



Agenda

CITY CLERK'S OFFICE

DATE 4/22/15 TIME 9:30am

PREPARED BY Julie Bystrom

RECEIVED BY Aliaia Hasty

Special Meeting

Arts Commission: Grant Review Panel

Wednesday, April 29, 2015

Nambe Room

2nd Floor, Santa Fe Community Convention Center

201 West Marcy

8:30 AM to 5:00 PM

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Application Review Process Overview
- V. Conflicts of Interest
- VI. 2015-2016 1% Lodger's Tax: Special and New Projects Program Applications
- VII. 2015-2016 Community Arts Development Program Applications
- VIII. Adjournment

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

SUMMARY INDEX OF
SPECIAL MEETING
ARTS COMMISSION: GRANT REVIEW PANEL

Wednesday, April 29, 2015

ITEM	PAGE
I. Call to Order	1
II. Roll Call	1
III. Approval of Agenda	2
IV. Application Review Process Overview	2
V. Conflicts of Interest	2-3
VI. 2015-2016 1% Lodger's Tax: Special and New Projects Program Applications	3-15
VII. 2015-2016 Community Arts Development Program Applications	15-24
VIII. Adjournment	27
	Adjourned at 4:13p.m.

**MINUTES OF THE
SPECIAL MEETING
ARTS COMMISSION: GRANT REVIEW PANEL**

Wednesday, April 29, 2015

I. Call to Order

A Special Meeting of the City of Santa Fe Arts Commission was called to order by Debra Garcia y Griego at approximately 8:30a.m. on the above date in the Nambe Room, Santa Fe Community Convention Center, 201 West Marcy Street, Santa Fe, New Mexico.

II. Roll Call

Gina Browning
Ruthanne Greeley
Jackie M.
Nicole Phelps
John Rochester
John Feins

Others Present

Debra Garcia y Griego, Director, Arts Commission
Anna Blyth, Program Planner, Arts Commission
Bryan "Chip" Chippeaux, Chair of the Arts Commission
Charmaine Clair, Stenographer

(Sign-in sheets are incorporated herewith into these minutes by reference.)

Introductions were made:

- Gina Browning-Music and Arts Education
- John Feins-Poetry/Literary Arts, Marketing & Public Relations
- Anna Blyth- Arts Commission, Program Planner
- Ruthanne Greeley-Arts Education
- Nicole Phelps- Theater Arts, Improvisation Workshops
- John Rochester-Wealth Management, Nonprofits
- Jackie M.- Nonprofits, Visual and Performing Arts, Arts Education, Arts Consulting

Audience Introductions: Tess Yong with Sacred Body Dance Santa Fe; Shannon Murphy, Executive Director, After Hours Alliance(AHA);Raquel Lopez, Arte de Flamenco de Santa Fe; Clayton Bass, CEO of Santa Fe Botanical

Gardens; Frances Salles, Assistant Director, Creativity for Peace; Chip Chippeaux, Santa Fe Arts Commission.

Ms. Garcia y Griego thanked Ms. Blyth for her hard work in the preparation of the applications.

III. Approval of Agenda

The agenda was approved by consensus of the committee.

IV. Applicant Review Process

Ms. Blyth reviewed the application process. She said a copy is provided at the sign-in table and all applicants received a copy along with a copy of the meeting protocol. She explained the applications are presented in the order of the list starting with the Special and New Projects Program (SNPP) and continues with the Community Arts Development Program (CADP). The discussion begins with the Lead Reviewer followed by the Backup Reader and time permitting, comments from other panelists. She said she would add comments to clarify or add additional information to the discussion and projects are scored at the end of the review.

The panel will start with applications for the Special and New Projects, which will introduce those projects new to the Lodger's Tax funding category. The SNPP projects have to demonstrate the promotion and encouragement of tourism in Santa Fe. The Community Arts Development Program will also be reviewed and are Santa Fe community-based projects.

The panelists will look at the same criteria for both categories: artistic quality, administrative and financial capability, and quality of education programs. She clarified that scoring will be shared between the review panel and the Arts Commission and the eligibility of applicant funding is determined by the total of both of those scores.

Ms. Garcia y Griego reviewed the meeting protocol with the applicants. Applicants cannot engage in conversation with the panel. The applicant may be asked to confer with Ms. Blyth outside the room for questions from the panel. The applicant may respond using the Applicant Response Form, to something they hear from a panelist about the application that a panelist stated that is factually incorrect to the information provided in the application. The form is an opportunity to correct, not an opportunity to provide information the applicant failed to provide.

