

Agenda

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SANTA FE SISTER CITIES COMMITTEE

Special Meeting

July 7, 2014

Tesuque Room – 2nd Floor

1:30 – 4:30 pm

955-6707

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes - June 11, 2014
4. Facilitated discussion by Carl Moore
5. Goals for Sister Cities
6. Adjournment

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SANTA FE SISTER CITIES COMMITTEE
Special Meeting
Monday, July 7, 2014
Tesuque Room – 2nd Floor
1:30 – 4:30 pm

I. Call to Order

Carol Robertson Lopez, Chair, called the Santa Fe Sister Cities Committee meeting to order at 1:44 pm. A quorum was declared by roll call.

Present:

Carol Robertson Lopez
Rudy Fernandez
Dr. Jeff Case
Bernard Rubenstein
Arthur Olivas
Cathy Magni
Kim Song
Carl Moore
Gilbert Delgado

Not Present:

Ling Tong

Others Present:

Debra Garcia y Griego, Director
Julie Bystrom, Staff Liaison
Jessica Lawrence

II. **Approval of Agenda**

Mr. Rubenstein moved to approve the agenda as presented. The motion was seconded by Mr. Fernandez.

III. **Approval of Minutes**

June 11, 2014

Mr. Olivas moved to approve the minutes as presented. The motion was seconded by Mr. Case.

Ms. Robertson Lopez greeted the group and thanked Mr. Moore for being willing to facilitate the meeting. At this time the meeting was turned over to Mr. Moore.

IV. Facilitated discussion by Carl Moore

Mr. Moore passed out an agenda he prepared for the meeting and stated he would like everyone to take a few minutes to review the questions on the agenda. The meeting was then opened up for discussion with the following ideas presented and discussed by the group.

- 1) What should a city of Santa Fe expect to gain from having a sister city program?
- 2) In a few years from now, what would you like to say the sister city program had accomplished?
What should the sister city program be doing differently (from what it is doing now)?
What would be a desirable reputation for the sister city program?
- 3) What should be a few long-term GOALS for the Santa Fe Sister City Program?
- 4) In light of the goals, what would be a reasonable CALENDAR OF EVENTS for the coming year?
- 5) What is a TIMELINE for each of the events?

The following items were listed and discussed as a result of the Mr. Moore's agenda above:

- Meaningful cultural exchanges
- Potential for international/governmental connections through cities
- Greater participation in culture of two cities.
- Develop cultural ties with other cities to enhance SF cultural growth.
- Works as a program to solidify Santa Fe's role as an international and culturally diverse city.
- Opportunity for citizens (students) to engage with other communities around the world—one should remember the program being started by Eisenhower as a way to represent the unity of multiple areas around the world. Understanding a community one person at a time.
- Familiarization with other like-minded cities around the world.
- The program acts as an attractive factor for people and countries hoping to connect with other areas, i.e. the outreach to international areas appeals to people potentially interested in Santa Fe.
- This allows non-governmental bodies to get involved in an international and multicultural program. (the little people can be involved).
- The connection between two different areas allows for collaboration and the easier solving of similar problems in different cultures.
- Currently there is not a good reputation for education in Santa Fe, by contributing to education through the expansion of the arts through sister cities, hopefully education and interest in school will increase.
- By promoting an interest in culture in the Santa Fe school system, interest in education will increase in general.

The group discussed “What should the City of Santa Fe expect to gain from having a sister city program” at length and agreed that:

The sister cities program benefits the City of Santa Fe in the following ways:

- Developing, maintaining, and sustaining quality relationships with each sister city;
- Fostering cultural ties on the individual and community level and promoting mutual respect and understanding;
- Promoting positive international diplomatic relationships via governmental connections;
- Enhancing economic development by attracting individuals , corporations, and other organizations that desire international ties;
- Enhancing Santa Fe’s tourism and cultural organizations;
- Enhancing Santa Fe’s reputation as an international center for the arts;
- Helping ensure that citizens, especially students, gain an international perspective and helping them dream big to improve the future of Santa Fe

The committee listed the following ideas as ways to promote the sister cities program:

- Sister city month (like black history month)
- Wine/food tasting, charge \$10 a head to participate.
- Have events at schools, have children take pictures/gather mementos of town and put it up as an exhibit of Santa Fe “this is our town”
- Have sister city representatives come at significant cultural moments within Santa Fe, i.e. have people come visit during the gin festival and have them speak.
- International art contest from Sister Cities, artworks that depict what sister cities mean to “you”—we could have a local contest, then use the winners to send onto the Washington D.C. level. “young artists showcase”
- Form committees within this committee in order to organize these events for the city months, the committee should be varied in order to maximize skill-sets and range of contacts.
- It should be easier to find the sister-cities website on the Santa Fe site.
- Website must be enhanced to make more accessible and visually stimulating.
- Sister city committee members should have a business card that can be distributed when appropriate.
- Present the sister city program, in a big way, in conjunction with the folk art market.
- Get sister cities artists involved with folk art market and have them come early in order to have a pre-market event where they all can meet.
- Solid contacts in the schools are necessary in order to promote the program in the school system.
- Devote a month to the promotion of each of the sister cities.

The following were a compilation of ideas as a result of Mr. Moore’s agenda and ranked by members by placing a blue dot next to their top five choices:

- 1) Events or exchanges that involve more than just community members (3)
- 2) Establish strong international relations (eg. Zambia Firemen)
- 3) Self-identity; who we are and what we do (5)
- 4) Develop specific projects we and our sister cities benefit from (3)
- 5) Develop educational programs in schools w/ exchange programs, link to museums (6); one or two showcase programs, ie Film Festivals, etc.
- 6) Exchange of delegation from all sister cities
- 7) Involve youth through school programs (1)
- 8) Virtual summit for youth (1)
- 9) Get foreign service professionals involved in activities
- 10) Better fund raising (4)
- 11) Get word out about what is going on (2)
- 12) Strengthen relationships w/ 10 sister cities; more systematic ways of exchange (6)
- 13) Develop innovate bridges to sister cities. Each is different, do what we can
- 14) More outreach to involve more citizens
- 15) Make regular contact (every 3 months) (3)
- 16) Robust web page (1)
- 17) Protocol for international visitors
- 18) Economic tours w/ Chamber of Commerce
- 19) New Sister Cities? That can that help achieve mission, synergy, etc.
- 20) Actively utilizing social media (e.g. to involve young people) (4)
- 21) Market to increase awareness, support (5)
- 22) Provide regular update to city leaders (1)
- 23) Encourage general population to seek out information /advice from sister cities representatives
- 24) Aim to be one of the most unique sister cities programs in the country

V. Goals for Sister Cities

The group discussion the above ideas at length, labeling the following four goals as their initial focus for the Santa Fe's sister cities program:

- More effectively market who sister cities is and what they do
- Develop educational programs in schools
- Strengthen relationships w/ existing sister cities
- Involve greater community in work/activities of sister cities

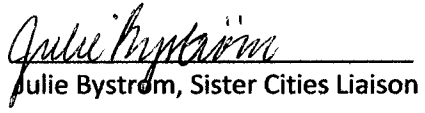
Ms. Robertson Lopez thanked everyone for coming.

VI: Adjournment

The meeting adjourned at 4:35pm.

Signature:


Carol Robertson Lopez, Chair


Julie Bystrom, Sister Cities Liaison