

**Leesburg Performing Arts Commission (PAC)  
Meeting Agenda  
Thursday, January 22nd at 5:30 p.m.  
Lower-Level Conference Room 2- Leesburg Town Hall**

**Call to Order and Meeting Recording Disclosure**

**Title VI Demographic Survey Announcement** - The Town strives to provide equal access to services regardless of race, color, national origin, or English proficiency. To help us assess our community's needs, the Town would appreciate members of the public completing a voluntary and anonymous Demographic Survey. To access the survey, please scan the QR code on the counter.

**Roll Call/Establish Quorum**

**Adoption of Agenda**

**Approval of Minutes for November 2025**

**Petitioners**

**Chair Comments/Disclosures**

- A. Re-Cap of Presentation to Council

**Staff Liaison Comments**

**Council Member Comments**

**Old Business**

- A. Mistletoe Market Post-Mortem
- B. Artist Selection Process Post-Mortem
- C. Review of By-Laws and Selection Packet

**New Business**

- A. Officer Election
- B. Date for Annual Update to Council
- C. 2026 Events
- D. Olde Izzack Walton Park Feasibility Study request to Council

**Review Action Items from Meeting**

**Commissioner Comments/Disclosures**

**February 26th Meeting Check-In and Request for New Business**

**Adjournment**

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**Leesburg Performing Arts Commission (PAC)**  
**Meeting Agenda**  
**Thursday, November 20, 2025**  
**Lower-Level Conference Room 2- Leesburg Town Hall**

**Attendance:**

Chair Tony Cimino-Johnson, Vice Chair Kaleigh Augustine, Barbara Wilson, Marjory Serrano-Coyer, Jon Rogers, Pamela Butler (arrived late 5:35pm), Whitney L. Hughes (Staff Liaison), Kate Trask (Town staff)

Absent: None

Guests: None

**Call to Order:** By Cimino-Johnson at 5:31p.m. Cimino-Johnson makes meeting Recording Disclosure and Title VI survey announcement.

**Adoption Of Agenda:** Serrano-Coyer motions, Wilson seconds, passes 6-0-0-1.

**Approval of Minutes for October 23, 2025:** Augustine motions, Wilson seconds, passes 4-0-2-1.

**Petitioners:** None

**Old Business:**

- A. Mistletoe Market – Updates (Needs for day of)
- a. Two parking spots blocked for tent to be dropped off and picked up
  - b. Performing arts groups can also unload from those spots
  - c. We need extension cord – 100 foot – can unplug if there is something plugged in
  - d. Plan for the day:
    - i. Welcomer: Welcoming each performer & showing them where to go. Welcome from parking and introduce to stage manager.
    - ii. Emcee: Introduce each performer
    - iii. Stage Manager: Logistics between each performer – expedite changeover. Manage Power
    - iv. Water for performers
    - v. Extension Cord – Asking town if they have a cord

Stage Manager: Serrano-Coyer 9:00am-3:00pm

Assistant Stage Manager: Long 9:00am-3:00pm

Welcomer: Rogers 9:00am-11:00am, Butler 11:00am-1:00pm, Augustine 1:00pm-3:00pm

## B. FY27 Budget Ideas

- a. Voted Via Packets Anonymously– Everyone voted on top 3
- b. Top 3: 1<sup>st</sup> Period Re-enactments in Costume at Historic Leesburg Sites (15 votes), 2<sup>nd</sup> “Memory & Melody” - Music For Seniors & Retirement Homes (10 votes), 3<sup>rd</sup> 1776 (8 votes)

Period Re-enactments in Costume at Historic Leesburg Sites (or 1776)

Performers: \$2000

Tech: \$3000

“Memory & Melody” - Music for Seniors & Retirement Homes (or 1776)

Performers: \$2400

Mistletoe Market:

Tech: \$2000

Performers: \$1200

Marketing \$1000

Portable PA System: \$1500

Total Budget: \$13,100

Augustine makes a motion to send FY27 budget listed above to town council for approval. Wilson seconds. Passes 7-0-0-0.

## C. Annual Report Presentation to Council

- a. Cimino-Johnson showed presentation – he also sent via email.

## New Business

A. 2026 Timeline: We will be discussing in January

### Action Items Check-In

- Water, Extension Cord (Parks & Rec believe they have one), Tech Packet

### Staff Liaison Comments

- Hughes: No new survey results
- Trask: Had a meeting with Loudoun Arts Council and doing an event in spring for elementary school kids on how arts help the development of young children and the benefits in regard to mental health – possibly use Douglas – Loudoun but want to use Leesburg. Looking for resource tables at the event.