Ms. Garcia y Griego explained the timing and breaks. She said the panel would be asked to discuss the application process for a few minutes at the end of the application review.

Ms. Garcia y Griego explained that a panelist with a conflict of interest will leave the room before the review begins and return to the room after the scores are compiled.

V. Conflicts of Interest

Conflicts of interest were noted as follows:

Ms. Browning-	None
Mr. Feins-	None
Ms. Greeley-	New Mexico Performing Arts Society

Ms. Phelps-	Arte Flamenco de Santa Fe, Creativity for Peace
Mr. Rochester-	Almost Adults, Santa Fe Performing Arts School & Company
Ms. M.-	None

Audience Introductions: Bob Dodge, President of Southwest Traditional Bluegrass Music Assoc.; Frank Rose, Programming Director, AHA Festival.

VI. 2015-2016 1% Lodger's Tax Applications: Special and New Projects Program Applications

SNPP-01 After Hours Alliance dba AHA no conflicts of interest

Lead-Jackie M: the *quality of artistic* samples gives a good idea of the program. This addresses the conversation about what to do for the younger artists and youth community; this is the community itself doing something. The samples in the program gave a broad sense of who is performing and the activities. Creatively the idea of hosting booths for artists to sell their wares and create their art on site, in addition to the pop-up performances, is new and exciting and represents Santa Fe. This should be brought to the attention of the broader public. The breadth of what AHA is doing with the different performing events and the range of multimedia experiences is wonderful. Their art is not static, but alive with the idea of the experience. There has been a movement to the Siler area and there has long been a relationship with the artwork developed on cars; so why not develop that further with a car show. There were no professional reviews, but this is definitely a project that will grow over time. *Marketing:* the timing post-Fiesta is great and the weather is still good for outdoor activities and no competition with the height of the summer season events. The hope is to continue to market through Twitter and Pinterest, etc. and tell their story through social media and people will see the event as vital and plan a weekend around that. Advertisements are well integrated into the program book and are a source of income and the visuals are striking. The *artistic* and creative facet creeps into every aspect of this project. The fact that part of the event is free and income is derived from the Saturday night experience is a great balance in terms of engagement in the community.

Financially: three fourths of the amount requested is to develop more marketing, which is really important. They could also reach out to the lodging community with the event being only for two nights and would be a good way to not only gain support, but comply with '*building the tourist*' aspect. A September festival where people find themselves in Santa Fe or make Santa Fe a destination is possible and has happened with other events. The event will serve the community and is a natural draw with the number of local artists involved and people of all ages will attend. AHA feels it is an *education* effort to complete an application with the artists who lack a lot of experience and help to get them into a program. The *educational programs* are noteworthy, but over time could be even more and the AHA people have the skills to make that happen. With a demographic of about 250 kids there could be more *educational* opportunities and younger artists would enjoy this festival also. The programs of other arts organizations could be used, such as the Lensic and Warehouse 21 to give kids an opportunity to grow their experience. They could work with the festival setting up for the bands or work on sets or construction. Some of the artists have the skills to put educational activities together for parents or teachers or to post on their websites.

Back-up Reader-John Rochester: Administrative/Financial capabilities: the high level of commitment from the directors in the amount of hours and what they give to the organization is extraordinary. The accuracy of the *financials* was not good. The program budget and the overall budget did not match with either the current financial estimated numbers or total income or expenses. There were large deficiencies between the program sectors.

[Staff Clarification: this organization operates on a calendar year budget and this grant is for the City fiscal year budget. There is no way to align the project budget and the organizational budget because they operate with six months difference. The point is taken of the application's lack of clarity.]

presented and their voices heard. *Financially*: the budget is diverse and having a marketing budget outside of the Arts Commission is important.

General Panel Comments: A lot of the discussion is around the impact to the community, but the category is Lodger's Tax and the panel must look at the *tourist* draw. The LGBTQI2 is a tourist market that was targeted for Santa Fe because of the community's tolerance and that market could be extended to families. Even with a small *budget*, the organization could start with social media, Facebook friends, etc. A concerned parent might bring their children, because they can't find support in their own community or they might come to provide support, because of their interest in what Santa Fe is doing. That could put Santa Fe in a leadership position that they become known for and that the applicant can build on. This could be a very impactful program. That the outreach extends to the rural areas where people have no voice or opportunity is great. Some of the applicant's PR and digital outreach includes specific groups and not just media, which is an important way to get easy traction. The applicant mentioned that the Tourism Santa Fe website features a dedicated LGBTQI2 page, but has nothing listed for *tourists*, and that has nothing to do with Tourism Santa Fe. That is with the groups who take advantage of the free opportunity to list their businesses.

