



# Agenda

CITY CLERK'S OFFICE

DATE 2/5/15 TIME 8:45am

PREPARED BY Debra Garcia

RECEIVED BY Alia Gallart

**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  
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February 9, 2015**

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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	<b><i>Ms. Wells moved to approve the agenda as presented, second by Mr. Lovato, motion carried by unanimous voice vote.</i></b>	Page 1
Approval of Minutes	<b><i>Ms. Wells moved to approve the minutes as amended, second by Mr. Lovato, motion carried by unanimous voice vote.</i></b>	Page 1
Report of the Chair Arts Commission Vacancy	<b><i>Ms. Wells moved to approve the nomination of Ms. Bernadette Ortiz Pena, second by Ms. Ritch, motion carried by unanimous voice vote.</i></b>	Page 2
Report of the Director	<b><i>Informational</i></b>	Page 2
Action Items <ul style="list-style-type: none"> <li>a. Request of Approval, Pilot Collaborative Arts Marketing Program,</li> <li>b. Art on Loan Proposal Review, <ul style="list-style-type: none"> <li>• Dean Howell at Entrada Park</li> <li>• NM Arts Public Art Program</li> </ul> </li> </ul>	<b><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></b>  <b><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></b>	Page 2-4
Reports and Updates <ul style="list-style-type: none"> <li>• Arts, Culture and</li> </ul>	<b><i>Informational, Exhibit C</i></b>	Page 5

Creativity Agenda, Initiative		
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Adjournment	There being no further business to come before the Arts Commission, the meeting was adjourned at 6:00 pm	Page 6
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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 2<sup>nd</sup>.....

*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 20<sup>th</sup> 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 9<sup>th</sup> 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.


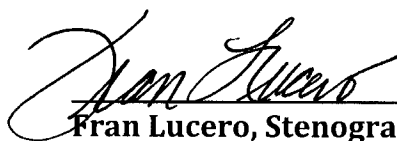
Kathlene Ritch - Mad Women of Shioh - Desert Chorale - promoting and marketing of the show was great.

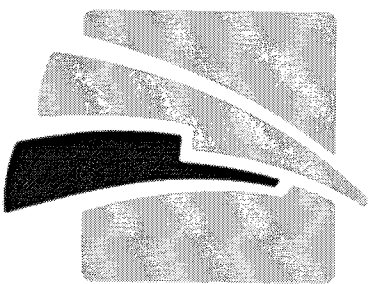
Friday, February 13<sup>th</sup> will be the opening of the new Art Event at the Community Gallery.

## **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**



THE CITY OF SANTA FE  
ARTS COMMISSION

# Collaborative Events Pilot Project

*Exhibit A*

# Sustaining a Thriving Cultural Community Initiatives

- 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 city-wide/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.

## Economic Growth

Develop strategies that advance our community's cultural assets for long-term viability and profitability.

- Provide stewardship of our cultural resources and responsible promotion of the Santa Fe brand.
- Coordinate efforts that market our multiple accessible arts activities to increase visitors and attract creative industry to our community.
- Build infrastructure and capacity to support a thriving creative economy.

## Engagement

Provide all Santa Feans access to and participation in the creative life of our community.

- Facilitate discussion and collaboration to encourage participation in the arts by everyone in the community.
- Galvanize cross-disciplinary programming that builds on existing public events and venues across our city.
- Enhance infrastructure and outreach that boost participation in arts and cultural activities.

## Creative Spaces

Sustain spaces throughout our entire community that prompt creative dialogue and exchange.

- Support the development of authentic places across our city for people to live, work and gather both formally and informally.
- Cultivate projects and programs that activate public spaces through creativity and the arts.

## Youth Arts

Support a continuum of opportunities for youth to benefit from our community's cultural creative resources.

- Partner with youth organizations and agencies across our community.

# Collaborative Events Pilot Project

The Collaborative Events Pilot Project is a short-term initiative to encourage the development of citywide, multi-partner arts events that market and promote tourism in Santa Fe.