- Trask: Town committee looking at 250<sup>th</sup> anniversary so they will have a timeline in January hopefully so we can look at their calendar when picking dates for our events.

#### **Commissioner Comments/Disclosures**

- Wilson: January will be last meeting
- Serrano-Coyer: will be unable to attend if there is a rain date for Mistletoe market. Will be online for January meeting.

#### **Chair Comments/Disclosures**

- Welcome our new member Peter Lang

#### **Council Member Comments**

- N/A

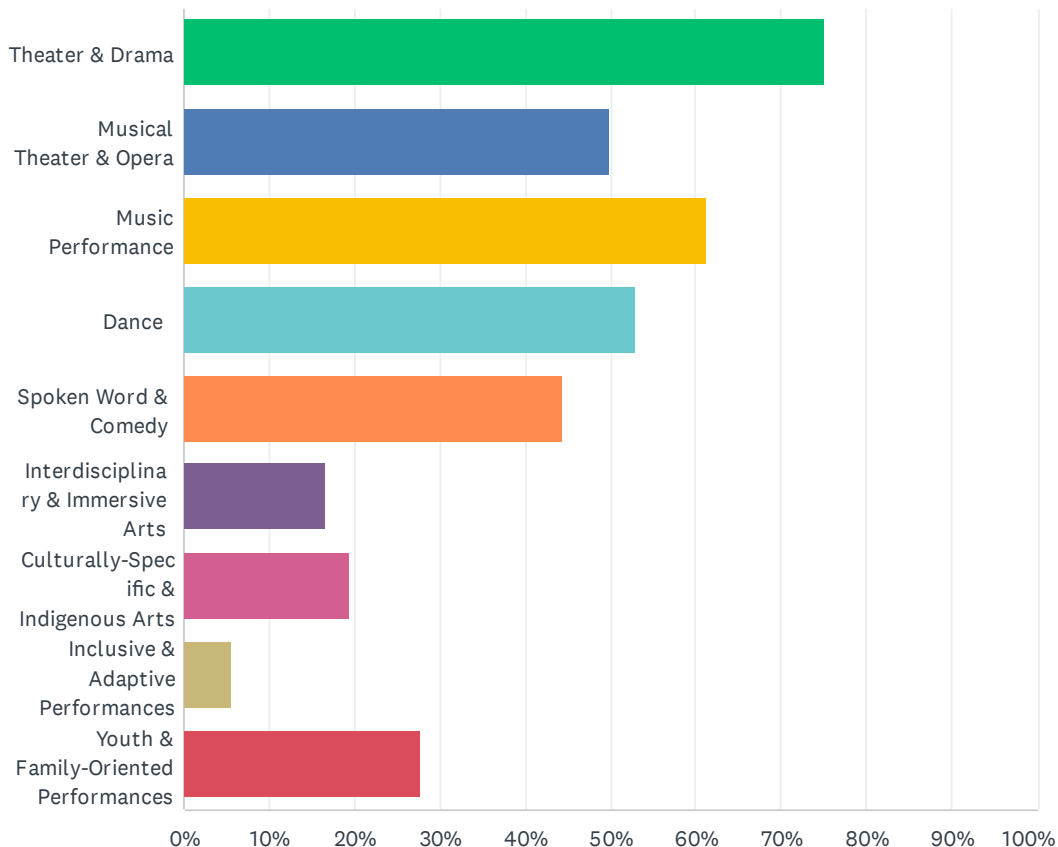
**Adjournment:** By Cimino Johnson at 6:36p.m. Serrano-Coyer motions, Rogers seconds. Passes 7-0-0-0.

