



Agenda

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ARTS COMMISSION

Monday, March 14, 2016

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) February 8, 2016
5. Report of Chair
6. Report of Director
7. Committee and Program Reports
 - a) Culture Connect Santa Fe – Cultural Roadmap Presentation (Estevan Rael-Galvez)
 - b) Artworks - Partners in Education: Update (Lisa Arnold)
 - c) Art in Public Places
 - i. Ignite Program (Debra Garcia y Griego)
 - ii. Purchase Pilot Program (John Tennyson)
 - d) Community Gallery (Rod Lambert)
8. Action Items
 - a) Request for Approval: Spring/Summer Exhibit Themes (Rod Lambert)
 - b) Request for Approval: Category C Funding Criteria (John Tennyson/Debra Garcia y Griego)
 - c) Request for Approval: Permanent monotype exhibit - City Council Chambers (Rod Lambert)
9. 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.

Item	Action	Page Number
Call to Order	Chip Chippeaux, Chair for the Arts Commission called the meeting to order at 5:00 pm in the City Councilor's Conference Room, Santa Fe, New Mexico. A quorum is reflected in Roll Call.	Page 1
Roll Call	Roll call reflects a quorum	Page 1
Approval of Agenda	Table Item 7b <i>Ms. Perry moved to approve the agenda as amended, second by Ms. Pena, motion carried by unanimous voice vote.</i>	Page 1
Approval of Minutes, February 8, 2016	<i>Ms. Ritch moved to approve the minutes of February 8, 2016 as presented, second by Ms. Hunter-Stiebel, motion carried by unanimous voice vote.</i>	Page 1
Report of the Chair	Informational	Page 1
Report of Director	Informational	Page 1-2
Committee and Program Reports a. Culture Connect Santa Fe b. Artworks – Partners in Education (tabled) c. Art in Public Places d. Community Gallery	Informational	Page 2-3
Action Items a. Request for Approval – Spring/Summer Exhibits b. Category C Funding Criteria c. Permanent Monotype Exhibit	<i>Mr. Lovato moved to approve the Spring - CRED and Summer – Pomp & Circumstance Exhibits, second by Ms. Perry, motion carried by unanimous voice vote.</i> <i>Ms. Pena moved to approve the Category C Funding Criteria, second by Ms. Hunter-Stiebel, motion carried by unanimous voice vote.</i> <i>Ms. Ritch moved to approve the Permanent Monotype Exhibit for the City Council Chamber, second by Ms. Perry, motion carried by unanimous voice vote.</i>	Page 3-4
Staff Report	Informational	Page 4
Adjourn	<i>There being no further business to come before the Arts Commission, Ms. Perry moved to adjourn at 6:10 pm, second by Ms. Pena, motion carried by unanimous voice vote.</i>	
Exhibits:	A-Culture Connect Schedule, B-Community Gallery Exhibit Proposals and C-Cultural Investment Program, Criteria for Category C	

MINUTES

Arts Commission
Monday, March 14, 2016
5:00 pm – 6:10 pm

1. Call to Order

Chip Chippeaux, Chair for the Arts Commission called the meeting to order at 5:00 pm in the City Councilor's Conference Room, Santa Fe, New Mexico. A quorum is reflected in Roll Call.

2. Roll Call

Present:

Chip Chippeaux, Chair
Todd Lovato
Ashlyn Perry
Kathlene Ritch
Bernadette Ortiz-Pena
Penelope Hunter-Stiebel
Brian Vallo

Not Present:

Shannan Campbell-Wells
Monique Anair

Staff Present:

Debra Garcia y Griego, Executive Director, Arts Commission
Randy Randall, Director, Convention and Visitors Bureau
John Tennyson, Project Planner, Arts Commission
Julie Bystrom, Project Manager, Arts Commission

Others Present:

Estevan Rael-Galvez, Culture Connect Santa Fe
Fran Lucero, Stenographer

3. Approval of Agenda

Table Item 7b

Ms. Perry moved to approve the agenda as amended, second by Ms. Pena, motion carried by unanimous voice vote.

4. Approval of Minutes, February 8, 2016

Ms. Ritch moved to approve the minutes of February 8, 2016 as presented, second by Ms. Hunter-Stiebel, motion carried by unanimous voice vote.