# Eligibility

- Event/project must be arts-based
- At least two core partners must meet Arts Commission eligibility requirements
- Programs must occur within Arts Commission service area
- 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

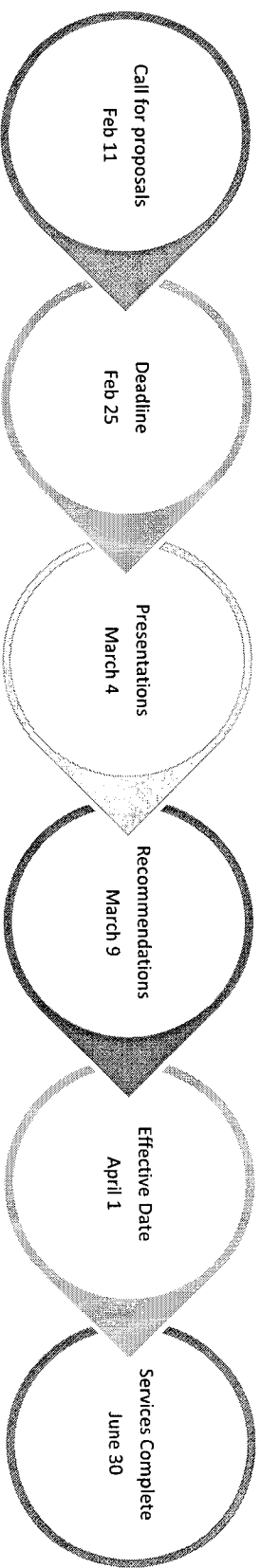
- Funds for marketing & promotion
- \$10,000 maximum
- 90 day contract
- Reimbursement of actual expenses
- Post event report: audience, attendance, lessons learned



# Application Process

- Brief written proposal—who, what, when, where, why and how
- Marketing plan with budget
- Presentation to selection committee

