



Agenda

CITY CLERK'S OFFICE

DATE 2/5/15 TIME 8:45am

PREPARED BY Debra Garcia

REVIEWED BY Alisa Alarcon

ARTS COMMISSION
Monday, February 9, 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) January 12, 2015
5. Report of Chair (Chip Chippeaux)
 - a) Arts Commission Vacancy
6. Report of Director (Debra Garcia y Griego)
7. Action Items
 - a) Request of Approval, Pilot Collaborative Arts Marketing Program
 - b) Art on Loan Proposal Review
 - i) Dean Howell at Entrada Park
 - ii) New Mexico Arts Public Art Program
8. Reports and Updates
 - a) Arts, Culture and Creativity Agenda, Initiatives
9. Site Visits to Funded Events/Organizations
10. Adjourn

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520 five (5) working days prior to meeting date.

**ARTS COMMISSION
INDEX
February 9, 2015**

Cover Page		Page 0
Call to Order and Roll Call	Chair called the meeting to order at 5:00 pm in City Councilor's Conference Room, convened the Arts Commission meeting. A quorum was declared by roll call.	Page 1
Approval of Agenda	<i>Ms. Wells moved to approve the agenda as presented, second by Mr. Lovato, motion carried by unanimous voice vote.</i>	Page 1
Approval of Minutes	<i>Ms. Wells moved to approve the minutes as amended, second by Mr. Lovato, motion carried by unanimous voice vote.</i>	Page 1
Report of the Chair Arts Commission Vacancy	<i>Ms. Wells moved to approve the nomination of Ms. Bernadette Ortiz Pena, second by Ms. Ritch, motion carried by unanimous voice vote.</i>	Page 2
Report of the Director	<i>Informational</i>	Page 2
Action Items a. Request of Approval, Pilot Collaborative Arts Marketing Program, b. Art on Loan Proposal Review, • Dean Howell at Entrada Park • NM Arts Public Art Program	<i>Mr. Gomez moved to retain the Slow Climb into Space in place at the Entrada Park until the end of its term, June 2015, second by Ms. Wells, motion carried by unanimous voice vote.</i> <i>Ms. Wells moved to approve the placement of the Brickface Hope from the New Mexico Arts' Art in Public Place Program, second by Ms. Hunter Stiebel, motion carried by unanimous voice vote.</i>	Page 2-4
Reports and Updates • Arts, Culture and	<i>Informational, Exhibit C</i>	Page 5

Creativity Agenda, Initiative		
Site Visits to Funded Events/Organizations	<i>Informational</i>	Page 5-6
Adjournment	There being no further business to come before the Arts Commission, the meeting was adjourned at 6:00 pm	Page 6
Signature Page		Page 6

ARTS COMMISSION
Monday, February 9, 2015
City Councilor's Conference Room
5:00 pm – 6:00 pm

MINUTES

1. CALL TO ORDER

The Arts Commission meeting was called to order at 5:00 pm by Chair Chippeaux in the City Councilor's Conference Room. A quorum was declared and reflected in the roll call.

2. ROLL CALL

PRESENT:

Chip Chippeaux, Chair
Todd Lovato
Penelope Hunter-Stiebel
Shanan Wells
Kathlene Ritch
Sandra Deitch
Gabe Gomez

EXCUSED:

Ashlyn Perry

OTHERS PRESENT:

Ms. Debra Garcia y Griego, Executive Director Arts Commission
Anna Blyth, Program Planner, Arts Commission
Fran Lucero, Stenographer

3. APPROVAL OF AGENDA

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

4. APPROVAL OF MINUTES – JANUARY 12, 2015

Corrections:

Page 3: B. ~~51,000~~ followers on Facebook and Twitter should be 5,100
Page 4: 6-A There is another *deadline for the community* Arts Promotion program for applicants who applied in 2014; they are required to have year two funding review and need to resubmit by March 2nd.....

