

**ARTS COMMISSION
INDEX
February 8, 2016**

Cover Page		Page 1
Call to Order and Roll Call	Acting Chair, Todd Lovato called the meeting to order at 5:00 pm in City Councilor's Conference Room, A quorum was declared by roll call.	Page 1
Approval of Agenda	Request to move 7A after #4, Approval of Agenda <i>Ms. Hunter-Stiebel moved to approve the agenda as amended, second by Ms. Ritch, motion carried by unanimous voice vote.</i>	Page 1
Item 7(A) Request for approval of a resolution directing staff to develop a plan to sponsor and implement a "Performance Encore" in October 2017.	<i>Ms. Perry moved to recommend approval of a resolution directing staff to develop a plan to sponsor and implement a "Performance Encore" in October 2017, second by Ms. Campbell-Wells, motion carried by unanimous voice vote.</i>	Page 2
Approval of Minutes: January 11, 2016	Page 2: 3 rd paragraph: The Signage Matter Public Art Matter for the Genoveva Chavez... Page 2-Item6, Paragraph 3: Ms. Hunter-Stiebel's husband, Gerald Stiebel created a wonderful blog that was shared with the Mayor. Page 2, last paragraph: Ms. Ritch stated it is important for the organizations need to know that the budgeting has to be put together ahead of time. Page 4: Ms. Ritch Monique asked if the Adobe Rose... <i>Ms. Ritch moved to approve the minutes as amended, second by Ms. Ortiz-Pena motion carried by unanimous voice vote.</i>	Page 2
Report of Chair	<i>Appointment of Sara Eyestone to Community Gallery Committee</i>	Page 2
Committee and Program Reports	<i>Informational</i>	Page 2-3
Action Items		Page 3-7
a. Request for approval of a resolution directing staff to develop a plan to sponsor and implement a "Performance Encore" in October 2017	<i>Ms. Perry moved to recommend approval of a resolution directing staff to develop a plan to sponsor and implement a "Performance Encore" in October 2017, second by Ms. Campbell-Wells, motion carried by unanimous voice vote.</i>	
b. Request for approval of Cultural Investment Program Categories	<i>Ms. Anair moved to approve the Cultural Investment Program, second by Ms. Perry, motion carried by unanimous voice vote.</i>	
c. Request for approval of issuance of Category D Cultural Investment Program RFP	<i>Ms. Ritch moved to approve Category D – Cultural Investment Program, second by Ms. Perry, motion carried by unanimous voice vote.</i>	

Arts Commission

Minutes – February 8, 2016

Frances Lucero, Stenographer

DRAFT UNTIL APPROVED

ARTS COMMISSION
Monday, February 8, 2016
City Councilors' Conference Room
200 Lincoln Avenue, Santa Fe, NM
5:00 PM – 6:10 PM

MINUTES

1. Call to Order
The Acting Chair, Todd Lovato at 5:00 pm, City Councilor's Conference Room, Santa Fe, NM, called the meeting to order. Roll call reflects a quorum.

2. Roll Call

Present:

Todd Lovato, Acting Chair
Shanan Campbell-Wells
Ashlyn Perry
Kathlene Ritch
Bernadette Ortiz-Pena
Penelope Hunter-Stiebel
Monique Anair

Not Present/Excused:

Chip Chippeaux, Chair
Brian Vallo

Staff Present:

Ms. Debra Garcia y Griego, Executive Director Arts Commission
Rod Lambert, Community Gallery, Arts Commission
John Tennyson, Project Planner, Arts Commission
Fran Lucero, Stenographer

3. Approval of Agenda

Request to move 7A after #4, Approval of Agenda

Ms. Hunter-Stiebel moved to approve the agenda as amended, second by Ms. Ritch, motion carried by unanimous voice vote.

(7A) - Request for approval of a resolution directing staff to develop a plan to sponsor and implement a "Performance Encore" in October 2017.