Mr. Rochester returned to the room at this time. Ms. Phelps left the room due to conflict of interest with the next proposal.

SNPP-03 Arte Flamenco de Santa Fe

conflicts of interest: Nicole Phelps

Lead -John Feins: the application is impressive overall. *Artistically* the videos, pictures and materials and program information, etc. are attractive and engaging. The applicant talked about tying the event to the City's Spanish heritage, which is on target. The biographical materials speak to the artistic director and others in the program. *Wonderful educational programs*: whether classes, talks, lessons or other opportunities are directly related to the program, in addition to the concerts, they are valuable to the community. The ample transportation and parking is appreciated. The audience is small and largely confined to Santa Fe and the state. The applicant addressed interest in attracting out of state *tourists*, which is possible with the excitement of tourists in Santa Fe about Flamenco. The project is a holiday series and Santa Fe as a capital of Christmas, is an astonishing destination at Christmas time. The applicant is cautioned that although a delightful opportunity to experience Santa Fe in the holiday season, attracting tourists the week before Christmas to a specific event, although doable, will take care and targeting to achieve. The event is not listed on *Santa Fe.org.*, which is free and very tourist focused and has a lot of SEO (search engine optimization). The social media is limited to one channel and the applicant is encouraged to use the material developed for Instagram, Pinterest and Twitter to build local awareness as well as around the globe. The use of YouTube, the second most powerful search engine, is a great way to reach people and is strongly recommended to show the power of Flamenco in video. Likewise there is a strong Instagram community in Santa Fe, which is another booming social media channel to let the beauty of this art speak for itself in photographs. The Flamenco artists in other parts of the world could be tweeting or posting your pictures or your YouTube video on their website. There is a lot of potential. Marketing savvy is obvious in addition to the artistic excellence, since ticket sales increased 63% in 2014.

Back-up Reader-Jackie M: *artistically*: the fact that José Valle is leading this effort and is not only a recognized name, but a very respected artist, is very important to understand the potential quality for this relatively new venture. This is dance and movement and disappointing that the video was not of the artists who are proposed for next year. A suggestion is video clips of the artists the applicant will be working with, even if they are not performing in the video for Arte Flamenco de Santa Fe. *Financially*: the budget has a large jump of 50% in the earned income estimate with the idea that moving to a bigger house will allow more tickets to be sold. That is sometimes not the case. Many people like the intimacy of space when viewing Flamenco and the increase in ticket sales may not happen immediately, even if there were sold out performances the previous year. The applicant is cautioned that the holiday season while great for tourism could be affected by the weather and is a factor of who shows for performances.

Educational Programs: it is assumed the applicant meant the Santa Fe Community College since there is no *Santa*

Fe City College and important that the applicant be accurate in the titles/names, etc. of the organizations they work with. The raffle idea is great for someone who wants to participate and will make learning the art form accessible and available to those who want to be engaged in the art.

General Panel Comments: Educational: the application states there are free classes, but there are only three classes for \$10,000 dollars and there are no class locations. The application does not include the partners or if outreach to the schools is through postsecondary institutions, etc. and there seemed to be a lack of commitment to the three programs. The nonperformance outreach idea of a costume exhibit and talking about the history of flamenco and the tie to the Spanish and Hispanic heritage of Santa Fe is great. The lectures and free classes are a gift to the community. The amount of income derived from tickets sales is a concern. A suggestion is to develop more funding.

Mr. Rochester: Financial: the budget numbers appear to pay approximately \$10,000 to the same three people during a three-day period of time. A suggestion is to expand the board to be more professional administratively and avoid the inherent conflict. The partnerships with the hotels and the discounted tickets are amazing and the audience numbers are realistic. That the organization went to the Points of Light website, one of the nation's best organizations for helping people learn how to work with volunteerism, is impressive. The *economic impact* was confusing because the applicant did not explain how they arrived at the number. Regarding the accuracy of names and titles, that also applies to the Santa Fe Performance Exchange listed as a partner. Stating that the "*Santa Fe Performance Exchange is responsible for ticket sales*" is not an accurate way to utilize that section of the application.