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

5. REPORT OF CHAIR (Chip Chippeaux)

a. ARTS COMMISSION VACANCY

The Chair and Mr. Lovato met to review the credentials for Ms. Bernadette Ortiz Pena. She brings forward the attributes needed to meet the specific requirements for the vacancy related to education and theater.

Ms. Wells moved to approve the nomination of Ms. Bernadette Ortiz Pena, second by Ms. Ritch, motion carried by unanimous voice vote.

6. REPORT OF DIRECTOR (Debra Garcia y Griego)

Nominations for the Mayor's Awards will be going out in the next few weeks. The call will be put out and staff will assure that all necessary documents are available to the Arts Commission members.

7. ACTION ITEMS

a. REQUEST OF APPROVAL, PILOT COLLABORATIVE ARTS MARKETING PROGRAM

Ms. Garcia y Griego informed the commission members that there will be some money left over, approximately \$50,000 which will need to be spent before the end of the fiscal year. (Exhibit A) lists the specifications. Explore the creation of "sudden opportunity" micro grants to support the marketing and promotion of new and emerging arts events/programs. Examine the development of a Collaborative Events grant category to encourage the presentation of citywide/multi-partner large scale events that promote tourism in Santa Fe. Assess existing grant programs in terms of relevance and impact; refine program to increase access and benefit. Marketing efforts must reach at least 60 miles beyond Santa Fe.

Criteria: High artistic standards, clear branding of the collaboration, effective marketing plan for the collaboration, supported by individual partner efforts, encourage participants to visit multiple events, attractions, etc., of the partnership, provide value to other business sectors (e.g. hotels, restaurants, galleries, etc.), offer educational/engagement opportunities for the community.

Terms: Fund for marketing & promotion, \$10,000 maximum, 90-day contract, reimbursement of actual expenses, post even report: audience, attendance, lessons learned.

Application Process: Brief written proposal – who, what, when where, why and how. Marketing plan with budget and presentation to selection committee. It will be nice to have the applicant actually talk to the commission this time.

Timeline: Call for proposals → February 11, Deadline → February 25, Presentations → March 4, Recommendations → March 9, Effective Date → April 1 and Services Complete → June 30, 2015. Procurement guidelines are that it has to be out for 10-days.

This would appeal to someone who already has something going on and that it is specifically for marketing and promotion. In order to stay within the state statute they would need to be a non-profit organization. It was clarified that money would need to be spent by the end of the fiscal year. The call will be placed on the website, Facebook, Twitter, and will be sent through the City Information office. Arts Commissioners can also make recommendations.

The Chair asked if this could be recurring. Ms. Garcia y Griego said that it is in the staff plan to discuss in more detail.

Ms. Hunter-Stiebel moved for approval of the pilot collaborative arts marketing program, second by Mr. Lovato, motion carried by unanimous voice vote.

Ms. Hunter-Stiebel requested that staff send out more detailed information on this marketing endeavor in order to get the word out.

Ms. Deitch said in relation to Art in Public Places we need to go back to scrutinizing the requirements. Ms. Deitch asked the commissioners if they thought it would be nice to have an Architect for the review process.

Ms. Garcia y Griego recommended that these recommendations go to Mr. Gomez and he will take back to Art in Public Places.

Ms. Garcia y Griego stated that we need to re-think the public art program and grant program. A more intensive review needs to take place on how the programs have worked.

b. ART ON LOAN PROPOSAL REVIEW

i. DEAN HOWELL AT ENTRADA PARK

(Corner of Cerrillos and Don Diego) (Exhibit B)

Slow Climb into Space (presently in place until June, 2015).

Mr. Howell has expressed a concern on the condition of the present piece of artwork at this location. He is proposing the Time Marker, Monument to the 20th Century. If this is not approved he will leave the other in place until the end of June, 2015. Either way it would end by June 30, 2015. Art in Public Places has not met, the Arts Commission can approve.

