



Agenda

CITY CLERK'S OFFICE

DATE 12/2/14 TIME 2:23

PREPARED BY Julie Bystrom

APPROVED BY [Signature]

ARTS COMMISSION
Monday, December 8, 2014
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) November 10, 2014
5. Funding Overview (Debra Garcia y Griego)
6. Report of Chair (Chip Chippeaux)
7. Report of Director (Debra Garcia y Griego)
 - a) Holiday Open House
8. Action Items
 - a) Request for Approval, 2015 Meeting Schedule (Julie Bystrom)
 - b) Request for Approval, 10 Minute Theatre Festival Partnership (Bisi Ademulegun/Debra Garcia y Griego)
9. Reports and Updates
 - a) Arts, Culture and Creativity Agenda Next Steps (Debra Garcia y Griego)
 - b) Funding Programs, Application Updates (Anna Blyth)
 - c) Public Art (Anna Blyth/Debra Garcia y Griego)
10. Site Visits to Funded Events/Organizations
11. 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
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Approval of Minutes	<p>Page 3: Ashlyn correct spelling: Ashlyn Page 4: Anna Blyth correct title: Program Planner Page 4: 7. Action Items: Clarification: On loan by Allan Houser Inc. 5th paragraph reference to Mr. Houser has researched....Correction: David Rettig did the research.</p> <p><i>Ms. Wells moved to approve the minutes as corrected, second by Ms. Perry, motion carried by unanimous voice vote.</i></p>	Page 2-3
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Action Items Request for approval of 2015 Meeting Schedule Request for approval, Theatre Festival Partnership	<i>Ms. Perry moved to approve the meeting schedule for the 2015 Arts Commission, 2nd Monday of each month at 5:00 pm and 2nd Tuesday in October, 2015 due to the Columbus Day Holiday, second by Mr. Gomez, motion carried by unanimous voice</i>	Page 4-5

	<p><i>vote.</i></p> <p><i>Ms. Hunter-Stiebel moved to approve advertising support for the Think Outside the Box Presentation, second by Ms. Perry motion carried by unanimous voice vote.</i></p>	
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ARTS COMMISSION MEETING

Monday, December 8, 2014

City Councilor's Conference Room, Santa Fe, NM

5:00 pm – 6:25 p.m.

1. Call to Order

The Chair called the meeting to order at 5:00 pm, City Councilor's Conference Room, Santa Fe, New Mexico. A quorum did exist and is reflected in roll call.

2. Roll Call

Present:

Chip Chippeaux, Chair
Todd Lovato
Penelope Hunter-Stiebel
Shannon Wells
Ashlyn Perry
Sandra Deitch
Gabe Gomez

Excused:

Kathlene Ritch
Donna Scheer

Staff Present

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

Others Present

Bisi Ademulegun, Santa Fe University of Art and Design
Stacey Marie (last name), Audience
Fran Lucero, Stenographer

3. Approval of Agenda

Item 8 B to be heard as first order of business

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

4. Approval of Minutes

November 10, 2014

Page 3: ~~Ashlym~~ correct spelling: Ashlyn

Page 4: Anna Blyth correct title: Program Planner

Page 4: 7. Action Items: Clarification: On loan by Allan Houser Inc.

5th paragraph reference to Mr. Houser has researched....Correction: David Rettig did the research.

Ms. Wells moved to approve the minutes as corrected, second by Ms. Perry, motion carried by unanimous voice vote.

5. Fiscal Report – Debra Garcia y Griego

Ms. Garcia provided a copy of the financial report, which they received on this date from the Finance Department. Overall they are up by 5.69% for the year on 1% lodger's tax collections. The bad news is we are down from the previous year. Some of it apparently has to do with the accounts receivable department who is short handed as well as payments that may have come in late.

Mr. Randall noted that the numbers in the report should reflect greater than last year. The numbers are not correct it is under 35, approximately 20%. For the year right now instead of being up 4.71% we are actually lodger's tax is up 11.1% over last year for the same period of time. The report does not reflect the actual numbers and the hope is that in the future with a new Finance Director coming on board, future reports should be an accurate reflection of financials. Mr. Randall said that he does have an accurate report reflecting the correct numbers but he could not distribute because it has not been posted, it has been deposited. "Comparative numbers mean nothing if they are inaccurate;" Mr. Randall will meet with the new Finance Director and this will be one of the discussion topics. Mr. Randall will make the recommendation that the reports are corrected in order to numbers to be accurate.

Mr. Randall noted that Santa Fe received an award as the best art city in the West. USA today has an area where you can go in and vote for the best capital city in the US.

6. Report of Chair, Chip Chippeaux

The Chair informed the commission members that committee assignments would need to be formalized and asked that any preference for committee assignment be sent to Ms. Garcia y Griego by e-mail for review. The Chair provided all members with his contact information and welcomes any questions or comments if needed.