**Next meeting Thursday, January 22, 2026 at 5:30p.m.** Lower-Level Conference Room 2, Leesburg Town Hall

November 20, 2025 Minutes taken by Augustine

# Q1 What types of performing arts events would you most like to attend? Select all that apply.

Answered: 36 Skipped: 0



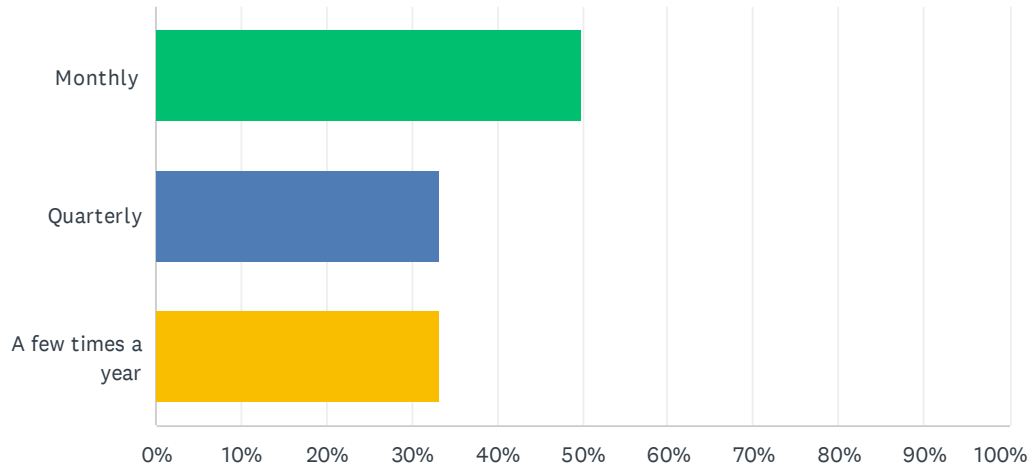
ANSWER CHOICES	RESPONSES	
Theater & Drama	75.00%	27
Musical Theater & Opera	50.00%	18
Music Performance	61.11%	22
Dance	52.78%	19
Spoken Word & Comedy	44.44%	16
Interdisciplinary & Immersive Arts	16.67%	6
Culturally-Specific & Indigenous Arts	19.44%	7
Inclusive & Adaptive Performances	5.56%	2
Youth & Family-Oriented Performances	27.78%	10
Total Respondents: 36		

#	OTHER (PLEASE SPECIFY)	DATE
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## Q2 If more free performing arts options were available, how often would you attend?

Answered: 36 Skipped: 0

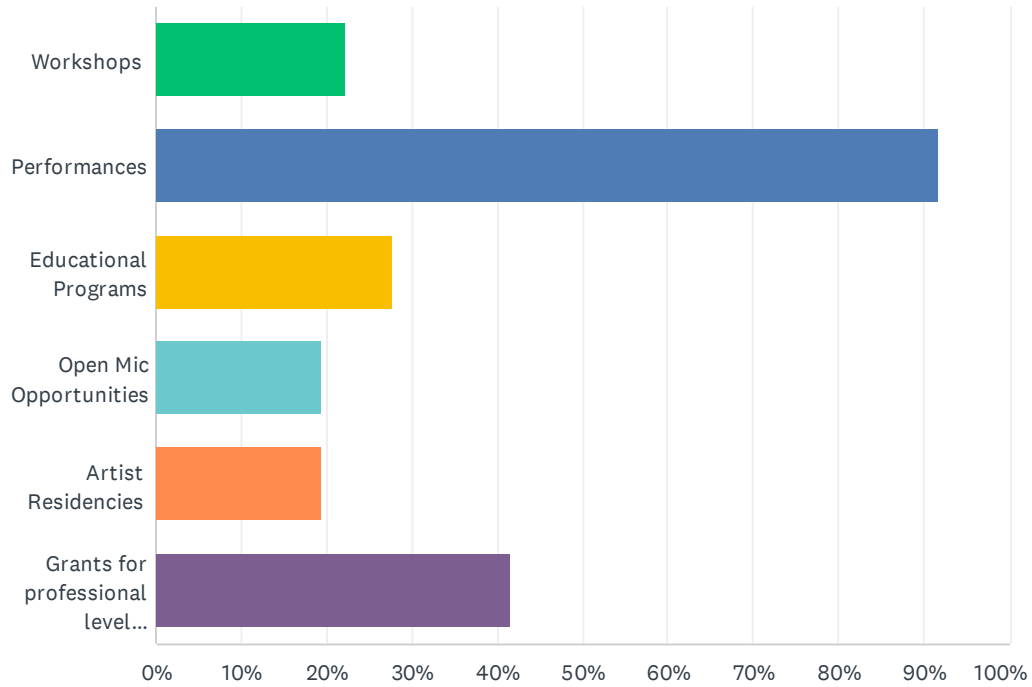


ANSWER CHOICES	RESPONSES
Monthly	50.00% 18
Quarterly	33.33% 12
A few times a year	33.33% 12
Total Respondents: 36	

#	OTHER (PLEASE SPECIFY)	DATE
1	Depends on time and location. Leesburg is getting crowded and it's getting to be a hassle to drive through town, find parking, and deal with crowds.	7/15/2025 2:47 PM
2	I wouldn't but you forced me to choose an option	7/14/2025 3:56 PM