The scoring of this proposal was delayed while information provided by the applicant was reviewed. The information was determined to be additional information based on the panelists' feedback and was not shared.

Audience Introductions: Amanda Neiter, Program Director of ARTsmart; Kira Randolph, Development and Communication's Director of ARTsmart.

Ms. Phelps returned to the room.

SNPP-04 CENTER

no conflicts of interest

Lead -Nicole Phelps: overall the application is strong and impressive after 20 years without a gallery space. The project proposed is clear and has a wide audience and the potential to reach Santa Feans, the state and internationally. A strength is that CENTER has their own space in Santa Fe and collaborates with the UNM (University of New Mexico) Art Museum and has the capability to collaborate with many other organizations and galleries throughout the City. *Financially:* a deficit in their budget narrative was explained as loss of funding from the NEA (National Endowment of the Arts) that had been anticipated. CENTER should have a contingency plan if funding does not come through. *Educational programs:* the programs are comprehensive and offer a wide range of opportunities to amateur and professional photographers as well as community members. The industry professionals offer many ways for photographers from varied backgrounds to improve their skills through the organization. They positively promote Santa Fe as a destination for photographers and photography enthusiasts by their global reach. Santa Fe has many opportunities for photographers and packages with local hotels and restaurants could further CENTER's reach. The marketing plan is good. The use of a YouTube channel would be great and could show past workshops and interviews for participants from amateurs to professional. New and original work is presented and is important to give artists an opportunity to showcase their work. The community has opportunities to attend free events; receive free tickets and scholarships and even workshops are available, especially for college students trying to further their art education without much financial backing.

Back-up Reader-John Feins: CENTER could develop a slide show as an effective way to show the photographic excellence and that could possibly be presented on a YouTube video with music. The work could be extended to Instagram, although some photographers might not think that is the best way to see their work and Tumblr's social media site would be superb for the work. The *tourism component and economic impact:* the mention of the 100 room

nights and the additional rooms for VIPs is directly in target with the Lodger's Tax and tourism. *The Crusade for Your Art* is very impressive and best practice for fine art photographers. It would be nice if other arts groups would go that extra mile to help artists be effective artistically and financially. That one of their artists had a *Today Show* interview is a feather in the applicant's cap and is not easy to do. In *attraction of tourists*: the applicant mentions a catalog was mailed to 8000 people in the region and a printed mail piece sent to 18000 photographers with "*buying power and travel funds*". Postage is expensive and although mailings have value, that should be measured. That expenditure might be leveraged more on-line with a bigger ROI (return on investment); nevertheless, as long as it is working, that is impressive. Some nonprofit discounts on administrative contracted fees and services are received, but there could be the potential to contract at more affordable rates.

General Panel Comments: the *educational program* is impressive and the opportunity for emerging artists for portfolios and to receive information on how to expand their careers is invaluable and hard to find. The national level of CENTER in Santa Fe is very impressive and allows the local emerging artist to connect with national/international photographers. That can be inspirational and possibly support a local photographer's move into that arena. Viewing the portfolio of work can be powerful and shows the work beyond an introduction of one or two pieces. It is exciting that the project is free and open to the public. The range of activities taking place and the exhibitions of the past award winners provides a sense of being able to follow the artist's work. The applicant talked about creating a mailing list for the catalogs. Although there may be some people on the list with a Santa Fe interest, the application does not state that and the information could have provided a clue as to why CENTER does the mailing. Statewide marketing and collaboration with 516 Arts is strong with potential to go beyond Santa Fe and build on the pioneering work of 516 Arts. The networks are possibly broader because some of their programming is national and makes it stronger than just mentioning the name of a gallery. *Educationally* this is a rich experience and the breadth of the experience over a weekend points to Santa Fe as a tourist destination for photographers. In regard to showing the work on social media; those who have worked with high-end visual artists, such as the photographers listed in the biographies, know about major copyright issues. Most distinguished artists at that career level refuse to be published on those sites. Performing or visual arts groups should take advantage of the concierges, because the personal one-on-one with visitors can be valuable and there could be a lot of people sent to the project. The application mentions the next generation as college level in outreach and *education* to youth, but there is also fine photography work at the high school level. There may be interest to middle school kids and a way to do outreach to them as well. The Google Ad is impressive and shows in the applicant's online presence, and is a very affordable way to be found by search engines. Regarding the social media sites, there are some things that can be put on the sites that do not have the danger of copyright, such as ways to communicate and can be one way of several to do outreach.