Mr. Gomez moved to retain the Slow Climb into Space in place at the Entrada Park until the end of its term, June 2015, second by Ms. Wells, motion carried by unanimous voice vote.

ii. NEW MEXICO ARTS PUBLIC ART PROGRAM

Brickface Hope (64" x 62" x 46") James Tyler

Permanent Artwork owned by New Mexico Arts' Art in Public Places is proposing this piece for city placement. One suggested location is the Amelia White Park and there are other locations that can be discussed with the lender once it is approved and collaboration with Parks. Once the recommendation is approved more discussion on placement can take place. Clarification: NM Arts' Art in Public Places will assume the cost for the installation.

Mr. Gomez recommended that there be a set agreement with the state. Ms. Garcia y Griego said that it would more likely be an MOU between city and state to assure the requirements for this placement.

Ms. Wells moved to approve the placement of the Brickface Hope from the New Mexico Arts' Art in Public Place Program, second by Ms. Hunter Stiebel, motion carried by unanimous voice vote.

The Chair would like to see an inventory book of the art on loan for the commissioners to become familiar with the placements.

Ms. Wells feels confident that with the master plan the Arts Commission is going in the right direction. Collaboration is definitely a major process that will need to take place within the committee.

8. REPORTS AND UPDATES

a. ARTS, CULTURE AND CREATIVITY AGENDA, INITIATIVES (Handout)

Review page 4 of 5: Cultural Industries Collaborations

~~Initiate discussion around development of~~ Identify partnership opportunities to increase access micro-loans for the creative industry, entrepreneurs and businesses.

Chair Chippeaux brought information related to a group in Albuquerque Accion who could bring the infrastructure to the table for discussion. They don't have a penalty for early pay off. The strategic use to improve their credit. They are very reputable and support women in business.

Review: Thriving Cultural Community Support

Convene a Cultural Affairs Advisory Committee to provide input for sustaining and developing Santa Fe's cultural assets.

This is an addition after a collaborative meeting and also from comments the Mayor made at the first address to the Arts Commission. He would like to see an overarching art program in Santa Fe. Mr. Gomez stated that there is an absence of a place or group where the identity of Santa Fe is clearly viewed. He used investment, infrastructure, etc., board development; it is working in conjunction with the commission and practical training and sustains culture in Santa Fe. It would be a committee of individuals and organizations that we might not have had an opportunity to touch.

Mr. Lovato said that this could be under the alias of the Arts Commission.

The Chair feels positive that this really fits within our mission and is very exciting.

Next steps is to get this out to the constituents for comments, and return to the Arts Commission on March 9th and to the Mayor and Council at the last meeting in March.

Great work, thank you to Ms. Garcia y Griego.

9. SITE VISITS TO FUNDED EVENTS/ORGANIZATIONS

Mr. Lovato attended Meow Wolf press conference. He is putting a million dollars in to the Silva space; they are building a standing exhibition and an educational space. It is a for profit venture so this won't fall under our

funding but possibly under our collaboration. They have some great goals; 100,000 visitors annually. They have done great work and their marketing promotions are really great. (Credit card USB concept)

Ms. Hunter-Stiebel did attend the poetry reading and it was great. The kids were taught to applaud by snapping their fingers, it was great. It was done by the Poet Laureate of the Navajo Nation.

Sandra Deitch – Went to NDI Winter Dance, Lensic - Santa Fe Symphony – Speaker talked above the kid’s knowledge, but it was enjoyable.

Kathlene Ritch - Mad Women of Shioh – Desert Chorale – promoting and marketing of the show was great.

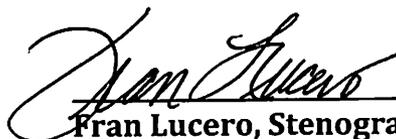
Friday, February 13th will be the opening of the new Art Event at the Community Gallery.

10.ADJOURN

There being no further business to come before the Arts Commission, the meeting was adjourned at 6:00 pm.

SIGNATURE SHEET:

Chip Chippeaux, Chair



Fran Lucero, Stenographer

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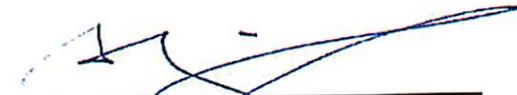
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