### Q3 What types of performing arts engagement opportunities are important to you? Select all that apply.

Answered: 36 Skipped: 0

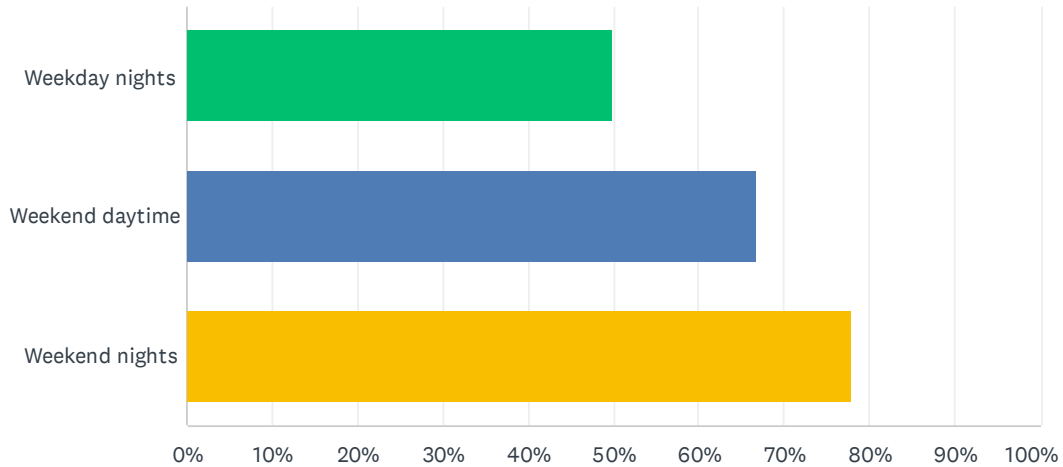


ANSWER CHOICES	RESPONSES	
Workshops	22.22%	8
Performances	91.67%	33
Educational Programs	27.78%	10
Open Mic Opportunities	19.44%	7
Artist Residencies	19.44%	7
Grants for professional level performing arts	41.67%	15
Total Respondents: 36		

#	OTHER (PLEASE SPECIFY)	DATE
1	Loudoun Symphony needs a home.	7/18/2025 1:27 PM
2	N/A, but you forced me to select an option. Grants? Why do you continually try to force taxpayers to fund your pet projects?	7/14/2025 3:56 PM

### Q4 What times are best for you and/or your family to attend events? Select all that apply.

Answered: 36 Skipped: 0

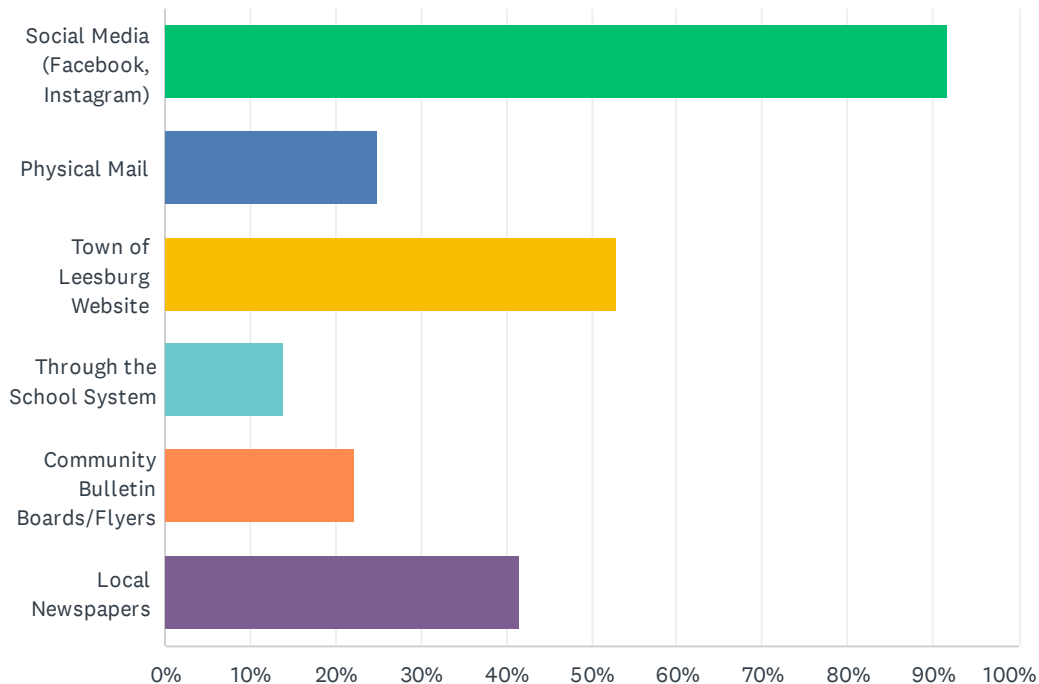


ANSWER CHOICES	RESPONSES
Weekday nights	50.00% 18
Weekend daytime	66.67% 24
Weekend nights	77.78% 28
Total Respondents: 36	

#	OTHER (PLEASE SPECIFY)	DATE
1	As a profesional musician myself, when I'm not playing a concert/working, I'd attend	11/24/2025 10:47 AM
2	N/A	7/14/2025 3:56 PM