Mr. Rochester: *administratively & financially* is outstanding along with the strong history of the organization and the use of an impartial jury is great. The applicant states the audience demographics are extrapolated numbers from prior years, but when there is a door to go through it is not that hard to put a volunteer at the door to count. The reference to the *catalog* language should be clarified as to whether it was a brochure or a *catalog* and a sample should be included. The difference between an arts catalogue and a brochure for someone involved in visual arts is important; a catalog is a published item and generally extremely expensive to produce.

Applicant Note: the applicant reported a loss in the last fiscal year and no Santa Fe Arts Commission funds may be used toward deficit reduction, as that is a funding restriction.

[*Staff Clarification*: in response to Mr. Rochester's comment, he would like the applicant to clarify the brochure versus the catalog in the language and include a sample so the panel is clear which it is.]

SNPP- 05 Concordia Santa Fe, Inc.

no conflicts of interest

Lead -John Rochester: the program is different than anything else in Santa Fe. The qualification of professional reviews and the high quality of the conductors' biographies were extremely impressive, but a video of the artists or a recording of what they have done in the past or plan to do in the future would have been nice. There were no

samples and was disappointing, because what Concordia does is incredible.

[Staff Clarification: The video is of guest conductors and Mr. Rochester would have liked a sample of the artists that work for the organization.]

Mr. Rochester. Financially: the organization has a clear understanding of their budget limitations and when a nonprofit knows where they excel and where they do not, it is impressive. There is a lack of separation between the administrative and the board that does not provide the appropriate governance for a not for profit. A suggestion is to create diversity by either adding board members or having administrators who are not on the board, to avoid a conflict of interest. The *quality of educational programs* is outstanding and the high school exposure to High Desert Winds of which 30% are educators is extraordinary. It would have been good to see the specifics class wise of what is planned. Concordia asked for a program-specific type of reimbursement from the Arts Commission and by limiting themselves to a little over \$4000, missed out on a funding source. Given what they do and their application, they should have asked for the full amount. The collaboration with individuals is wonderful, but organizational cooperative collaboration would be good as well. The demographics are explained exceptionally well. *Financially:* the project budget was okay, but the overall budget did not reflect any unearned income and created a discrepancy. The organizational chart was meaningless because there is no separation of the board and the administration and they do not answer to anyone except themselves. The reason for the chart being included in the application is to show the responsible parties and the end fiscal product. The *artistic* samples could have had more on the recording side and was a missed opportunity to earn a higher score. The publicity and promotion demographics and local ads are interesting: the *Pasatiempo*, the *Albuquerque Journal*, the *Los Alamos Monitor* and 200 radio spots is great.

Back-up Reader-Gina Browning: she is impressed with the organization. They are important in the community because of the number of youth they affect *artistically*. There are many music organizations in Santa Fe and Concordia has a clear definition. Bringing in nationally recognized bandleaders is great, as is the free concerts to introduce the public to this type of music and allowing kids to attend. The *educational program* is superb. Not only are they developing young musicians, but future audience members and they bring the audience into this type of band music. The samples were very good and showed a high *artistic* standard. The organization *artistically* and *educationally* is top-notch.

General Panel Comments: the *marketing* efforts appear locally-based and some who come to Santa Fe, who are not necessarily art goers, may decide to experience the free concerts. Even without a large budget they could market to the experience of tourists. The orchestra participants are students and studies have shown they can become role models to kids who attend, whether they play an instrument or not. The event is free for families and affordable and they can build on marketing in publications such as the Children's Museum, etc. for family and family oriented types of activities. The high school outreach is incredible, but kids start band in the fourth grade and outreach to the elementary school level would be wonderful. A suggestion is to offer those students in band in the elementary schools the opportunity to meet the musicians after a show. The earlier they start with the kids, the more opportunity for youth.

Ms. Greeley: Concordia's niche, which is new and unfamiliar music, fills an important space that can be capitalized on in marketing. It is amazing and obviously a labor of love that Concordia puts on nine concerts with such a small budget and notable that one of the pieces ties into a current art display at the New Mexico Museum of Art. The interdisciplinary approach is wonderful. The applicant mentioned they will put rack cards or brochures at the museums, but the museums are not mentioned in any other promotion and marketing plan. There are a lot of opportunities there. The applicant mentioned a tactical strategy to get visitors who are not planning to see a performance to take advantage of the free opportunity via a concierge, etc. and the tourist season and spring break is mentioned. The application cites the *Albuquerque Journal* and the *New Mexican*, media outlets, newspapers, radio stations and websites, but they should also get the rest of the state tied to the spring break concept. Social media is recommended because young people are involved and with a small budget, provides a free way to have participants and audiences share in the excitement.