Mr. Randy Randall informed the committee members that this is a Resolution that the Mayor is moving forward formally by Council to look in to the idea of an Encore Performance in October 2017. Mr. Randall would like to have two individuals from the Arts Commission to work with him on this event, as funding will be shared through the Arts Commission. To do justice to this project, it will take someone contractually to work on this full time and also to execution, therefore a budget will be needed. We are looking at a 90-day plan and the need right now is a time to create this plan. We will be reaching out to leadership, performing arts and culinary arts and to assure that we have representation from all entities. We target

October 2017 but it could even be 2018 in order to do this correctly. We want to assure that all stakeholders are represented and involved in decisions. We want to make sure that we can entice people to come to Santa Fe for this event. Mr. Randall is looking for endorsement from the Arts Commission; this request has been through Public Works, OTAB and two other committees. There is no fiscal impact for the study, we will not engage any outside sources for the study.

Ms. Perry moved to recommend approval of a resolution directing staff to develop a plan to sponsor and implement a "Performance Encore" in October 2017, second by Ms. Campbell-Wells, motion carried by unanimous voice vote.

Staff will include, Mr. Randall, Debra Garcia y Griego, Cynthia Delgado, Mr. Fine, Parks and Recreation staff, Economic Development staff and others will be identified.

4. Approval of Minutes

a) January 11, 2016

Page 2: 3rd paragraph: ~~The Signage-Matter~~ Public Art Matter for the Genoveva Chavez...

Page 2-Item6, Paragraph 3: Ms. Hunter-Stiebel's *husband, Gerald Stiebel* created a wonderful blog that was shared with the Mayor.

Page 2, last paragraph: Ms. Ritch stated it is important for the organizations ~~need~~ to know that the budgeting has to be put together ahead of time.

Page 4: ~~Ms. Ritch~~ Monique asked if the Adobe Rose...

Ms. Ritch moved to approve the minutes as amended, second by Ms. Ortiz-Pena motion carried by unanimous voice vote.

5. Report of Chair

a) Appointment of Sara Eyestone to Community Gallery Committee

Mr. Lovato announced the appointment of Sara Eyestone to the Community Gallery Committee. Ms. Eyestone is an Artist-Curator for the collection at La Posada and has worked with our community gallery in professional development workshops.

Professional development is one of our six key initiatives this year.

6. Committee and Program Reports

a) Cultural Investments Program Meeting report

Last Tuesday a meeting was held with the Grantees and it went really well. The response was overwhelmingly positive and there was one group that shared their concerns at end of meeting. We shared with them that this was one of the initiatives from 2014 and showed them the trends and available funding going forward and the amount for each grantee. Overall it was very positive.

b) January 29th Artist Services Working Session report

Mr. Rod Lambert noted that they brought together a group of organizations and leaders that are already doing artist professional training already. We wanted to identify overlaps and gaps and we went with the general meeting at first to get their input of their services and we broke it in to 4-categories. This list has been sent to everyone and it will provide a cheat sheet to share resources and for the program to be more cohesive. This will be an on-going project to enrich artist professional services.

Mr. Lambert reported that they are creating an Artist Survey, a draft of that survey is being sent to the same audience above for their input.

c) Art in Public Places, Ignite and Purchase Pilot Programs update

Mr. Tennyson reported that RFP's have gone out and they are looking at what people are going to want to see in the parks. We have been getting a lot of feedback from people and asking what parks are being considered, etc. We hope to have some exciting art to put in the parks in the next few months. Ms. Garcia y Griego said that a great deal of positive feedback and ideas have been received to date.

Ms. Anair asked if the art is documented. Ms. Garcia y Griego said yes, we have a power point showing the art, location and its value.

d) Community Gallery, Community Pop-up Exhibit update

Mr. Lambert said that in consideration of offering a haven for those artists who are not necessarily represented by an existing gallery; the Strangers Collective contacted him and they wanted to do a pop-up. They are energetic and bring a good following. In reviewing the calendar a date has been identified for their show and Mr. Lambert will be there for installation. They will get back to the Arts Commission with a Theme name. They are also very big in to storytelling.

7. Action Items

- a) Request for approval of a resolution directing staff to develop a plan to sponsor and implement a "Performance Encore" in October 2017.

Addressed above after Agenda Approval.

b) Request for approval of Cultural Investment Program categories

Ms. Garcia y Griego noted that as reported above, the meeting was held and also included in the packet was a document for commission members to review. Looking for approval of what was presented at last month meeting.