# Timeline

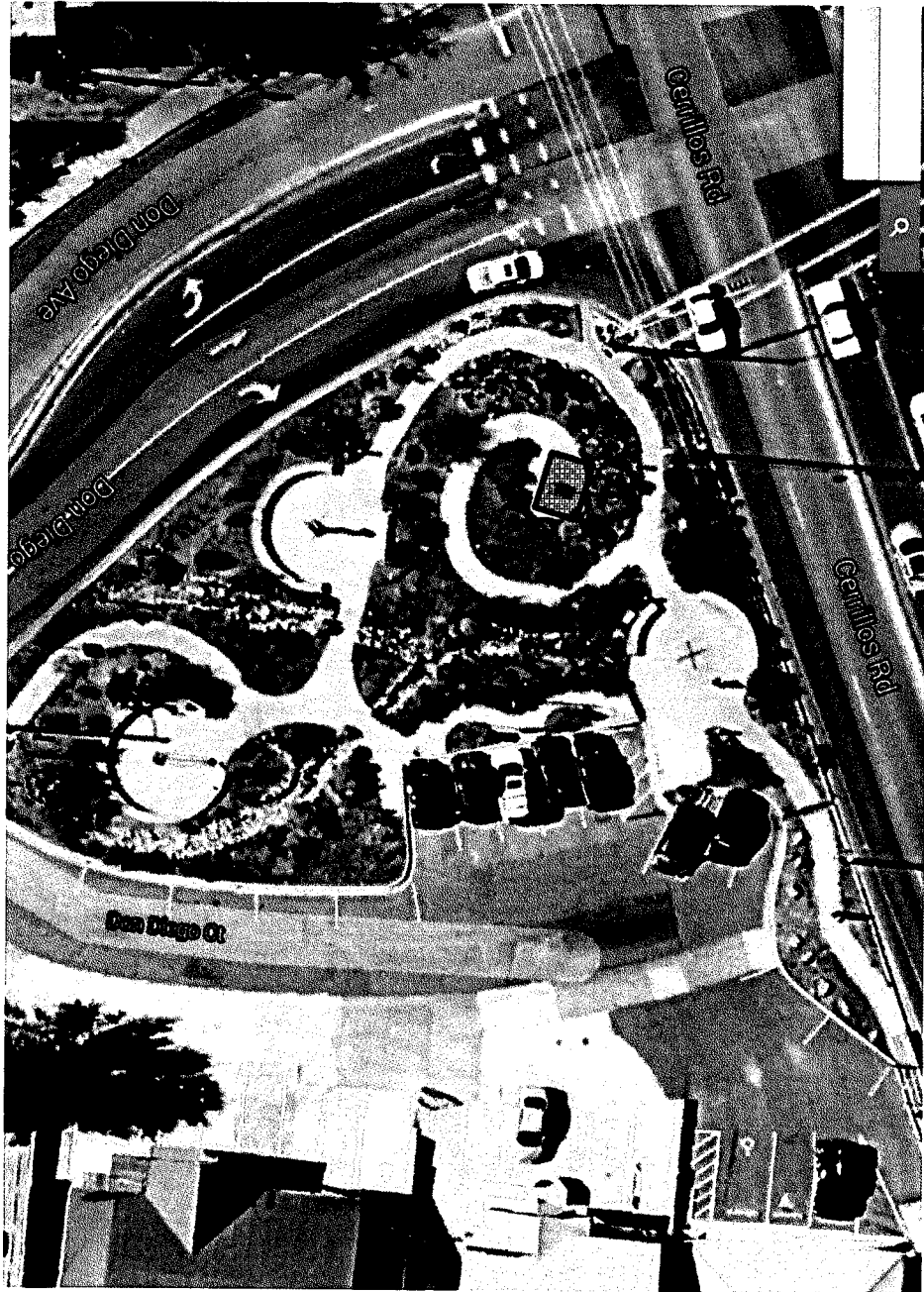


# Art on Loan Program Proposals

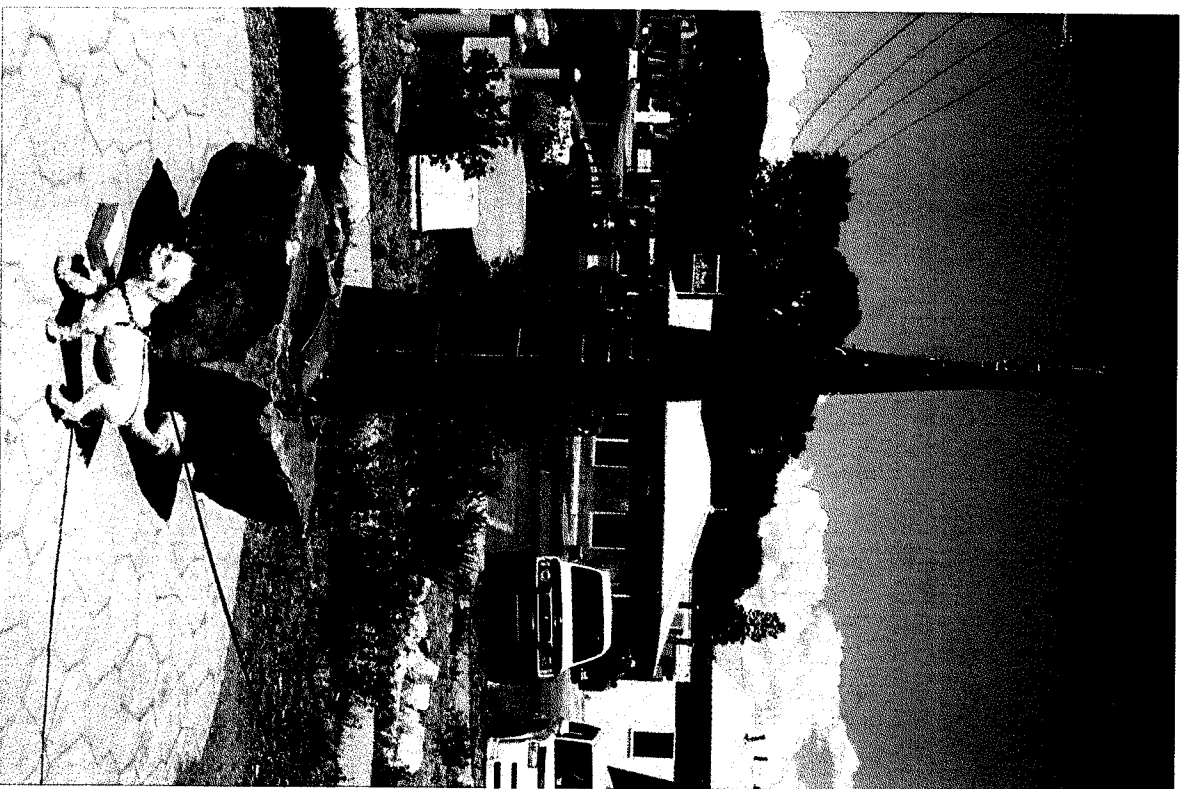


THE CITY OF SANTA FE  
ARTS COMMISSION

*Michelle B*



*Slow Climb Into Space*  
Dean Howell  
68" H x 19" W x 15" D  
Bronze Edition of 8  
Allan Houser 1990  
Entrada Park