## Q5 How should we keep you informed about performing arts initiatives and opportunities? Select all that apply.

Answered: 36 Skipped: 0

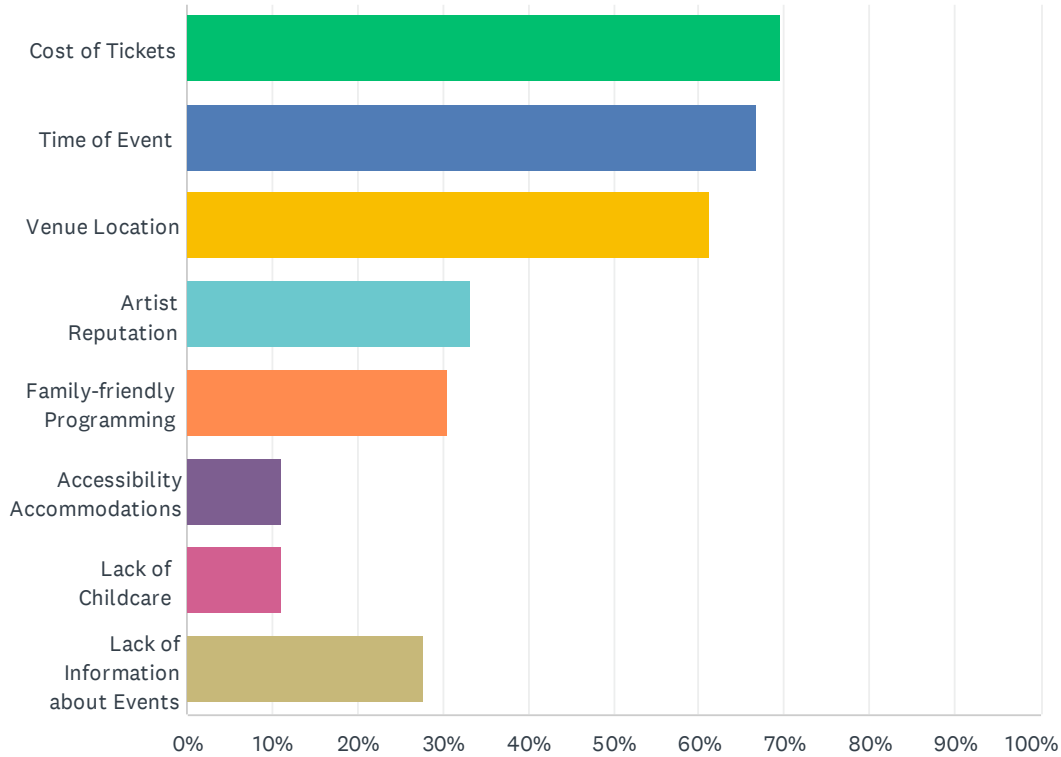


ANSWER CHOICES	RESPONSES
Social Media (Facebook, Instagram)	91.67% 33
Physical Mail	25.00% 9
Town of Leesburg Website	52.78% 19
Through the School System	13.89% 5
Community Bulletin Boards/Flyers	22.22% 8
Local Newspapers	41.67% 15
Total Respondents: 36	

#	OTHER (PLEASE SPECIFY)	DATE
1	Email	7/15/2025 2:47 PM
2	N/A	7/14/2025 3:56 PM
3	Email	7/14/2025 1:22 PM
4	email	7/12/2025 11:18 AM

## Q6 What factors influence your decision to attend performing arts events? Select all that apply.

Answered: 36 Skipped: 0



ANSWER CHOICES	RESPONSES
Cost of Tickets	69.44% 25
Time of Event	66.67% 24
Venue Location	61.11% 22
Artist Reputation	33.33% 12
Family-friendly Programming	30.56% 11
Accessibility Accommodations	11.11% 4
Lack of Childcare	11.11% 4
Lack of Information about Events	27.78% 10
Total Respondents: 36	

#	OTHER (PLEASE SPECIFY)	DATE
1	N/A	7/14/2025 3:56 PM

## Q7 Can you share a memorable experience where attending a performing arts event positively impacted you or your community? (Optional)