Ms. Anair moved to approve the Cultural Investment Program, second by Ms. Perry, motion carried by unanimous voice vote.

Ms. Perry asked for committee member purpose; is this just C&D or do we have numbers? Ms. Garcia y Griego said that this is a year where are four categories will be reviewed and in Category D you will note that staff is proposing changes in the review process. The intent here is that some commissioners will participate in some reviews, long term you won't be reviewing all applications.

c) Request for approval of issuance of Category D Cultural Investment Program RFP

Ms. Garcia y Griego reviewed the feedback and she and Mr. Tennyson worked together to bullet point the first five items which are things that have been in the existing criteria for many years with the exception of the second bullet point at the end which has opened up the possibility of working with others on 501(c) 3 status. This was removed. Addition was that their annual operating budget has to be over \$1 million dollars and the proof of evidence needed is a completed and filed IRS 990 Report which is required every year for all non-profits and that they provide the full time paid staff.

Project Eligibility is the same as it has been in the previous RFP's, bullet point #2; the minimum project budget will be \$300,000 so that it is the piece they are applying for. Ms. Garcia y Griego noted those that would only be able to apply up to \$100,000. In a

max's out scenario, we would be talking about funding about one-third. The final bullet point refers to the contract match dollar per dollar in cash; with a \$1 million dollar operating budget and \$300,000 project budget they should have no trouble making that cash match. In the Review and Criteria is where there are probably the most changes. Staff will review them for completeness and eligibility as always to assure they meet the threshold. Staff is proposing combining the Arts Commission and what use to be a peer panel; that would be 3 commissioners and 4 individuals from the public. They would be a combination of discipline experts, arts education experts, non-profits experts and financial expertise. Keep in mind that based on an Attorney General Opinion on Lodgers Tax Category, that at least half of the criteria be based on tourism. Ms. Garcia y Griego and Mr. Tennyson, together, are working on that criteria. 50% will be evidence of attraction of tourism and economic impact. The next will be 25% - standards of administrative and artistic quality and again, all of these are bullet points that were in the previous application. We will work on how we can combine them and put them in to a matrix we develop and get them in the application. The last is alignment with our policy planks; which are youth arts, creative spaces, economic growth and engagement. We took economic growth and put it up with tourism requirements so we are talking about access to in school and/or after school programs, promoting a creative dialog and exchange throughout the community. For those of you who have reviewed applications before will remember that there was a cultural impact on the community question, so this is essentially the same thing but phrased in terms of our policy planks. That is the criteria and although a lot for a panel to review, we feel this is complete.

The reporting requirement, currently we only require audits over a certain threshold, we would require an annual audit for 90-days before the end of the fiscal year. We have tried 90-days in the past and it has been difficult for grantees, we may need to take it back up. Some boards only meet on a quarterly basis and many of the organizations would like board approval of their audit before submission. Staff is asking for participation and programmatic, we want to do an administrative site visit to discuss what their marketing plan is, what trend are you seeing in your ticket sales and your audience, there are higher level discussion that will help this commission expand its knowledge of what these groups are doing. It is believed a site visit will be more beneficial to discuss in depth these areas. Reporting of demographics or audience number of ticket sales and free events – very hard for example Spanish Market/Indian – it is hard to determine where tourist come from but they will make reasonable effort. The Fiscal Report – the IRS 990 – that was used to establish on-going eligibility in the 2nd year.

Ms. Ritch moved to approve Category D – Cultural Investment Program, second by Ms. Perry, motion carried by unanimous voice vote.

Ms. Hunter-Stiebel stated that she has a problem with the Arts Commission investment program that values artistic excellence at one-half of 25%.

Mr. Ritch added that the first time they did the grant; she found it unusual that they were unable to talk about the Artistic Panel. Now that this is being put all together do we only speak to the tourism impact and leave all the Artistic merit to the outside reviewers? Ms. Garcia y Griego said no, the entire panel that engage in looking at all the criteria.

