



Agenda

CITY CLERK'S OFFICE

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ARTS COMMISSION
Monday, July 13, 2015
City Councilors' Conference Room
200 Lincoln Avenue
505-955-6707
5:00 PM

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
 - a) June 8, 2015
5. Report of Chair
 - a. Nominating Committee
 - b. Art in Public Places Appointment
6. Report of Director
7. Committee Reports/Updates
 - a) Art in Public Places (Anna Blyth)
 - b) Gallery Committee (Penelope Hunter-Stiebel/Debra Garcia y Griego)
 - c) Marketing Committee (Shanan Campbell Wells/Debra Garcia y Griego)
 - d) Meow Wolf Site Visit (Ashlyn Perry)
8. Action Item
 - a) Request for Approval Art on Loan, Sorrel Sky Gallery, agent for Star Liana York
 - b) Request for Approval of a Resolution Directing the City of Santa Fe Arts Commission to Develop a Long-Term Cultural Plan, the Purpose of Which is to Inventory Cultural Assets, Assess Needs, Draft Specific Recommendations to Support the Current and Long-Term Health of Our Cultural Community, and Identify Ways the City of Santa Fe Can Support and Develop its Unique Cultural Brand; Directing the Arts Commission to Work With Other Appropriate Groups; and Directing the Arts Commission to Provide a Six (6) Month Update, and Present a Final Report One Year From Adoption of This Resolution.
9. Site Visits
10. Adjourn

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Approval of Agenda	Chair Chippeaux requested to move Action Item 7B after approval of minutes. <i>Mr. Lovato moved to approve the agenda as amended, second by Ms. Perry, motion carried by unanimous voice vote.</i>	Page 1
Approval of Minutes: Corrections: Page 2, Item 6(a) – Report under this item should be reflected under Report of Director. 7 (c) - <i>Debbie</i> Garcia y Griego – Name Correction - <i>Debra</i> Garcia y Griego (correct)	<i>Ms. Perry moved to approve the minutes of June 16, 2015 as amended, second by Mr. Lovato, motion carried by unanimous voice vote.</i>	Page 1-2
7B Request for approval of Resolution	<i>Ms. Campbell Wells moved for approval of the Resolution Directing the City of Santa Fe Arts Commission to Develop a Long-Term Cultural Plan, the Purpose of Which is to Inventory Cultural Assets, Assess Needs, Draft Specific Recommendations to Support the Current and Long-Term Health of Our Cultural Community, and Identify Ways the City of Santa Fe Can Support and Develop its Unique Cultural Brand; Directing the Arts Commission to Work With Other Appropriate Groups; and Directing the Arts Commission to Provide a Six (6) Month Update, and Present a Final Report One Year From Adoption of This Resolution, second by Mr. Lovato, motion carried by unanimous voice vote.</i>	Page 2-3
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Art on Loan, Sorrel Sky Gallery, agent for Star Liana York	<i>on Loan from Sorrel Sky Gallery agent for Star Liana York, second by Ms. Perry, motion carried by unanimous voice vote.</i>	
Site Visits to Funded Events/Organizations	<i>Informational</i>	Page 7
Adjournment	There being no further business to come before the Arts Commission, the meeting was adjourned at 6:20 pm	Page 7
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ARTS COMMISSION
Monday, July 13, 2015
5:00 pm – 6:20 pm

MINUTES

1. Call to Order & Roll Call

The meeting was called to order by Mr. Chippeaux, Chair for the Arts Commission at the City Councilor's Conference Room, Santa Fe, New Mexico at 5:00 pm. The record reflects a quorum.

Present:

Chip Chippeaux, Chair
Todd Lovato
Ashlyn Perry
Bernadette Pena
Penelope Hunter-Stiebel
Shanan Campbell Wells

Not Present:

Sandra Deitch, Excused
Kathlene Ritch, Excused

Others Present:

Ms. Debra Garcia y Griego, Executive Director Arts Commission
Randy Randall, Convention and Visitors Bureau
Julie Bystrom, Project Manager, Arts Commission
Anna Blyth, Program Planner, Arts Commission
Fran Lucero, Stenographer

2. Approval of Agenda

Chair Chippeaux requested to move Action Item 7B after approval of minutes.

Mr. Lovato moved to approve the agenda as amended, second by Ms. Perry, motion carried by unanimous voice vote.

3. Approval of Minutes

Corrections: Page 2, Item 6(a) – Report under this item should be reflected under Report of Director.