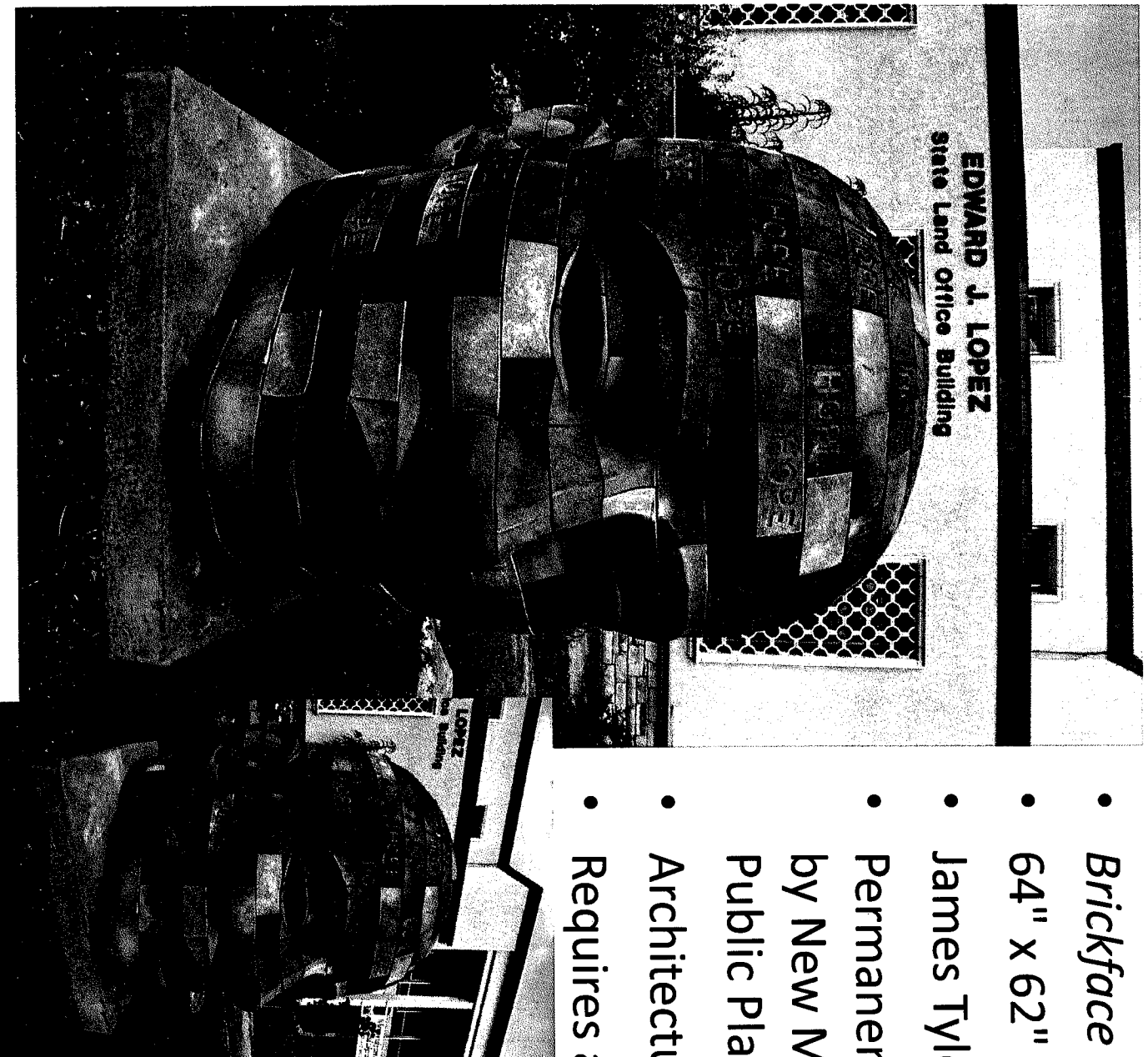




## Proposed Work

*TIME MARKER: Monument To  
the 20th Century*

Cottonwood, Pine, & Welded  
Steel; Commissioned by  
Hansen Lumber Co.; 1992-93;  
Fragment...4' x 4" x 15'; Santa  
Fe; Featured at Hansen Lumber  
Co. Santa Fe  
Entrada Park



- *Brickface Hope*
- 64" x 62" x 46"
- James Tyler
- Permanent Artwork owned by New Mexico Arts' Art in Public Places Program
- Architectural clay ceramic
- Requires a concrete base

# City of Santa Fe Arts Commission

## Arts, Culture and Creativity Agenda

### Core Values

#### Approachable

We welcome participation of artists, nonprofits, businesses, educators and the public in our work, serve as a resource to them, and are dedicated to convening and facilitating discussions that consider all viewpoints.

#### Commitment

We are committed to leadership that advances arts in Santa Fe and to serving as a true community organization, partner and collaborator.

#### Creativity

We embrace forward-thinking policy approaches that result in innovative, imaginative, synergistic programming and create economic sustainability in our community.

#### Integrity

We demonstrate professionalism and fairness in our work, are informed and prepared on issues affecting our community, and are diligent and culturally aware in our decision-making.

#### Learning

We are knowledgeable and discerning about arts and creativity in Santa Fe, remain informed of local and national trends in the arts, and actively develop our understanding of and engagement with all art forms.

### Mission Statement

We provide leadership by and for the City to support arts and cultural affairs; we recommend policies and programs that develop and promote artistic excellence in our community.

### Vision Statement

Our vision is for a thriving, collaborative, interdisciplinary cultural community that possesses a variety of resources, spaces and pathways with which to support the educational, economic and creative needs of Santa Fe.



## Policy Planks

Our work in the community is organized around the following four themes, or planks, activated through strategic opportunities.

### Plank #1

#### Youth Arts

Support a continuum of opportunities for youth to benefit from our community's cultural resources.

#### *Strategic Opportunities*

- Ensure all students have access to in-school and/or after school arts education programs; be a resource for such programs.
- Foster the development of mentoring, internship and apprenticeship programs in the creative sector.
- Strengthen training and certification programs for the creative industries through local colleges, universities and work-force development organizations.
- Partner with youth organizations and agencies across our community.

### Plank #2

#### Economic Growth

Develop strategies that advance our community's cultural assets for long-term viability and profitability.