The Chair stated that in talking to the Mayor and listening to his vision on his call to action, and the Arts Commission has done a great job in this document that they have put together. We really want to get everyone involved in this collaboration. We want to expand this mission especially with the business community, certainly with education; there is a great opportunity for us. The passion that the Mayor has described was one thing that really got the Chair engaged with the Arts Commission. It isn't just about the education or the economics, it isn't just about the artist, it is synergizing all of those different pieces and making it bigger and better than it would have been individually.

The Mayor would like to protect and expand the brand and the Arts Commission play an important role in carrying out this goal. There are great opportunities to facilitate growth. Exhibit B – New Mexico Business – Current Economic Report was distributed as an informational document related to New Mexico Employment in the Creative Economy. The Mayor is very clear that he wants to protect and expand the brand and we need to make sure that everyone understands where we want to go from here to there and this group is quite responsible for that message. The Chair sees New Mexico in general suffering, employment is down and unemployment is up and he believes we have opportunity. This group can participate and facilitate together for growth and tourism in the state. It will bring forth higher paying jobs and more jobs, there isn't a lot going on for our younger generation. We need to get our story out and make sure that everyone understands it and get everyone synergized. The Chair provided all members with his contact information should they have questions or comments; he is available to accept the conversation.

7. Report of Director

a. Holiday Open House

Chef Helen Singleton from the Santa Fe Community College Culinary Certificate Program in collaboration with the City of Santa Fe Arts Commission will hold a Holiday Open House on December 11, 2014, 3 – 4 pm. Each student will plan, prepare and present five desserts for their final project and your tasting pleasure.

Ms. Garcia y Griego informed the commission member of the Bloomberg Philanthropy challenges cities with population over 30,000 to participate in a public art submission. Several organizations have requested that Santa Fe participate and are in support of Santa Fe submitting the application. Application is due on Monday, December 15th.

8. Action Items

a. Request for approval of 2015 Meeting Schedule – Julie Bystrom

Commissioners received proposed schedule by e-mail.

Ms. Perry moved to approve the meeting schedule for the 2015 Arts Commission, 2nd Monday of each month at 5:00 pm and 2nd Tuesday in October, 2015 due to the Columbus Day Holiday, second by Mr. Gomez, motion carried by unanimous voice vote.

b. Request for Approval, Theatre Festival Partnership (Bisi Ademulegun)

Think Outside the Box Presentation (Presentation explained by Ms. Ademulegun, Santa Fe University of Art and Design). Ms. Ademulegun spoke highly of the University and would like to have more visibility within the community. This event will be held at the Greer Garson Theatre and it will be a red carpet event. There will be 6 – 10 minute plays. Performance is March 13, 2015, 5:00 pm – Reception, 6:00 pm Performance and 7:10 pm – Meet and Greet with light food. The event will only hold 150 people.

Request to the Arts Commission is assistance with advertising. Ms. Garcia y Griego said that the request for partnership would be the Arts Commission using internal and external advertising.

Mr. Randall was pleased to support this event.

Ms. Hunter-Stiebel moved to approve advertising support for the Think Outside the Box Presentation, second by Ms. Perry, motion carried by unanimous voice vote.

9. Reports and Updates

a) Funding Overview (Power Point)

The Arts Commission has 8 different budget tiers, which is an exception for a department of our size and a staff of 4. There are multiple funding sources that come in.

- Budget this year is approximately \$1.6 million budget for FY 14/15
- Approximately 5 % of the city's \$340 million budget
- \$12.57 per capita
- Majority is designated revenue by ordinance that details procurement and how it should be spent:
 - Percent for Public Art – Capital Improvement Bonds, which is how the city funds construction and renovation projects.
 - 1% Lodger's Tax for the Arts – Lodgers Tax Increment
 - Quality of Life – Gross Receipts Tax Increment
 - Operating and personnel costs are split according to the function.
- The other source of revenue is the 1% Lodgers Tax, 71% - 2% for Public Art which is 20% of the budget, 4% for quality of life, 2% from other lodger's taxes, these are special revenues.
- Functional Expenses
 - 57% Marketing & Advertising Grants, Lodgers Tax Grants
 - 24% Public Art Program
 - 8% Operation of Community Gallery
 - 4% Summer Bandstand
 - 3% Community Arts Grants – these are grants for organizations that are doing education and work with the local community
 - 2% Creative Tourism – On line website that the Arts Department operates
 - Arts Education - Partners in Education which is the other half of the Quality of Life tax

Ms. Wells as if Public Art is project specific?

Ms. Garcia y Griego said that most of the public arts do require that the allocations go with the building. Example if you were building a convention center for \$10 million dollars, the 1% would stay with the convention center. Overall, 2% is received from the bond.

It was asked if bonds are issued every year?

Ms. Garcia y Griego said that bonds are issued normally every other year.