Answered: 12 Skipped: 24

#	RESPONSES	DATE
1	When I was growing up, my dance studio was a part of the local theatre, and we got to perform on a stage and have the whole official show experience each time we performed. It was so special to see people from all over the community come to watch our productions as well, and not just families of the students.	11/25/2025 3:40 PM
2	Loudoun Symphony Halloween concert where Maestro McCoy opened the show by climbing out of a casket.	9/26/2025 6:18 PM
3	First Friday nights New Year's Eve from like 10 years ago	9/21/2025 11:54 AM
4	The Nutcracker was magical at Christmas time and really made me appreciate the community	8/15/2025 7:39 PM
5	I love community theatre! Such a great way to build community and make art!	8/2/2025 4:58 PM
6	Attending many of the wonderful plays and musicals at our local schools.	7/23/2025 10:46 AM
7	Beautiful local productions but they are underrated because they are held in high schools	7/18/2025 7:43 PM
8	Loudoun Symphony with Maestro McCoy Halloween where he emerged from a casket to conduct.	7/18/2025 1:27 PM
9	The school musicals in Leesburg are amazing! My family loves attending. So many talented kids. Let's support the arts in school and partner with them.	7/15/2025 2:47 PM
10	N/A	7/14/2025 3:56 PM
11	Leesburg Flower & Garden show	7/14/2025 12:40 PM
12	Shakespeare at the mill Town green	7/14/2025 11:53 AM

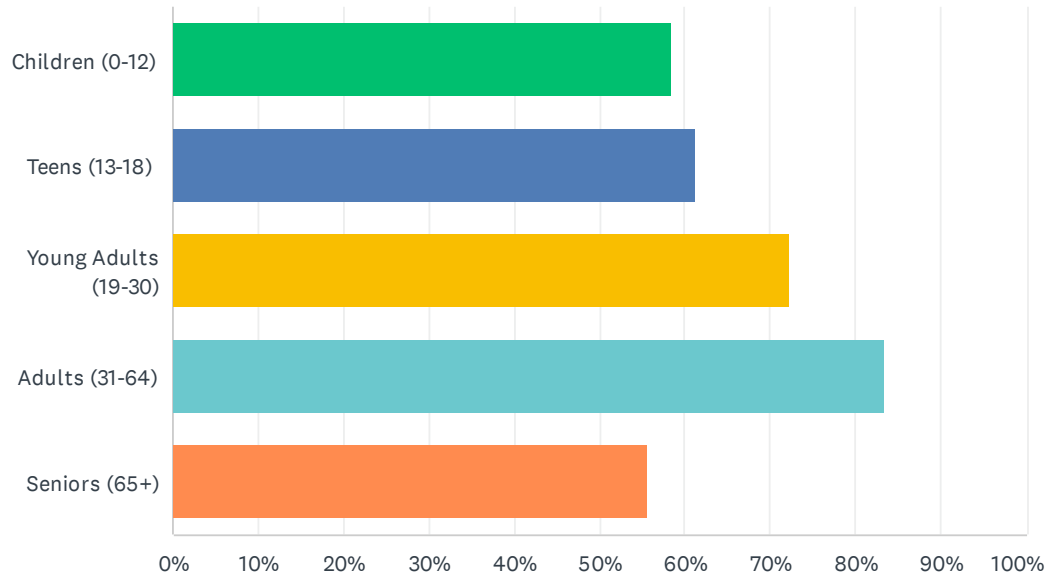
## Q8 If you could envision the future of performing arts in Leesburg, what would it look like? (Optional)

Answered: 18 Skipped: 18

#	RESPONSES	DATE
1	It would be amazing to have a theatre for all types of performing arts to hold events. Some venue just aren't big enough for all areas of the performing arts (productions and dance performances)	11/25/2025 3:40 PM
2	A dedicated performance space for all kinds of arts performances. We need a theatre in town.	11/24/2025 10:47 AM
3	A place for the talented people of Leesburg to perform!	9/26/2025 6:18 PM
4	Hopefully good	9/21/2025 11:54 AM
5	High value, quality performances al held in a Performing Arts Center owned and operated by the Town	9/4/2025 10:37 PM
6	Something near downtown Leesburg maybe next to Ida Lee or Morven Park	8/15/2025 7:39 PM
7	In no particular order, I would love to see/participate in: -Community Theatre company specific to Leesburg -Stand up comedy open mics -Drag shows/drag brunches :)	8/2/2025 4:58 PM
8	A theater	7/29/2025 2:20 PM
9	A Performing Arts Center where all of the performing arts could be shared and experienced.	7/23/2025 10:46 AM
10	Stage with wings and flyaway capabilities. At least 650 seats. Modernized lighting and sound system with projection capabilities	7/18/2025 7:43 PM
11	A performing arts center for the community.	7/18/2025 1:27 PM
12	Some outdoor events where food and beverages are available and are family friendly. The town green doesn't have the best ambience and feels crowded.	7/15/2025 2:47 PM
13	Leesburg should have its own cultural arts center specifically built and designed to accommodate organizations already created such as the Loudoun Chorale, Loudoun Youth Symphony Orchestra, etc. there are many local organizations that struggle to find venues that are large enough to accommodate them. Wouldn't it be lovely if there was a place that could not only house what we already have in our county, but could also attract and bring in other groups, organizations, and artists as well. All of these organizations do their own marketing, pay for their own budgets, and struggle to find an audience. There are so many wonderful organizations already in existence perhaps the newly formed commission can find ways to partner with these groups to expand their reach into the community.	7/14/2025 7:58 PM
14	Keep it out of the neighborhoods. Stop forcing taxpayers to fund it.	7/14/2025 3:56 PM
15	More live music and theatrical plays	7/14/2025 1:22 PM
16	Community theatre	7/14/2025 12:55 PM
17	More outdoor venues	7/14/2025 12:40 PM
18	Outdoor amphitheater Indoor theater venue for plays, music, dance and art exhibits Also venue for symphonies and classical music opera etc.	7/14/2025 11:53 AM

