational quality of the TFAC and regularly reporting on the goals and accomplishments of the TFAC.
3. The Torpedo Factory Artists Association, in order to fulfill their responsibilities to the cultural and educational mission of the Torpedo Factory Art Center, shall, irrespective of the TFACB responsibilities, have the authority to:
- a. Govern and administer the TFAA according to the by-laws of the member organization, elect individuals to head the organization, convene committees and groups of members as it determines appropriate and in the best interest of the organization and to generally work to promote the artistic endeavors of its membership.
 - b. Define standards of artistic quality and employ the means deemed appropriate, including jurying or other discriminating processes of selection, for determining the suitability of artwork to be displayed and marketed in association with the Torpedo Factory Art Center.
 - c. Make, alter and amend those rules deemed necessary for the efficient and effective operation of the TFAA organization and in the best interest of the TFAA membership.
 - d. Determine the basis upon which an artist may be admitted to the membership organization and become eligible for Torpedo Factory Art Center studio space, except that determinations of eligibility for admission shall not be a guarantee of space. The utilization of Torpedo Factory Art Center space and the assignment of that space shall remain the purview of the TFACB who shall consult with the TFAA and consider artist and media space need requirements when making space allocations.
 - e. Advise the TFACB on matters of importance to the proper functioning of the Torpedo Factory Art Center including: 1) recommending participants and/or the staffing of TFACB created committees, 2) providing recommendations on employment of Torpedo Factory Art Center staffing, 3) assisting in the definition of standards for artist contribution to the Torpedo Factory Art

Center mission, and 4) serving as advisor on any other issue or matter of importance as requested by the TFACB.

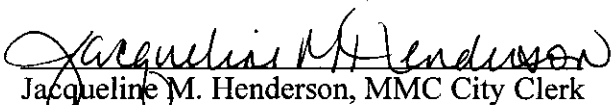
- f. Organize, produce, and determine the standard of quality for any exhibits, displays, openings, presentations or other similar demonstrations of artistic work within the Torpedo Factory Art Center facility including its galleries, except that demonstrations of artistic work or performance requiring use of the Torpedo Factory Art Center common space is subject to scheduling by the TFACB.
- g. Define and ensure the educational mission of the Torpedo Factory Art Center including the performing of educational outreach efforts;
- h. Market and promote individual artists and artistic works and work cooperatively with the TFACB to market and promote the Torpedo Factory Art Center.

Adopted: June 24, 2014



WILLIAM D. EULLE MAYOR

ATTEST:


Jacqueline M. Henderson, MMC City Clerk

34
6-24-14

Jackie Henderson

From: pennybarringer@verizon.net
Sent: Monday, June 23, 2014 4:52 PM
To: City Council; City Council Aides; Jackie Henderson; Community Relations
Subject: Call.Click.Connect. #53589: Mayor, Vice Mayor City Council Dear Mayor Euille and Councilmembers:

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 53589.

Request Details:

- Name: Penelope Barringer
- Approximate Address: No Address Specified
- Phone Number: 703-920-2541
- Email: pennybarringer@verizon.net
- Service Type: Mayor, Vice Mayor City Council
- Request Description: Dear Mayor Euille and Councilmembers:

I am writing to urge you to accept the proposal coming before the Council on June 24th to provide additional support for the continued functioning and improvement of the facilities offered to the public by the Torpedo Factory Art Center.

As you may already know, the Factory is recognized both nationally and abroad as a model for numerous other community art centers. Without any substantial outlay of public funds it has reached the ripe age of 40 through its continued attraction as a workplace for visual artists whose output draws hundreds of thousands of visitors (and even a few buyers) each year. Without the more than 150 artists and the work they produce the Factory would not be a "destination."

A resident of Arlington since 1970, I have been working in the Factory since 1983, and I have served in a number of capacities in the Factory artists' association. I have been a member of the current Art Center Board since its inception and am currently its treasurer. What I have seen is what can be done with little more than relentless focus on mission and the determination of participants to succeed. What I would hope to see is a modest investment by the community in one of its principal attractions. Investing as little as a quarter of a dollar per visitor would help the Factory materially increase the number of visitors whose spending provides substantial benefits to Alexandria.

- Expected Response Date: Monday, June 30

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Jackie Henderson

34
6-24-14

From: jody@bittersweetcatering.com
Sent: Monday, June 23, 2014 10:35 AM
To: City Council; City Council Aides; Jackie Henderson; Community Relations
Subject: Call.Click.Connect. #53540: Mayor, Vice Mayor City Council As a former Torpedo Factory Arts Center

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 53540.

