

AFCA Meeting
January 16, 2019

Minutes

I. Area reports:
Northside

- Community Center construction well underway.
- Traffic circle at Park Drive and Route 50 curbs have narrowed road too much and people are jumping the curbs, running into things.

Greenbrier – nothing to report

Southside – nothing to report

II. Josh Stolfus, Deputy Director Cultural Affairs
Presentation on Lubber Run Amphitheater (LRA)

- Gets a lot of pleasure out of working on Amphitheater
- Musician training; Berkeley School of Music and played in bands
- Worked for Allison Kraus record label
- Masters from AU in music management
- Worked for Kennedy Center, Columbia Arts Festival and Wolf Trap; Artisphere
- Head of original programming for County
- Arlington Arts promotes arts through e-newsletter, social media, quarterly cards, other
- Cultural Affairs is trying to accomplish w/ regards to economic development:
 - Placemaking – what makes your place unique
 - Amphitheater is unique – nothing like this in Montgomery County, particularly when considering the number of shows each summer
 - LRA included in new visitor's guide
 - Carter Barron and other DC programs are a shell of their former selves
 - We are venue challenged in Arlington which is why Arlington Arts holds community events
- Josh tries to develop LRA schedule by March; allows us to get good publicity
- How does he choose acts?
 - Excellence
 - Diversity of expression
 - Venue lends itself primarily to music

- Lighting changed to LED
- Culture, age, gender, diversity considered in choosing acts so they reflect what Arlington looks like
- Chooses 1/3 brand new acts; others who are building recognition. Don't want to get in a rut with the same acts every year to keep programming and interest healthy.
- Questions:
- Why have venues diminished in region? Small private venues are being squeezed out and that is the trend nationally. Public – comes down to \$\$\$. Arts are one of the first things to be cut.
- Rosslyn Al Fresco (wine and jazz) – could we do that in LRA? Alcohol allowed in a minority of parks, but not LRA. Josh can't advocate for changing zoning to allow for alcohol.
- Suggestion to do a multicultural folk festival, all day event. Need major partner, like the BID to make it work.
- All performers are paid to perform. Inched up budget recently.
- Can we stretch out regular season into September? Problem is after Labor Day – other arts and programming ramps up in the fall and the County doesn't have the resources to cover more LRA shows during the fall.
- The County is thinking about doing all family programs on Sunday in the late morning because 6 pm shows have not been well attended.
- Could new Lubber Run Community Center (LRCC) be used as rain backup location? Could have that conversation with Parks. Have to consider if LRCC will have appropriate audiovisual setup.
- What kind of family programming for Sundays? Similar to what Foundation has been doing.
- Cultural Affairs doesn't do programming for County Fair – Parks handles that.
- Fundraiser was held for new venue in Arlington. What's this? Citizen-led effort advocating for Arts.
- What about Amazon's interest in the arts? Don't know right now.
- Synetic Theater's lease wasn't renewed. Working with them.
- Will County's budget issues affect 2019 LRA budget? Not this season. LRA is a small amount.
- Kenmore MS – what about this as rain backup location for performances? Doesn't know if County has joint use agreement with them.
- What can we/they do to further raise awareness about LRA? How about sign at Rte 50/Columbus?
- Discussion that this year is 50-year anniversary for LRA and 80-year anniversary for Arlington Forest. Josh will double check. Could be good promotional hook for this year's season.