[Staff Clarification: regarding the organizational budget versus the project budget: this applicant listed one concert as the proposed project and showed their match for that and the panelist encouraged the applicant to apply for the entire season and show their match with their whole organizational budget. The Arts Commission is not funding the educational programs. They are funding the one concert and the students from their program are encouraged to attend that concert.]

For the Record: lead reader Ms. Gina Browning recused herself from the next proposal.

Ms. Greeley left the room due to conflict of interest with the next proposal.

SNPP-06 New Mexico Performing Arts Society conflicts of interest: Gina Browning, recused, Ruthanne Greeley, conflict of interest

Co-Lead -Ms. M: Administrative & Financial: the qualifications and backgrounds of key artistic personnel are strong and NMPAS is capable of presenting within their budget. The applicant greatly expanded their program including funding for administrators, due to a surplus last year. There is a question as to why the applicant receives 501 (c) 3 status in July of 2014, but uses a fiscal agent.

[Staff Clarification: applicants are required to have 501 (c) 3 status for two years prior to the application deadline and the applicant is working with a fiscal agent until they meet that requirement.]

Ms. M.: a third of the budget is from individual contributors and a third is from ticket sales and is important to build that level of support. *Education:* the New Mexico School for Arts Santa Fe Flute Immersion Program and the collaboration with Chatter [Albuquerque] and the John Donald Robb Trust appear to be programs that have value. NMPAS also does the Renesan Program for adults, a lifelong learning experience that many will participate in that is affordable. Most applicants have *education* programs that focus on youth, as opposed to the entire community. A suggestion is to expand prior to performances and make that part of marketing. Outreach to partners and to hotels to talk about their music and art and future presentations could draw more audiences or extend the reach to people visiting Santa Fe.

Co-Lead: Mr. Rochester: NMPAS has an incredible history. *Administrative & Financial:* the overall financials show excellent *budgeting* skills. The board and administration lacks diversity and the quality of the background of key educational personnel and the educational materials could have been expanded upon. That made it difficult to judge and created an issue as to what their educational programming is. A strength of the application is the exposure to the specific music and their outreach. Their outreach and education listed collaborations with other organizations, but only one is listed in Santa Fe for a public educational institution: the New Mexico School for the Arts. Because the outreach is so specific, NMPAS is limited from providing *educational* outreach to the younger public education system. A suggestion is to do more in the underserved parts of the community and pre-post elementary or high school sector. The reference to concerts was not clear whether the Arts Commission was asked to fund one concert with ticket sales, or *all* of the concerts.

[Staff Clarification: the project description lists a November Winter Solstice concert; a 2016 Valentines Concert and a 2016 May Finale concert and at the end of that section notes: 'the full 2015/2016 programming will be available in the spring'. The applicant is planning their season of programming for a series of Santa Fe concerts.]

Applicant Note: the applicant should keep the application focused to the program for which they are seeking funding during the contract year.

Mr. Rochester: The mention of local hiring was wonderful and a plus and was not mentioned by many applicants,

however it is very important from the 1% Lodger's Tax that the dollar flows from tourism through local hiring. The examples online did not list the sponsors in regard to promotion and sponsors were only listed in the program. Organizations that seek funding should be aware of the importance of recognizing the logos of those regularly providing funding at the bottom of the page. The Santa Fe Arts Commission requires their logo to appear on all promotional items, not just the program. An artistic and bio' sample was to be provided and the key bios listed two people, but no administrative personnel. He likes to see the people responsible for how the organization operates. Also, two of the board members are also members of the organization, which is a governance issue.

General Panel Comments: the applicant should highlight their outreach to youth more in their promotions of free rehearsals open to the public through high schools. The next year's project budget was used in the budget overview, instead of the current fiscal year.

[Staff Clarification: the applicant is following the City's fiscal year, but their program is in the next fiscal year. The funding is for the Santa Fe activities, which may not be the organization's entire activities.]