5. Report of Chair – Chip Chippeaux

Thank you to everyone who came on Saturday to the Culture Connect Santa Fe activity.

6. Report of Director – Debra Garcia y Griego

Governor's Art Awards information card provided to the Arts Commission members for review.

Name badges were provided to the Arts Commission members.

Thank you letters received from the New Mexico School for the Arts and shared with the Commissioners.

7. Committee and Program Reports

a. Culture Connect Santa Fe – Cultural Roadmap Presentation (Estevan Rael-Galvez)

Thank you to everyone who attended Saturday's event. Mr. Rael-Galvez said one of the many important goals of the day was for everyone to have fun and they did. The results from gathering of data will help for future events and to recalibrate. Overall the event offered music, the space was open and participation was positive. We want to continue to build momentum. Mr. Rael-Galvez said that there will be audio available from a source who helped at this event. There are four more dates available (calendar provided – Exhibit A) and we are in hopes for greater attendance. A gathering of women's voices will take place at the Community Gallery on Sunday, March 20th at 2:30 pm. Another way to interface and get data is through surveys and they have both English and Spanish versions. Mr. Rael-Galvez asked for follow up on the e-mail that he sent to the members and if they could return their results to him. What does a city vibrant as Santa Fe look like 2 years from now? "I want you to dream with your eyes wide open!" Examples of vibrant city's Savannah, San Antonio, Monterrey and others. A survey card was distributed from cultureconnectssantafe.org.

Ms. Garcia y Griego:

Through traditional media, there was a wonderful editorial in the New Mexican on this event. Mr. Rael-Galvez has done radio interviews which will continue. We have engaged social media and have reached over 14,000 people. Videos alone have received 3,200 views and Twitter over 3,000. Over the next 5-weeks we will ask the questions; What does it taste like? What does it smell like? What does it sound like? What does it look like? What does it feel like? Mr. Rael-Galvez will also be translating the website in to Spanish.

b. Artworks – Partners in Education: Update (Lisa Arnold)
Tabled to April meeting.

c. Art in Public Places

i. Ignite Program - Debra Garcia y Griego

13 proposals have been received and the committee will be reviewing at the April meeting.

ii. Purchase Pilot Program - John Tennyson

There were 39 applicants, 2 were removed due to incomplete applications. The compilation reflects a lot of good work. A review committee will be put together soon and hopefully have a decision by May. At this time we are reviewing the park aesthetics and if they can sustain certain images. The excitement continues to build up.

d. Community Gallery – Debra Garcia y Griego

- Art Work show was another successful collaboration.

- Band had a very successful opening on Friday night and positive comments. Rod Lambert will be issuing the public programming schedule which will stay up through May, 2016.

8. Action Items

a. Request for Approval: Spring/Summer Exhibit (Exhibit B)

In the packet are proposals: Spring (March-May) – CRED. Street credibility is an essential function of success for artists in the music industry. It requires that artists display a proven understanding of the environment(s) which their music describes and the term implies that the stories being told are truly legitimate and not manufactured by publicists. Summer (June-August) is Pomp & Circumstance. It is nice to bring Opera into the Gallery. Where else but at the opera can the audience be fully immersed in a visual torrent of poetry, dance, music? In partnership with the Santa Fe Opera, we propose an exhibit that features artwork inspired by the programming schedule for 2017

Mr. Lovato moved to approve the Spring - CRED and Summer – Pomp & Circumstance Exhibits, second by Ms. Perry, motion carried by unanimous voice vote.

b. Request for Approval: Category C Funding Criteria - John Tennyson/Debra Garcia y Griego (Exhibit C)

Category D which are over \$100,000 were issued last week. Thank you to John Tennyson who has done an outstanding job.

2 months ago the Arts Commission approved Category C, in the packet is the eligibility and criteria for Category C. We would recommend removing the fiscal agent category. A 2-year grace period for organizations that received funds for the past three fiscal years using a fiscal agent to obtain an IRS 501(c) 3 status. Exhibit C details the Project Eligibility, Review and Criteria and Reporting & Recording Requirements.