7 (c) - *Debbie* Garcia y Griego – Name Correction - *Debra* Garcia y Griego (correct)

Ms. Perry moved to approve the minutes of June 16, 2015 as amended, second by Mr. Lovato, motion carried by unanimous voice vote.

Change in Agenda: 7(b)

- b. Request for Approval of a Resolution Directing the City of Santa Fe Arts Commission to Develop a Long-Term Cultural Plan, the Purpose of Which is to Inventory Cultural Assets, Assess Needs, Draft Specific Recommendations to Support the Current and Long-Term Health of Our Cultural Community, and Identify Ways the City of Santa Fe Can Support and Develop its Unique Cultural Brand; Directing the Arts Commission to Work With Other Appropriate Groups; and Directing the Arts Commission to Provide a Six (6) Month Update, and Present a Final Report One Year From Adoption of This Resolution.

Ms. Garcia y Griego provided the update that a couple months back the Arts Commission had approved the outline for a Cultural Committee and the Mayor made the decision to introduce a resolution (Exhibit A – in packet). The wording in the resolution came from the document presented by the Arts Commission. The Resolution is on the Finance Committee agenda for this same date and on the Council agenda next week. The monetary request is for \$30,000 under Professional Services. The indicated expenditure is to hire an outside consultant to assist with inventory of assets and facilitating constituent feedback process. The revenue is within the existing Arts Commission FY 15/16 budget to fund new cultural initiatives within the community. Ms. Garcia y Griego said within the scope of work would be asset mapping and facilitation community involvement process.

Ms. Hunter-Stiebel asked if this person would report to Ms. Garcia y Griego and the answer is yes.

Ms. Perry asked if the \$30,000 will come out of the Lodgers Tax and the answer is yes.

Mr. Lovato asked what the process would be for the 6 month update. Ms. Garcia y Griego said they would be ready to report on the updates for the 6 month update to the Mayor and City Council. Report would be discussed with the Arts Commission before presenting in final form for the 6 month update.

Ms. Campbell Wells moved for approval of the Resolution Directing the City of Santa Fe Arts Commission to Develop a Long-Term Cultural Plan, the Purpose of Which is to Inventory Cultural Assets, Assess Needs, Draft Specific Recommendations to Support the Current and Long-Term Health of Our Cultural Community, and Identify Ways the City of Santa Fe Can Support and Develop its Unique Cultural Brand; Directing the Arts Commission to Work With Other Appropriate Groups; and Directing the Arts Commission to Provide a Six (6) Month Update, and Present a Final Report One Year From Adoption

of This Resolution, second by Mr. Lovato, motion carried by unanimous voice vote.

4. Report of Chair

a. Nominating Committee

The Chair, Ms. Garcia y Griego and Ms. Deitch will compose the Nominating Committee. The Chair asked that the committee members send him the names and resumes of interested individuals for the Arts Commission openings. The terms would be for 2-years renewable.

Mr. Randall noted that he has always felt that the Arts Commission should have representation from the lodging community as funding comes from the lodging community. There has been a gap vs. a bridge between these two entities in the past. Mr. Randall wanted to ask if the Arts Commission has interest in Mr. Randall pursuing representation from the lodging industry.

Ms. Garcia y Griego said she will look at the ordinance to review what the composite of the membership should represent. She will bring this information forward to the next meeting.

b. Art in Public Places Appointment

5. Report of Director

None

6. Committee Reports

a. Art in Public Places (Anna Blyth)

A meeting was held on June 18th and the new member, Ann Weisman was in attendance and was introduced at that time. At that meeting an Art on Loan request from Sorrel Sky Gallery was presented and will be discussed later in the meeting. Art in Public Places committee did approve that art of loan. They was additional discussion on recommendations to be brought forth to the August 2016 Arts Commission meeting regarding Artist Walk of Fame. A brief criteria was discussed where it was noted that the artist must be deceased and their passing would need to be noted in a National publication, their artistic regional/national recognition. More information on recommendations will follow at next meeting along with a list of the questions asked and the criteria.

The Chair asked if this happens annually. Ms. Garcia y Griego said it started annually, about 8 years ago and a series of three was presented. Ms. Garcia y Griego said that discussion will need to take place related to the amount of space allowed and there is some cost involved and normally handled as a cost share with the estate, gallery or private foundations.

Sundance Native Labs Program Request (not listed on the agenda for Arts Commission).