Mr. Feins: advertising, PR online and social media have a lot of detail which is good and the use of Hootsuite is a terrific tool for managing social media. NMPAS seems to be on the verge of an enhanced IT (Integrated Technology) and social strategy and to mention that in their application is great. On the email side MailChimp was mentioned and it is great that the applicant is tracking who is opening their emails and clicking on links. That will help them improve in a targeted fashion. SEO (search engine optimization) is mentioned in terms of their website and is impressive that it is cited in the application. SEO makes their website a great hub and is virtually a free tool to manage their website, add valuable content and be proactive. The application mentions moving into Spanish folk music, Shakespeare and jazz, which are all positive; if nothing else in the understanding of how to bridge something like Bach and classical music into other traditions and disciplines and the power of engaging people in that way.

[Staff Note: the biographies that were provided indicate artistic titles for each staff person for the performing arts series and they are also listed as taking on administrative duties.]

[Staff Clarification: the applicant stated their full season will be firmed up in the spring of 2015. At the time of any approved contract, the Santa Fe Arts Commission will need a comprehensive list of the activities for which funding is being requested.]

Applicant Correction: websites are considered a venerable part of the application and a correction was received from the applicant that notes to Mr. Rochester's point that the sponsors are listed on the website and the logos are included. Ms. Garcia y Griego added that the applicant however, may have missed the larger global point made by Mr. Rochester that there should be appropriate recognition on *all* printed and promotional materials.

Audience Introductions: Norman Johnson, Treasurer of the New Mexico Dance Coalition and fiscal sponsor for two of the applicants, Sacred Body Dance Santa Fe and Pomegranate Productions.

SNPP-07 Sacred Body Santa Fe Dance conflicts of interest: no conflicts of interest

Lead -John Feins: he was struck by the lifelong dedication and commitment in the biographies of the principals. The performances in November tie to Santa Fe's position as an art and wellness and healing capital and are valuable and a nice nexus point that is a strength of Santa Fe. The *educational* component as stated is that the performances are an education unto itself. The application mentions some of the dancers actively mentor in a healing art therapy for underserved young adults, but the *educational* component could be enhanced in other ways. The blogging is a powerful marketing tool. Targeting the Farmers' Markets is an interesting idea, particularly in reaching *tourists* and finding people who are interested in wellness and mentioning Whole Foods is smart. The press release distribution could be widened. Strong local reach such as Richard Eeds and the report from the Lensic were mentioned. The outreach to the hotels and to the Tea House and boutique hotels was a savvy touch and shows the organization

thinks about specific opportunities for outreach. He would like the applicant to widen their reach into the state and perhaps beyond. The applicant cites Tumblr, which is great, but Instagram and YouTube were notably absent. When talking about dance, the beautiful clip presented as a sample was also a powerful opportunity to provide visuals on the social media channels. Pinterest and LinkedIn were mentioned and are also good tools that are not typically seen. The events were not listed on the Tourism Santa Fe site *Santa Fe.org*, which is free and a great way for everyone to find them. The *artistic* background and shamanic and yoga training is excellent and the sample presentation of the chakras as part of the dance program *Moving through the Chakras*, was engaging and underscores the great wellness tradition being tied in with the arts.

Back-up Reader-Nicole Phelps: the wellness and healing and the arts piece is a tight niche and can go global. There were 45 artists in the 2012 event and is a lot of artists that have the opportunity to show what they do and share their original works in the community. Sacred Body is bringing together a wide range of artists in one event that is incredible and many of the performers and artists are locals that understand the population and the community. The opportunity to reach out to youth on nontraditional paths about the alternative healing arts and show them that opportunities are available is so important. Marketing is to the bigger spas and hotels, but could also be to the healing arts practitioner entrepreneurs who could give materials to clientele. Some may have out of town connections that further expand the tourism reach and boost tourism and bring people to Santa Fe.

General Panel Comments: the application mentions Spanish radio stations, which is not mentioned by many applicants and there are a lot of Spanish language media groups they could take advantage of. *Administratively* it is important to check your budget before submitting it; there was a small error. It is excellent that in addition to youth, the applicant talks about serving seniors. That type of healing movement can be beneficial to that segment of the community. The new outreach program for young adults suffering from various addictions and trauma is an excellent program that deals with real life issues. The organization with the healing arts is the perfect candidate for their own YouTube channel and the outreach could be unlimited.

Ms. M. – Educationally, many of the dancers have practices where they teach and would be easy to develop a program utilizing those skills. *Financially,* the budget deficit is a concern with a small budget. More video samples would be nice and could be edited to show a range of performers that might grab more audience support. Many dancers have video footage and a clip of their work could be used. It is suggested that the applicant show the breath of what they do and that could also be used as a marketing tool.