Mr. Tennyson is working on the RFQ that goes with Category C which will be ready by mid-May with review and approval by the commission members by June. Category C & D would have 3 commissioners and 4 public reviewers; each category will have different commissioners. The Chair reiterated that the process seems more effective and well planned. Ms. Garcia y Griego said it is important to give the applicants feedback as this is a new application. The Chair asked if the online process requires any committee member training, Ms. Garcia y Griego said it is very user friendly and should function well independently. Ms. Hunter-Stiebel will be out mid-May and June. Mr. Lovato expressed his thanks to staff for the new process and that we keep in mind that there may be some bumps in the road and that we work together. Overall the process has been very positive and we will wait for feedback.

Ms. Pena moved to approve the Category C Funding Criteria, second by Ms. Hunter-Stiebel, motion carried by unanimous voice vote.

- c. Request for Approval: Permanent Monotype Exhibit – City Council Chambers
Ms. Garcia y Griego provided a historical update on the city purchase of the College of Santa Fe and its inclusion of the art. It has been recommended that we look at the art collection and freshen up the look in the City Council Chambers. Mr. Randy Randall suggested that we look at the monotype collection. The collection selected will all be newly framed to have visual continuity. The final curation needs to take place with the University to assure that the selection is mutually agreeable. The estimate for framing and installation is under \$5,000.

Ms. Ritch moved to approve the Permanent Monotype Exhibit for the City Council Chamber, second by Ms. Perry, motion carried by unanimous voice vote.


9. Staff Report


Mr. Randy Randall brought to the table information he received from an outside vendor about a kiosk collection idea. The company who has inquired says that they would create the sign to fit the city ambiance as example shown was more of a stainless steel. There would be some way finding and it also puts out within 100 ft. of Wi-Fi for our visitors. The primary purpose is information vs. way finding. They are talking about 30 units and their investment is approximately \$1.5 million investment to benefit Santa Fe. Mr. Randall is happy to provide the Performa to the Arts Commission members to review. The question was asked; who maintains these kiosks and Mr. Randall said that the company controls the content and upkeep. Mr. Lovato asked; how is editorial content managed and who decides what is important? Mr. Lovato is not against sponsorships; he feels that sponsorship models could last. Ms. Perry said she likes the idea of a "bigger picture" opportunity. The biggest con would be if they are put up and not maintained. Mr. Randall said he could envision a city committee being created to review the project recommendation. This endeavor has been done in New York City and they are talking to other cities on this concept. They talk of the potential of 30 outdoor and 20 indoor units. The Art Commission felt that more information would be helpful.

10. Adjourn

There being no further business to come before the Arts Commission, Ms. Perry moved to adjourn at 6:10 pm, second by Ms. Pena, motion carried by unanimous voice vote.

Signature Page:


Chip Chippeaux, Chair


Fran Lucero, Stenographer

Complete Meeting Schedule:

- Tuesday, March 15, 6:00 PM - 7:30 PM, Neighborhood Gathering, Museum of International Folk Art
- Sunday, March 20, 2:30 PM – 4 PM, Women in Creativity, Arts Commission Community Gallery
- Thursday, March 24, 6:00 PM - 7:30 PM, Neighborhood Gathering, Scottish Rite Temple
- Friday, March 25, 9:00 AM -10:00 AM, Working Group Meeting, Tesuque Room
- Monday, March 28, 6:30 - 8 PM, Neighborhood Gathering, Genoveva Chavez Community Center
- Tuesday, April 5, 6:00 PM - 7:30 PM, Neighborhood Gathering, Southside Public Library
- Wednesday, April 6, all day, Culture Connects: Santa Fe Day of Conversations, venues throughout the city.
- Friday, March 8, 9:00 AM -10:00 AM, Working Group Meeting, Convention Center Administrative Conference Room
- Friday, April 22, 9:00 AM -10:00 AM, Working Group Meeting, Tesuque Room

Exhibit A

Community Gallery Exhibit Proposals

2017

Spring (March – May)

cred

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

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

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

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

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

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

Summer (June - August)

Pomp & Circumstance

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

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

Exhibit B

Cultural Investment Program
Eligibility and Criteria for Category C

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

Project Eligibility

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

Review and Criteria

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

50% Evidence of attraction tourists

Such as:

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

25% Standards of artistic excellence and administrative capability

Exhibit C

Such as:

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

25% Alignment with Policy Planks

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

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

Reporting & Recording Requirements

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