In relation to Ms. Hunter-Stiebel concern, the point is that historically it has been loosed at one-half of 1/3, actually less because the peer panel not only had artistic qualities, they looked at administrative qualities, they looked at education and they looked at

engagement. The Arts Commission looked at Tourism, Economic Development and Community Impact. As uncomfortable as it may seem to see it in black and white, you are actually mathematically giving more weight to artistic quality than we have historically. It is also an unfortunate reality of our funding source that ½ has to have a tourism impact. The Director does not see a reasonable way to move too much more under the tourism impact as we have moved the economic development piece there, at this level of organization in particular; if you don't have an administrative back bone to support the artistic process it will suffer. At this level you are working with paid administrative professionals to enable the artistic product. The Director acknowledges her concern and proposed a compromise; we could pull out on the policy planks and split administrative quality in to a zone and we would need to find a way to allocate less of the policy planks. Keep in mind that the entire basis of that agenda is to utilize our resources and tools to create larger social/civic change.

Ms. Hunter-Stiebel asked if part of the Artistic could go in to Tourism, because tourists are not going to be affected by low artistic production. Ms. Garcia y Griego reiterated that we should follow the opinion of the Attorney General who has said in the past that half needs to Tourism. Ms. Hunter-Stiebel said she agrees with that and asked again if one of the items under Tourist Impact could be the Quality of the Artistic product, presumably that is what attracts the tourist.

Ms. Campbell-Wells likes that idea and would like to see a 50-50 ratio. Ms. Garcia y Griego said that they could pull the policy planks in to the Administrative and Artistic criteria and do it as a 50-50 or you could pull them out. Ms. Garcia y Griego said that she sees value in pulling it out and there is also value in meeting the spirit of what we set out to do which is making these funding programs more than just a contract to fund. If you don't pull them out and give them some weight you are not accomplishing that. Ms. Garcia y Griego did say that at the grantee meeting there was a lot of positive discussion in combining the panels because from the grantee perspective there was a big disconnect in the score that the Artistic Peer Panel would give and the score that the Arts Commission would give. The grantees welcome the opportunity to have the Arts Commission see their growth over the 4-years.

Ms. Hunter-Stiebel would like to endorse the proposal of putting the two 25% together. Ms. Garcia y Griego said that unfortunately that will not change the weight and as Ms. Anair has also stated that they would lose the mechanism for tracking and lose the ability to write questions that adequately address those policy planks and allow the applicant to address them and allow reviewers to easily score them. If we combine them in to one you can essentially have an organization that everyone on the panel agrees has fantastic artistic product, solid administration but does very little to reach out to the community and their artistic score under that scenario would suffer for a lot of education programs, community impact and engagement. Trying to combine those two is taking a lot and putting it in one basket that will be very hard for reviewer and applicant. Ms. Garcia y Griego explained further the difficulty of making changes to the bullet points for reviewer processing. It was also suggested that there are three policy planks and Ms. Garcia y Griego would be willing to take Artistic and Administrative up to 30% and alignment of Policy Plans down to 20%. Ms. Hunter Stiebel would be very happy to see that. Mr. Lovato said that he does not know what they are going to accomplish by changing the percentage as the score is what will inform the funding amounts. Ms. Garcia y Griego feels that the policy planks as agreed on and discussed are all important and that staff has worked very hard in reaching a point of agreement. Other

commissioners stated that artistic quality is in the eyes of the holder. Being aware of the funding sources is important and possibly the Commission could go forward and look for other funding sources. It was also noted that the commission members could always comment during the application process on submissions. It was also noted that we could evaluate the complete process once they have gone through it to see how it worked. Thank you for the discussion.

d) Request for approval of “Grief & Loss: Creativity as a Function of Healing” winter 2016 exhibit theme.

Mr. Lambert stated that a function of the Gallery is to have the criteria for the exhibits approved and one of the primary ones is partnering with other organizations and seeking theme ideas from the community so that there is some involvement in developing that programming. This idea came from Kathleen McCloud who is an artist whose brother was a drug addict who committed suicide, here she is 30+ years later and used her conscious process to be creative. She proposed this exhibit so artists can have a conscious process using creativity as a healing element and it would partner with Girard House, which is a non-profit that offers grief therapy. We would also partner with the school who does the Art Master program for therapy.

Ms. Hunter-Stiebel moved to approve “Grief & Loss: Creativity as a Function of Healing” winter 2016 exhibit theme, second by Ms. Perry, motion carried by unanimous voice vote.