Ms. Garcia y Griego brought forth an item which she received late on Friday; it will be brought before the Art in Public Places for action at the next meeting on Thursday. The Sundance Native Labs Program: an educational platform for the development of Indigenous talent within the medium of film. They have a 3-day shoot planned between July 24th and August 3rd and would like for the location of this film and its actual mural to be Ft. Marcy Community Center. The mural itself will measure 6 x 8 feet. This will entail 3 days of filming, a very minimal crew size with limited equipment and vehicle parking, i.e., no more than 15 crew members. There are no special effects, noises, gun fires, pyrotechnics, etc.

They would like to donate the finished mural to the City of Santa Fe, on behalf of the Sundance Native Labs Program as well as the Native cultures represented therein. Ms. Garcia y Griego showed visually where they would place the mural on the building. Ms. Garcia y Griego said that discussion was held with Ms. Ho on an agreement. The Arts Commission would like to make sure that a maintenance agreement be discussed. Ms. Garcia y Griego also noted that the artist is informed that the City has the right to remove at their discretion. Ms. Garcia y Griego also explained the process for graffiti clean-up. The new Parks & Recreation Director is very interested in the concept of free walls that can come under a certain parameter of art.

Mr. Lovato said that when you do murals on walls it detracts from graffiti.

Mr. Randall also made reference to a new mural done by Sage Inn and they used Teen Corp to do this.

Mr. Randall noted that in the visitor center they are borrowing art – it is not through Art in Public Places. The city as well as the gallery will insure this art loan. Also, behind the convention center there is an area referred to as the orchard that has become totally uncontrollable as the trees have died, it is above the parking area. As it becomes more open it could be a beautiful sculpture garden where visitors could come and enjoy in a compact area. I would like to see this be referred to the Art in Public Places take on this project and discussion of items in between the sidewalk. The two projects could be connected. If there is a cost involved in creating a better base or lighting in this area, Mr. Randall would be pleased to find the funding. The Chair asked Ms. Blyth to put this on the August Agenda.

Mr. Lovato said he wrote a white paper for the Nighttime Economic Task Force on a proposal for kiosks that are entertainment based. Santa Fe is a hard time to put flyers out unless you go to private businesses so you see the dilemma when you try to promote something. Mr. Lovato feels that this would be nice to promote through Art in Public Places. He noted that a proposal is to use an Intern to monitor the placement and date sensitive information. He would like to talk about how the kiosks would fit in to the bigger scheme of things. The formal report will go to the Mayor in August.

b. Gallery Committee (Penelope Hunter-Stiebel)

30 Under 30 was a great exhibit. It was a very foresighted attempt to use the Gallery not only to show the local artists but to use it as a lens for art around the state. The resulting work did not measure up to the work that Rod has been doing. It reflected the difficulty of getting curators from throughout the state to participate. The idea and the initiative is a good one and it might be worth doing it for another year to spur the interest for Curators.

Ms. Bystrom commented that she is in the Gallery every day and this show was amazing and she viewed very successful bringing in a younger generation of artist. This has been as interesting for her as she meets people who say they have come to see this show. This show has engaged a new generation. Ms. Bystrom said she is also seeing ages between 17 & 27; they love that they are being show cased. It is a very successful show, what they are showcasing is what they see.

The Chair asked if we track numbers of visitors coming to the Gallery. Ms. Garcia y Griego said that they do as this information is used as demographics when applying for grants.

Ms. Garcia y Griego said that on Friday they got mention by Generation X.

Mr. Randall said we have close to 400 visitors a day between the plaza and Railyard. Mr. Randall directed to Mr. Lovato; we need those Kiosks. The Gallery is a great visitor experience.

The signage is now available for the Gallery thank you to Mr. Randall paid for through his budget.

c. Marketing Committee (Shanan Campbell Wells)

Ms. Campbell Wells provided information on Mission, Vision, Values, Policy Planks & Opportunities and Our Work. This would be a unified elevator speech for the commission to have as we start educating people.

Ms. Garcia y Griego said that at a recent meeting of the Marketing Committee they prepared the above mentioned talking points for the Arts Commission. (Exhibit C)

Mr. Randall said in addition to the four key areas, the depth of the market here in Santa Fe, demographics on performing arts associations and galleries we have supported, we need everyone on the same page on the number of demographics, which would be really good.

Ms. Garcia y Griego said that when the resolution passes the mapping demographics will be valuable.