Request Details:

- Name: Jody Manor
- Approximate Address: No Address Specified
- Phone Number: 7039264767
- Email: jody@bittersweetcatering.com
- Service Type: Mayor, Vice Mayor City Council
- Request Description: As a former Torpedo Factory Arts Center Board member I've always felt that to truly change the waterfront, we must change and reinvigorate the TFAC . While a great asset to the City, the TFAC has largely ceased to be an institution of dynamic change and creativity on the waterfront. It is a great worry of mine that it's leader, Eric Wallner will tire of the endless negativity and intransigence that I often saw on display during TFAC board meetings and leave his position. That would be a great loss to the City. Finally we have someone in place who has the experience and vision to really move the TFAC forward.

The TFAC could be so much more - engaging the public, particularly outdoors on the marina and being a welcoming place for residents and visitors. But it needs a more objective Board and better funding to do so.

Council made a mistake when it originally constituted the Board of TFAC. I know several business leaders who have tired of the politics of the Board and the original intent of having outside voices and expertise has been lost.

Please support the TFAC and Eric in their requests for Board autonomy and the requested funding when you meet this week. We are on the verge of a historic opportunity in our City and waterfront - the TFAC must be part of that and with your support could be a great catalyst for change and economic vitality on the waterfront.

Thank you.

- Expected Response Date: Monday, June 30

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Jackie Henderson

From: chrisherney@yahoo.com
Sent: Monday, June 23, 2014 11:20 PM
To: City Council; City Council Aides; Jackie Henderson; Community Relations
Subject: Call.Click.Connect. #53601: Mayor, Vice Mayor City Council Dear Mayor and Council Members, On be

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 53601.

Request Details:

- Name: Christopher Erney
- Approximate Address: No Address Specified
- Phone Number: 7033624416
- Email: chrisherney@yahoo.com
- Service Type: Mayor, Vice Mayor City Council
- Request Description: Dear Mayor and Council Members,

On behalf of the Torpedo Factory Artists Association, I would like to thank you for your continued support of the art center, and for the time you gave recently to discuss the TFAC at the work session.

I would ask that you consider passing all the items in this week's Council session pertaining to the TFAC as presented to you.

My goal for myself as president was bringing more community involvement, innovative programs, and new creative energy into the TFAC. I also wanted to more effectively collaborate with the Art League, the TFACB and the local community. In my short time serving as president, I have been making good progress towards all these goals, though there is always much more to do.

I believe this is the first time in decades (if ever) that there is a TFAA president actually aligned with the idea of "change" for the TFAC -rather than opposing change. As good as the TFAC has been, I am excited about the thought of an even better TFAC, and I hope you are too. We, the TFAA, the Art League, the TFACB, the community -(and you!) together, can actually bring tangible, positive change.

We have illustrated our commitment to new ideas and have fostered a stronger connections internally and in the community. For your part, a rebate on the rent due on public spaces would provide the TFACB enough financial strength to vastly improve our offerings and effectiveness -immediately.

The City needs this more than ever, especially as we try to attract and serve an increasing number of visitors and residents, reach outside ourselves into the community, and participate in the new waterfront spaces. Too many of the dollars spent to bring new visitors to Alexandria are wasted without this type of follow-through once those visitors arrive.

On this 40th anniversary of the Torpedo Factory, I ask you to recommit to the concept of having the most unique, largest, and highest quality art center in the United States. Vote to pass the TFACB proposal so we can prepare for the new waterfront -and better serve the rapidly growing City of Alexandria.

Thank you for serving and all you do- enjoy your well deserved summer break.

Christopher Erney

TFAA President
Alexandria Artist

- Expected Response Date: Monday, June 30

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6-24-14

Jackie Henderson

From: sanders-design@comcast.net
Sent: Monday, June 23, 2014 8:07 PM
To: City Council; City Council Aides; Jackie Henderson; Community Relations
Subject: Call.Click.Connect. #53597: Mayor, Vice Mayor City Council Dear Mayor Euille and members of Council

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 53597.

Request Details:

- Name: Susan Sanders
- Approximate Address: No Address Specified
- Phone Number: (571) 431-7510
- Email: sanders-design@comcast.net
- Service Type: Mayor, Vice Mayor City Council
- Request Description: Dear Mayor Euille and members of Council,

The beneficial effects of arts on a community have been well documented. Property values rise, which bring additional real estate tax revenue. Tourism increases, filling hotel rooms and restaurant seats. Other businesses benefit as well.