This will run end of 2016 going in to 2017. Ms. Anair will send Mr. Lambert contact information for the Interfaith Coalition.

e) Request for approval of \$5,249 percent for public art funds to supplement public art purchase for Genoveva Chavez Community Center.

Mr. Tennyson provided a picture of the art piece for the Genoveva Chavez Center. It also shows where the piece will be placed. Mr. Tennyson will work with the Parks and Recreation Department on placement once the renovation is complete. It was noted that it is very hard to put art inside the building and the outside was selected by the GCC administration. Mr. Tennyson will continue to provide updates to the Arts Commission. Ms. Hunter-Stiebel said she is concerned about the vulnerability of the art piece as it is tall and thin to protect from vandalism. Mr. Tennyson is working with Parks and discussing a barricade option and how to prevent vandalism.

Ms. Anair moved to approve the \$5,249 percent for public art funds to supplement public art purchase for Genoveva Chavez Community Center, second by Ms. Ritch, motion carried by unanimous voice vote.

f) Request for approval of Collaborative Arts Marketing Funding Recommendations total \$140,000:

- i) Lowrider Summer, \$45,000
- ii) Lloyd Kiva New, \$45,000
- iii) UnShakable, \$10,000
- iv) Santa Fe Art Trifecta, \$15,000

- v) Photo Summer Santa Fe, \$12,500
- vi) Santa Fe Theater.com, \$12,500

Acting Chair Todd Lovato and Ms. Ashlyn Perry announced that they recuse themselves from Action Item i, ii and iii.

This is a request for the collaborative arts collaboration project that is allocating \$140,000. This is the second year that this pilot project has been successful. To be eligible for these funds an event has to collaboratively market a series of events that are tied by geographic, time or theme relationship. They should look for opportunities to attract visitors to multiple events, locations or performances as well as have opportunities for businesses, i.e., hotels, restaurants, etc. to tie in to it. It requires that two of the partners be eligible through the usual guidelines as well as one of them agreeing to serve as the contracting agent. This was issued at the beginning of December, due at the end of January. A committee of commissioners reviewed these applications and this process was very well organized where applicant came in and the committee members could ask questions. Three proposals were recommended for full funding and the next three were recommended for partial funding and specifically to be used for marketing and promotional activities that the committee directed. Next year we will want to clarify if we want the project to be an event and a one-time thing or something that is on going, infrastructure related. There were two applications that were not recommended nor brought to the Arts Commission.

Ms. Campbell-Wells moved to approve full funding:

- i) Lowrider Summer, \$45,000***
- ii) Lloyd Kiva New, \$45,000,***
- iii) UnShakable, \$10,000,***

second by Ms. Hunter-Stiebel, motion carried with unanimous voice vote.

Let the record reflect that a quorum did exist for the vote excluding Todd Lovato and Ashlyn Perry who recuse themselves from the vote.

Ms. Ritch moved to approve partial funding;

- iv) Santa Fe Art Trifecta, \$15,000***
- v) Photo Summer Santa Fe, \$12,500***
- vi) Santa Fe Theater.com, \$12,500***

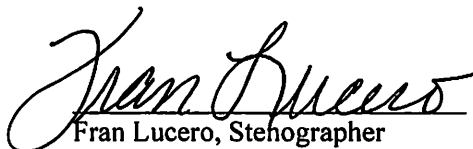
second by Ms. Perry, motion carried by unanimous voice vote.

8. Adjourn

There being no further business to come before the Arts Commission, the meeting was adjourned at 6:10 pm.

Signature Page:

Todd Lovato, Acting Chair


Fran Lucero, Stehographer

Community Gallery Exhibit Proposals

2017

Spring (March – May)

cred

Street credibility is an essential function of success for artists in the music industry. It requires that artists display a proven understanding of the environment(s) which their music describes and the term implies that the stories being told are truly legitimate and not manufactured by publicists. How does this apply to the visual arts and street arts relationship to the gallery industry?