Ms. Garcia y Griego also provided an update and showed a sample of a business card and brochure for the Arts Commissioners.

The next thing that will be worked on will be an update of the 25th anniversary facts over the 4 topic areas. Ms. Garcia y Griego said they are also researching a way to keep in touch with constituents and provide them updated information on the Gallery and Arts.

The Chair asked what the marketing is for the Mayor's Art Awards.

Ms. Garcia y Griego noted that hard copy invitations are mailed and Pasatiempo sometimes will put something in their edition. They also utilize radio programs and word of mouth by the families of those recipients. Ms. Bystrom has worked with the Mayor's Art Awards for years and years and if we found that the personal touch has worked.

The Chair asked if we could lean on the New Mexican a little more. Ms. Garcia y Griego said she would be happy to pursue but they might be more receptive hearing from the commission or a public community member.

Mr. Randall volunteered to talk to the publisher at the New Mexican to discuss marketing options. The Chair is happy to go with Mr. Randall when an appointment is set up. Thank you to Mr. Randall.

d. **Meow Wolf Site Visit (Ashlyn Perry)**

Ms. Perry and a group went to Meow Wolf, this project is outstanding. They are presently working on the outside of the space. Penelope, Julie and Rod were part of the group that did the visit. This project started in 2008; they are calling it the house of eternal returns. It is hard to explain and Ms. Perry recommended that the Commissioners go to the website. They are creating a narrative around an old Victorian house, they actually have a family they are making up, they have actors, and you can go through the space and walk through the house. Ms. Perry said she feels it will do amazing things for that area on Siler. They will open in the fall and they will keep prices reasonable. The walk thru was very interactive.

Ms. Garcia y Griego said that the story line will change periodically.

7. Action Item

- a. Request for Approval Art on Loan, Sorrel Sky Gallery, agent for Star Liana York (Exhibit D – Dimensions and description for Art on Loan Request).

Ms. Campbell Wells recused herself due to conflict of interest. Ms. Blyth noted that Art in Public Places did approve this request. A location has not been identified for this piece of art.

Ms. Hunter Stiebel moved to approve the Art on Loan from Sorrel Sky Gallery agent for Star Liana York, second by Ms. Perry, motion carried by unanimous voice vote.

The Chair asked if we spec signage requirements.

Ms. Garcia y Griego said that we do have signage requirements and Ms. Blyth is working on updating the language.

Ms. Garcia y Griego said that she and Ms. Blyth are working on a schedule for Art on Loan and creating a schedule. Ms. Garcia y Griego would like to know what the commissioners feel about a tighter planning process.

- b. Request for Approval of a Resolution Directing the City of Santa Fe Arts Commission to Develop a Long-Term Cultural Plan, the Purpose of Which is to Inventory Cultural Assets, Assess Needs, Draft Specific Recommendations to Support the Current and Long-Term Health of Our Cultural Community, and Identify Ways the City of Santa Fe Can Support and Develop its Unique Cultural Brand; Directing the Arts Commission to Work With Other Appropriate Groups; and Directing the Arts Commission to Provide a Six (6) Month Update, and Present a Final Report One Year From Adoption of This Resolution.
(Transcription and approval indicated after Approval of Minutes)

8. Site Visits

Mr. Randy Randall – Art Santa Fe was excellent and well attended. Exhibitors were from South Africa.

Ashlyn Perry – Opening of Opera, Museum of Art – Colors of the Southwest, Cold Mountain almost sold out at the Opera, last show is the 22nd. Ms. Perry said she rode on the trolley for the first time. Opera sales are up from last year.

Penelope Hunter-Stiebel – Redshow at International Folk Art Museum – it has nothing to do with folk art, it has to do with Science, History and they have not promoted at all the masterpieces. They have a great El Greco that came from the Toledo Museum. They have a great document on what happened in the Spanish new world. This is a document that had never travelled from Florence.

Bernadette Pena – Wise Fool BUST Show

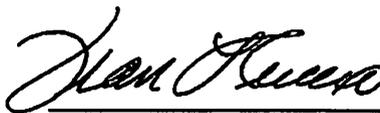
9. Adjourn

There being no further business to come before the Arts Commission the Chair called for adjournment at 6:20 pm.

**Signature Sheet for Santa Fe Arts Commission
July 13, 2015**



Chip Chippeaux, Chair



Fran Lucero, Stenographer

(TODD LOVATO)
vc