#### *Strategic Opportunities*

- Provide stewardship of our cultural resources and responsible promotion of the Santa Fe brand.
- Coordinate efforts that market our multiple accessible arts activities to increase visitors and attract creative industry to our community.
- Offer micro-grants to support the development of new cultural resources and nontraditional/cross-discipline activities.
- Build infrastructure and capacity to support a thriving creative economy.

### **Plank #3**

#### Creative Spaces

Sustain spaces throughout our entire community that promote creative dialogue and exchange.

#### *Strategic Opportunities*

- Identify and activate a network of creative spaces throughout our community, focusing on existing and nontraditional venues.
- Support the development of authentic places across our city for people to live, work and gather both formally and informally.
- Prioritize the creative sector in community development; ensure adequate infrastructure for creativity.
- Cultivate projects and programs that activate public spaces through creativity and the arts.

### **Plank #4**

#### Engagement

Provide all Santa Feans access to and participation in the creative life of our community.

#### *Strategic Opportunities*

- Survey and assess the cultural needs of the community.
- Facilitate discussion and collaboration to encourage participation in the arts by everyone in the community.
- Galvanize cross-disciplinary programming that builds on existing public events and venues across our city.
- Enhance infrastructure and outreach that boost participation in arts and cultural activities.

### **Initiatives**

#### Arts Education Partnerships

- Convene arts education providers, educators, artists and arts organizations in a discussion about community-wide arts education services both in and out of school.
- Partner with the Children & Youth Commission and Human Services to examine collaborative efforts to bolster arts education opportunities throughout the city.

#### Youth Arts Programs

- Create a City of Santa Fe “Summer Youth Cultural Passport” program to encourage visits to cultural institutions.
- Continue to provide financial support to a range of arts education service providers via the Community Arts Development grants.

- Examine the creation of a “Youth Arts Ambassadors” program to engage youth as advocates for the arts in their home town.

#### Cultural Industries Collaborations

- ~~Initiate discussion around development of~~ Identify partnership opportunities to increase access to micro-loans for the creative industry, entrepreneurs and businesses.
- Engage Economic Development Division to explore areas of possible collaborative opportunities.
- Through international networks (UNESCO Creative Cities/Sister Cities) leverage opportunities to connect local artists with global audiences via exchanges, exhibits and visits.

#### Artist Support

- Strengthen existing artist professional development needs by surveying and assessing the needs of artists; convening services providers to map existing services; developing mechanism for connecting artists to services.
- Increase promotion of public art opportunities to build a broader response.

#### Thriving Cultural Community Support

- Convene a Cultural Affairs Advisory Committee to provide input for sustaining and developing Santa Fe’s cultural assets.
- 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 projects grant category to encourage the presentation of city-wide/multi-partner events that promote tourism in Santa Fe.
- Assess existing grant programs in terms of relevance and impact; refine program to increase access and benefit.

#### Awareness Building

- Prototype online content marketing program to create a centralized hub for the promotion of arts and cultural events via grantee-generated content.
- Develop and implement a comprehensive marketing and promotion plan for the Arts Commission to increase knowledge of and participation in programs and services.
- Create targeted marketing plan for the Community Gallery to increase visibility of local art to visitors.

#### Livelihood Opportunities

- Institute public art micro-grants for artists in support of community/neighborhood projects.
- Pilot a purchase-only public art component to acquire a collection of art from local artists/galleries.
- Assess the feasibility of reinstating the Community Youth Mural Program to increase direct arts experiences for youth, address graffiti in the community and provide employment opportunities for youth and artists.

- Support creative tourism industry through continued development of the Creative Tourism Program.

#### Community Involvement

- Establish the Literary Art Program taskforce to identify ways that collaborative literary programs can occur throughout the city to build upon the success of the Poet Laureate Program.
- Develop engagement strategies to position the Community Gallery as a social/educational hub for the arts through increased outreach, lectures, workshops, trainings, school gatherings, readings and other community-related events.
- Examine current public art best practices; assess community needs; develop action recommendations for development of a more dynamic public art program.