Alexandria promotes itself as a cultural destination. By virtue of its size and waterfront location, not to mention artistic quality, the Torpedo Factory is by far the City's most important arts attraction. Hundreds of thousands of visitors come every year; that translates to millions over the course of its forty year existence.

Right now the Torpedo Factory is asking the City to make an investment in its future. The last renovation was done more than thirty years ago. In order to continue to contribute to the City's financial health, the Art Center needs some serious upgrades. Some are cosmetic, to be sure, but others affect its operations. The bathrooms are the most serious issue. They are intended for public use and wear and tear from those many visitors takes a toll. Plumbing problems are regular occurrences and the age of the fixtures is apparent. As a less obvious side effect, building rentals are adversely affected, which in turn affects the ability of the TFAC to be self-supporting. Most of the rentals are for weddings, and some have certainly been lost due to the unappealing and utilitarian nature of the restrooms.

The river entrance will become the front door as the Waterfront Plan comes to fruition. The new mural is a definite improvement, but does not disguise the cracked floor tile that would look more at home in a Taco Bell kitchen. There is very limited storage space, so many items are left in the halls that would be better hidden from public view.

Signage, both interior and exterior, is an ongoing issue. Surveys have determined that many, if not most of the visitors just wander in, with no idea as to what lies beyond the door.

It's my belief that these improvements and others would help to make the Art Center more appealing, and consequently increase visitation. One of the items that the TFAC has requested funding for is an architectural review of what needs doing, what is most urgent and what the costs might be.

I ask that you agree to the request for a rebate on the rent of the public space, (that not rented by the artists, the Art League or the Archaeology Museum). It will be a small investment with the potential for greater returns.

Thank you for your time and consideration,

Susan Sanders, TFAC Board member, TFAA artist, Alexandria taxpayer and voter.

- Expected Response Date: Monday, June 30

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Jackie Henderson

34
6-24-14

From: patricia@visitalexva.com
Sent: Friday, June 20, 2014 3:48 PM
To: City Council; City Council Aides; Jackie Henderson; Community Relations
Subject: Call.Click.Connect. #53475: Mayor, Vice Mayor City Council Re: June 24 City Council Session -- It

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 53475.

Request Details:

- Name: Patricia Washington
- Approximate Address: No Address Specified
- Phone Number: 703-652-5362
- Email: patricia@visitalexva.com
- Service Type: Mayor, Vice Mayor City Council
- Request Description:
Re: June 24 City Council Session -- Item #34 docket # 14-2893

Dear Mayor Euille and Member of City Council:

As a board member of the Torpedo Factory Art Center, I'm writing to endorse the governance changes that have been recommended to you as part of a resolution on which you will vote this evening. Board restructuring is important if we are to run the organization nimbly and efficiently. It is critical that we have the latitude to bring on board members to provide diverse expertise and oversight and truly supplement staff knowledge with strategic direction, marketing savvy, strong management and financial discipline.

With the City's significant current and long-term investment in the Waterfront, it is critical that we ensure that the one existing anchor asset we already have in place is able to adapt and realize the full potential of its market and location. The Torpedo Factory attracts 500,000 people/year. TFAC is a signature, unique attraction for Alexandria, and we cannot afford to allow either its marketing presence nor its physical plant to crumble.

Thank you for your support of this important community asset, and the new leadership structure required to ensure it is "extraordinary" in keeping with our city tourism brand, and the Waterfront investment we are about to undertake.

Sincerely,

Patricia Washington
Board Member, Torpedo Factory Art Center
President, Alexandria Convention & Visitors Association

- Expected Response Date: Friday, June 27

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6-24-14

Jackie Henderson

From: donnaflower09@comcast.net
Sent: Sunday, June 22, 2014 12:08 PM
To: City Council; City Council Aides; Jackie Henderson; Community Relations
Subject: Call.Click.Connect. #53507: Mayor, Vice Mayor City Council Dear Mayor Euille, Vice Mayor Silberberg

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 53507.

Request Details:

- Name: Donna Fowler
- Approximate Address: No Address Specified
- Phone Number: 703-684-4515
- Email: donnaflower09@comcast.net
- Service Type: Mayor, Vice Mayor City Council
- Request Description: Dear Mayor Euille, Vice Mayor Silberberg, and Council Members:

I am writing to ask your support for two resolutions on the docket for your June 24 meeting that are very important for the future of the Torpedo Factory Art Center (TFAC).