Street art, by its nature, is “outsider”. Street art is raw, brazen, illegal, democratic and (if done well) inspiring. It has evolved from graffiti, but today employs ingenuity with materials and message that often imbue public spaces with life and color. Some street artists have risen from anonymity to worldwide fame including Shepard Fairey, Banksy and Jean Michel Basquiat. These artists have proven that street art has marketable cred in the visual arts and has paved the way for greater interest, diversity and innovation in street art as a legitimate art form.

cred seeks to bring the street into the atelier by offering the opportunity for local artists to explore the breadth and depth of this medium in a formal gallery environment and therefore cast a critical eye on the significance of street art and its contributions to our world.

For a sample of the innovation(s) being made in street art:

<http://www.complex.com/style/2011/03/the-50-greatest-street-artists-right-now/>

Programming for this exhibit could include workshops on street-art methods, lectures on trends in street art and opportunities for outreach projects to inject street art into the community.

Summer (June - August)

Pomp & Circumstance

Where else but at the opera can the audience be fully immersed in a visual torrent of poetry, dance, music? Through the use of music, set design, lighting and costuming, viewers are transported by opera to another place.

In partnership with The Santa Fe Opera, we propose an exhibit that features artwork inspired by the programming schedule for 2017. The exhibit will run during The Santa Fe Opera’s summer performance schedule and artists will be asked to select a single opera and explore the plot, music and design through a visual medium.

Programming for this exhibit could include lectures on the selected operas being performed, workshops that design sets or costumes as well as outreach opportunities to educate the public on the accessibility and enjoyment of opera.

Cultural Investment Program
Eligibility and Criteria for Category C

- Only Santa Fe-based organizations whose mission includes the arts will be funded.
- Be a federally recognized nonprofit with an IRS 501(c)3 status; OR a public agency (as defined in NMSA Section 11-1-1 or any county, state or education institution specified in Article 12, Section 11 of the NM Constitution).
- Have a State of New Mexico Incorporation Certificate as a domestic or foreign nonprofit corporation and be in good standing with the State.
[Staff recommends a two year grace period for organizations that received funds for the past three fiscal years using a fiscal agent to obtain an IRS 501(c)3 status.]
- Organizations must have a current City of Santa Fe business registration number.
- City of Santa Fe-operated programs are not eligible.
- Annual organizational operating budget under \$1 million during the most recently completed fiscal year as evidenced by the IRS Form 990.

Project Eligibility

- Projects must take place in the northern portion of Santa Fe county (i.e. Madrid/ Galisteo to northern boundary of county)
- Up to \$35,000 request.
- Must support the presentation of artistic content to the public (i.e. performances, productions, exhibitions, art markets, fairs and festivals (i.e. indoor or outdoor community celebrations of the arts), and workshops or conferences); funds cannot support ancillary, non-arts program.
- Contract amount must be dollar-for-dollar in cash.

Review and Criteria

- Applications are reviewed by staff for eligibility and completeness
- A panel consisting of three members of the Arts Commission and four outside reviewers

50% Evidence of attraction tourists

Such as:

- Estimated size, diversity and geographic location of the audience
- Role of the project in advertising and promoting Santa Fe as a tourist destination
- Reasonable promotion and marketing plan; quality of marketing and promotional materials
- Estimated economic impact of project from direct and indirect expenditures; utilization of local artists /businesses

25% Standards of artistic excellence and administrative capability

Such as:

- Quality of artistic samples submitted
- Ability to foster the creation, production, presentation and awareness of the arts in Santa Fe
- Qualifications/backgrounds of artistic & administrative personnel
- Accuracy of the application materials; realistic project budget; financial stability

25% Alignment with Policy Planks

Applicants must indicate which Policy Plank(s) the project will address and then demonstrate the capacity to address it as follows:

- Youth Arts: Students have access to in-school and/or after school arts education programs.
- Creative Spaces: Promotes creative dialogue and exchange throughout the community
- Engagement: Outreach boosts participation in arts and cultural activities.

Reporting & Recording Requirements

- Participate in at least one programmatic site visit during the contract period.
- Report demographic/attendance numbers based on ticketed events or reasonable estimates for free events to support tourism impact.
- Annual City of Santa Fe Arts Commission fiscal report for the funded project.
- Annual IRS Form 990 to maintain organizational eligibility.
- Samples of marketing, advertising and promotional materials produced under the contract.
- Use Arts Commission logo on all printed and digital materials related to the contract.