The Chair said that he would like to research marketing opportunities and possible use of private money for collaborative marketing, i.e., paying for brochures, signage, etc. The Chair would like to have more signage in our city that indicates the points of interest for our tourist. It would be nice to recognize those organizations that assist with funding.

Ms. Garcia y Griego said that one shortfall has been lack of staff time for public art projects, signage for the Convention Center is a priority and it will depend on financial support. One goal is to work on marketing and promotion of the Arts Department programs. There have been efforts through the website santafepublicarts.org, but people do not know it is there.

The Chair reiterated that possibly through a collaborative fashion, community support and sponsorship could be acquired.

b) Arts, Culture and Creativity Agenda Next Steps

This is a topic of discussion for January 2015 Agenda – A schedule will be sent to conduct a working session. Committee members and Ms. Garcia y Griego would like to have a response back to the Mayor and City Council by February 2015. A summary on action items for review was distributed.

c) Funding Programs, Application Updates

(Commissioners followed a narrated power point by Anna Blyth, on file in Arts Commission office).

In the spring of 2014 the Arts Commissioners reviewed grant applications in the following two categories; 2 in the lodger's tax and community arts development and special project. Currently for the fiscal year that runs from July 1, 2014 to June 30, 2015 there are 43 organizations funded. The reporting requirements that were awarded funds this year are submitting their partial payment request as well at the end of their contract year they will be doing their final reports through their allied system which we hope will be a good way to capture really meaningful data. The Community Arts Development category; they are going to be required to submit a year or two renewals, dependent upon funding approvals for their year two funding and then all final reports from all grantees will be due July 15th. This is a short explanation of the timeline.

Ms. Blyth stated that application reviews will take place in April and May of 2015 and again this will be a review peer panel in the field as well as Art Commissioners. Upon approval from the various boards and committees that we take funding recommendations; once the panelist and commissioners have review applications, those recommendations get moved forward for further approval by the Arts Commission and the Mayor and City Council, etc.

Ms. Garcia y Griego said that there is a certain amount of money unspoken for in the current fiscal year, approximately \$30,000. Mr. Randall is also working to get more dollars allocated. Ms. Garcia y Griego's plan was to pilot the collaborative marketing program separate to view what collaborative funding would look like and what the real criteria and department measures would be. Ms. Garcia y Griego was unsure if the Arts Commission would want to incorporate that formally in to the action plan.

Mr. Randall asked how much is 2nd year, do we have some first year and some 2nd year? Ms. Garcia y Griego said yes, the majority are 2nd year. Mr. Randall asked if of the 45 organizations, would it be possible 30 are 2nd year? Of the \$725,000 probably that represents about ½ million of that. Ms. Garcia y Griego said probably a little bit more than that. Mr. Randall said that would be because more in the 2nd year are bigger. Mr. Randall said that there is an opportunity if we wanted to look at the amount we fund and make it available into this program next year to reduce that and have some additional funds available that we could do this test drive program to make it meaningful enough. Mr. Randall said he was a little worried to test drive it with a small budget that it won't be meaningful enough to get anybody's attention. But if it goes out and it says that; and he is not suggesting anything as severe as what they did with the state co-op funding for tourism promotion, you use to be able as an individual to get a maximum of \$25,000 and in the first year that Monique came in it was moved to \$3,000 and if you collaborate you could get \$40,000. Mr. Randall feels that this would be an opportunity; he does not think they could get the collaborative component necessarily fine tuned for this go round, but we might want to pull off some funds that we set aside as being available for that kind of function for the second term contracts that are expiring.

Ms. Garcia y Griego added clarity that the \$30,000 being discussed was in this year's budget, not in the next year's budget.

Mr. Randall said that strategic support should be given to the organizations that apply.

Ms. Blyth was commended on the creation of tables, which will provide more accountability and data for future review.

d) Public Art – Power Point Presentation narrated by Debra Garcia y Griego and Anna Blyth.

There was a lag in the area of public art due to lack of staffing. Art on Loan places privately owned art on city owned property. The power point presentation went through some of the pieces of art and their placements. Ms. Blyth said that most contracts are for 1 year unless the Artist needs to remove earlier for sale. The renewal option is also available for future years. The city also has artwork that they own. Public Art also tries to connect artists with expertise when they need to be cared for. The city also gets requests for donations and close scrutiny is performed before accepting public art pieces.

It was asked if you could ever have too many pieces of donated art? Ms. Garcia y Griego said that close scrutiny is followed when accepting pieces for any of the city properties or placements.


10. Site Visits

Gabe Gomez asked if during the strategic planning if this could be included in the agenda for clear parameters. Possibly use the site visits as more collaborative. Ms. Garcia y Griego will send the site visit criteria to commissioners by e-mail.

11. Adjourn

There being no further business to come before the Arts Commission, the meeting was adjourned at 6:25 pm.

Arts Commission Signature Sheet:



Chip Chippeaux, Chair

Fran Lucero, Stenographer