Mr. Rochester: loved how out of the ordinary the application is; it tugged at the heart. There is huge and broad community support as exemplified by last year's program. *Financial:* the budget numbers add up and the applicant is commended for catching and self-correcting their errors in advance of the meeting. The applicant uses the New Mexico Dance Coalition for all of their organizational and board lists. When an application is done by another organization it should at least attach a list of the applicant's advisory committee and/or board and not rely solely on the fiscal agent. There are issues with the *educational* program in that the application states the *educational program* is provided by people in their own studios on their own time, but there is no detail on how. The application could be stronger if the people who will be utilized for the *educational* program had the programs listed. A concern is that the applicant said the Greer Garson would be used in November, but that venue is under renovation and is not signing contracts. The applicant should be certain when stating a venue. That the event is also used as a fund raiser is great, but what the funds will be used for should be indicated with a list of the programs.

[Staff Clarification: this presentation has been a fundraising event in the past; however as presented in this application it is not a fundraiser as that would be a restriction of Santa Fe Arts Commission funding.]

Mr. Rochester- there are multiple organizations listed as partners, but most of the space in that section was used to list individual supporters. A list of the partners would have been preferred and the individual supporters could have been placed on their bio' page.

Applicant Note: there was a small loss reflected in the last fiscal year and if approved for funding, no Arts Commission funds can be used toward deficit reduction, as this is a funding restriction.

[Staff Clarification: regarding venue, if approved for funding the Arts Commission could at the time of the approved contract, ask for a revised schedule if the scope of the project remains the same.]

Ms. Garcia y Griego thought Mr. Rochester's point was that the venue impacts reach and other critical areas of the applicant's review. The applicant is suggested to note if the venue is pending in the application.]

SNPP-08 Santa Fe Botanical Garden

no conflicts of interest

Lead -Jackie M: the *quality of artistic* samples of the artists is very high quality and the artists are well known, primarily Native American artists. The title of the project *Power of Place* might have been more specific for marketing to those who are not familiar with the Native American artists by name. The *Power of Place* works are not site-specific and were designed for the garden, placement and relationship with the natural surroundings is important. Key artistic personnel *qualifications* are strong and they have had many exhibitions, the curator of the Botanical Gardens and Leticia Chambers on the board are from museum art experience, which is important when putting an exhibition together that includes sculptural pieces. Three-dimensional sculpture outdoors requires more stabilization and the safety of the artwork and of the public; those qualifications should be ensured when the organization is not primarily an art exhibiting organization. That the exhibit will be up for a year is nice, not only because of the amount of effort, but seeing the work in different seasons is rich and can speak to different audiences throughout the year. The organization has had extended exhibitions in the past and should have a sense of the maintenance required for a piece outside for a year.

Galleries may be sending people to the exhibit and maps could be helpful. Botanical gardens are seeing more relevance and richness of showing artwork within the garden and that marriage between art and nature has become a draw. *Financial:* a leap in the budget increase of earned income of more than 35% over the previous year and another 15% over that was due to product sales and rentals. The Botanical Garden probably has a good handle on the number of requests for facility rentals; however it is hard to predict sales because the market can be unpredictable.

The marketing is good in terms of visitors' guides and publications and the collaboration around the Santa Fe Summer of Color should work this year in terms of building audience and repeat visitors. The garden is a process over time and takes a while to come to fullness. The programmatic idea for artists to give tours will draw people who want a connection to the specific notable artist. The concept to use QR codes throughout the garden is relatively new and provides opportunity for people to learn about the sculptures and artists.

The established and extensive *education* program is impressive in what is being done in combination with the general programming and use of the arts and science component. Especially important is the use of the STEM programming (science, technology, engineering and math) and the added creativity. The offer of several youth guided tours in addition to the artist tours is an opportunity for leadership experience. The applicant should be aware their reference *'to include Native American artists because it could increase Native American visitors* will require a specific plan and does not come naturally. That could be accomplished by outreach to schools and through various organizations and partnerships. The primary audience is non-native in many markets in town for Native American art, other than vendors, but on the other hand, marketing that is a draw to Santa Fe could be beneficial for the Botanical Garden. The free Saturday admissions will make the garden more accessible, but seems that Saturday could be a higher traffic day and possibly a loss of revenue. In social media, a great tool like Pinterest could be something where people post pictures of themselves in the garden and could draw more people to visit the venue. There could be an opportunity for a rich quote and a way to take a one-time experience and build on that during the tour of the garden when artists are speaking about their work, especially since the exhibit will be up for a year.