## Q9 What age group do you want to see served through performing arts programming?

Answered: 36 Skipped: 0

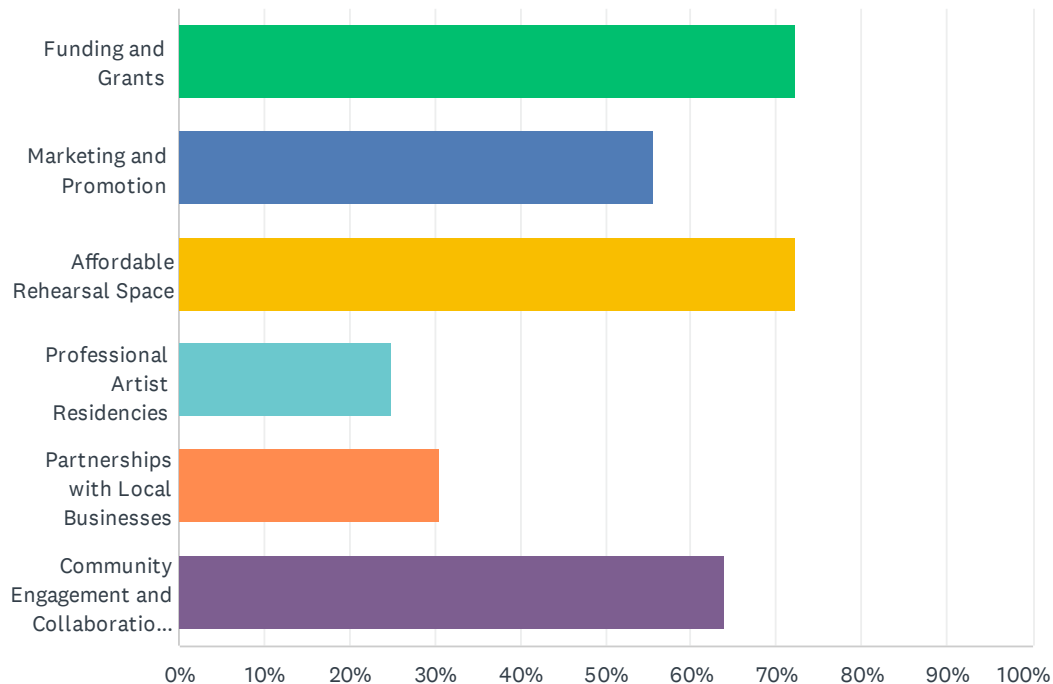


ANSWER CHOICES	RESPONSES
Children (0-12)	58.33% 21
Teens (13-18)	61.11% 22
Young Adults (19-30)	72.22% 26
Adults (31-64)	83.33% 30
Seniors (65+)	55.56% 20
Total Respondents: 36	