1. The Resolution to Amend Resolution 2420 will allow the TFAC Board to recruit at-large Board members with the necessary skills and experience we need. Right now, Council appoints at-large Board members from a pool of citizens who apply and who may or may not bring the specific talent we need to the Board. This amendment will help us build the Board needed to strengthen the TFAC for the future. It will also begin to remove an obstacle to TFAC fund-raising, as many grantmakers refuse to fund what they perceive as a city agency because of the way the Board is now appointed.

2. The Resolution to Waive \$137,274 in utility and common space rent costs for one year is an investment in TFAC as the centerpiece of Alexandria's waterfront. You all know the local economic impact of TFAC and its importance in attracting visitors and funds to the city. The money TFAC now pays in rent to the city is channeled into other city needs. We are asking that some portion of those funds be directed, for one year, to TFAC's needs. We are making progress in developing more broad-based funding sources and in improving our programs to attract more visitors and funds. But our progress is incremental, and this type of one-time cash infusion could help us take a quantum leap forward, even as we continue our incremental efforts.

Please vote in favor of these resolutions.

Thank you for your consideration of these comments, and for your support of TFAC and the arts in our city.

Yours truly,

Donna Fowler, Member and Former Vice Chair
Torpedo Factory Art Center Board

- Expected Response Date: Monday, June 30

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6-24-14

Jackie Henderson

From: art.and@cox.net
Sent: Saturday, June 21, 2014 1:27 PM
To: City Council; City Council Aides; Jackie Henderson; Community Relations
Subject: Call.Click.Connect. #53496: Mayor, Vice Mayor City Council I would like to urge Council to support

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 53496.

Request Details:

- Name: Betsy Anderson
 - Approximate Address: No Address Specified
 - Phone Number: 703-684-5579
 - Email: art.and@cox.net
 - Service Type: Mayor, Vice Mayor City Council
 - Request Description: I would like to urge Council to support Resolution 2893 to waive \$137,274 in utility costs and public space rent at the Torpedo Factory Art Center. As Vice President of the TFACB, Art League representative to the TFACB, and a studio artist, I have watched the art center deliver a quality cultural experience for over 40 years with very limited resources. We welcome half a million visitors a year and generate \$16.2M in direct visitor spending in Alexandria. The last renovation was done 30 years ago. We are the gateway to Alexandria and the heart of Alexandria's waterfront. I hope you will consider this an investment in the waterfront plan. I hope you will also support our request to change how the TFACB selects its board. If the Torpedo Factory was allowed to control both the size and selection of its board, it could better structure it to have the right skills. Thank you for allowing me to address you.
- Betsy Anderson
- Expected Response Date: Monday, June 30

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6-24-14

Jackie Henderson

From: rosemarycovey@aol.com
Sent: Sunday, June 22, 2014 8:54 PM
To: City Council; City Council Aides; Jackie Henderson; Community Relations
Subject: Call.Click.Connect. #53519: Mayor, Vice Mayor City Council On Tuesday the city council will be co

Dear *Call.Click.Connect.* User

A request was just created using *Call.Click.Connect.* The request ID is 53519.

Request Details:

- Name: Rosemary Covey
- Approximate Address: No Address Specified
- Phone Number: 7033466918
- Email: rosemarycovey@aol.com
- Service Type: Mayor, Vice Mayor City Council
- Request Description:
On Tuesday the city council will be considering two proposals regarding the Torpedo Factory Art Center.

One is to have control of appointing our own board as is the case with other non-profits nation wide. The second proposal requests the city invest financially in our building and in our programming.

We are asking for an amount very similiar to the amount spent on the report commissioned by city council in 2010 (MAI report). I was president of the TFAA at the time. Many of the recommendations in the report have been responded to by the artists and the TFACB . We are now poised to move forward on becoming a key player as the waterfront develops further. We have a director who will put us in the forefront of art centers world wide. Already we welcome half a million visitors per year and generate \$16.2 M in direct visitor spending. The average museum in the United States spends \$40-50 per visitor, the Torpedo Factory spends \$2 per visitor. The last renovation to our building was done in 1982-83, over 30 years ago. We have heard city concerns and tried diligently to meet them. But to be really great in the future we will need to work in collaboration.

We need your support but more than that we need to think large. We need to continue the legacy of our visionary predecessors both artists, art professionals, city employees and city council . We have always been a city that knows true value. True value in anything and especially in educational and cultural institutions can never be assessed only by metrics, we know it in our hearts.

Rosemary Feit Covey
President Torpedo Factory Board of Directors

Home 118 North Patrick Street Alexandria, VA 22314

- Expected Response Date: Monday, June 30

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