#	OTHER (PLEASE SPECIFY)	DATE
1	All	9/26/2025 6:18 PM
2	All	7/18/2025 1:27 PM
3	N/A	7/14/2025 3:56 PM

## Q10 What type of support do you think local performing artists need most? (Select all that apply)

Answered: 36 Skipped: 0

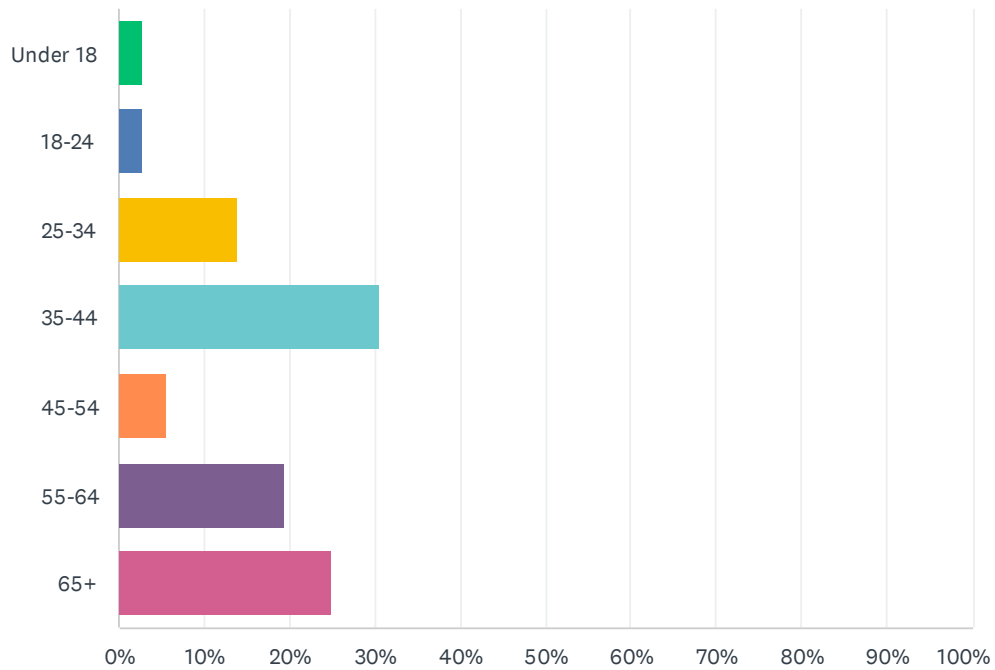


ANSWER CHOICES	RESPONSES
Funding and Grants	72.22% 26
Marketing and Promotion	55.56% 20
Affordable Rehearsal Space	72.22% 26
Professional Artist Residencies	25.00% 9
Partnerships with Local Businesses	30.56% 11
Community Engagement and Collaboration Opportunities	63.89% 23
Total Respondents: 36	

#	OTHER (PLEASE SPECIFY)	DATE
1	An affordable theater venue that includes stage, lights, audience seating, orchestra pit, audience lobby, costume & set storage	9/4/2025 10:37 PM
2	Theaters to use	7/29/2025 2:20 PM
3	Again, none of the above. Taxpayers (via grants) shouldn't be forced to subsidize this.	7/14/2025 3:56 PM

## Q11 What age group do you belong to?

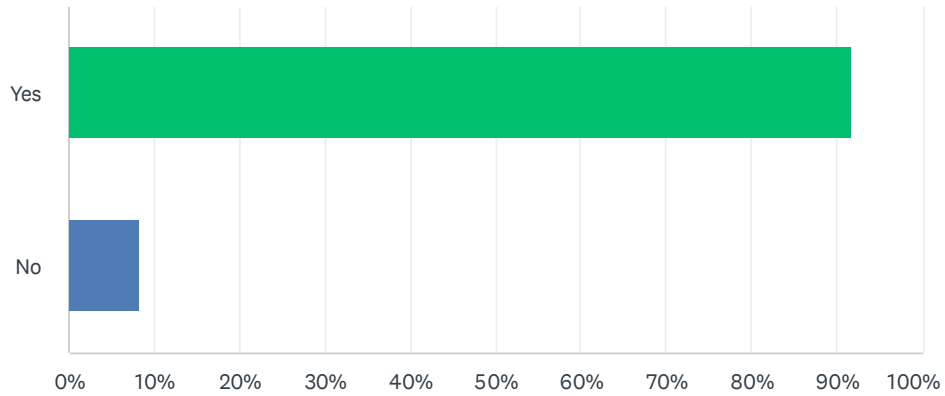
Answered: 36 Skipped: 0



ANSWER CHOICES	RESPONSES	
Under 18	2.78%	1
18-24	2.78%	1
25-34	13.89%	5
35-44	30.56%	11
45-54	5.56%	2
55-64	19.44%	7
65+	25.00%	9
<b>TOTAL</b>		<b>36</b>

## Q12 Do you reside in the Town of Leesburg?

Answered: 36 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	91.67% 33
No	8.33% 3
<b>TOTAL</b>	<b>36</b>

#	IF NO, WHERE?	DATE
1	Charles Town, WV. But work in Leesburg	11/25/2025 3:40 PM
2	Leesburg	11/24/2025 10:47 AM
3	Lansdowne	9/21/2025 11:51 AM
4	Reston, work in Leesburg and like to participate in stuff here after work	8/2/2025 4:58 PM
5	Loudoun County Leesburg	7/29/2025 2:20 PM
6	Pittsburgh	7/18/2025 8:44 PM
7	Sterling	7/18/2025 12:45 PM
8	Hamilton	7/12/2025 11:18 AM