



Agenda

DATE 1/3/18 TIME 1:25  
PREPARED BY Debra Garcia  
REVIEWED BY JSS

## AMENDED

### ARTS COMMISSION

Monday, January 8, 2018

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 14, 2017
5. Presentation
  - a) New Mexico Museum of Art
6. Report of Chair
7. Report of Director
8. Updates and Reports
  - a) Community Gallery
  - b) Art in Public Places
  - c) Art in Public Places Committee & Community Gallery Advisory Group Possible Merger
  - d) Funding Policy Committee
9. Action Items
  - a) Request for approval of Lodgers' Tax for the Arts Site Visit Form and Format
  - b) Request for approval of Funding Recommendation for Target Impact Support:
    - i. International Shakespeare Center, \$5,000
    - ii. Santa Fe Women's Ensemble, \$5,000
    - iii. Upstart Crows, \$5,000
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.



DATE 1/3/18 TIME 9:30a  
Agenda PREPARED BY Debra Garcia  
REVIEWED BY [Signature]

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  - a) Santa Fe Chamber Music
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Arts Commission Meeting – Index – January 8, 2018

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Approval of Agenda	<b><i>Ms. Ritch moved to approve the agenda as presented, second by Ms. Ortiz-Pena, motion carried by unanimous voice vote.</i></b>	Page 2
Approval of Minutes – November 14, 2017	<b><i>Ms. Ortiz-Pena moved to approve the minutes of November 14, 2017 as amended, second by Ms. Perry, motion carried by unanimous voice vote.</i></b>	Page 2
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Needs Action a) Request for approval of Lodgers’ Tax for the Arts Site form and format.  b) Request for approval of Funding Recommendation for Target Impact Support:	<b><i>Ms. Perry moved to approve the request for approval of Lodgers’ Tax for the Arts Site Visit Form and Format, second by Ms. Ritch, motion carried by unanimous voice vote.</i></b>  <b><i>Mr. Vallo moved to approve the funding recommendations for the International Shakespeare Center, \$5,000, Santa Fe Women’s Ensemble, \$5,000 and Upstart Crows, \$5,000, second by Ms. Perry, motion carried by unanimous voice vote.</i></b>	Page 6

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Adjournment and Signature Page	There being no further business to come before the Arts Commission the Chair called for adjournment at 6:00 pm	Page 6
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City of Santa Fe

# Arts Commission

Minutes, January 8, 2018

1-8-2018  
1, 8, 2018  
GRANTING LA-18-0024

**ARTS COMMISSION**  
**Tuesday, January 8, 2018**  
**City Councilors' Conference Room, 200 Lincoln Avenue**  
**5:00 PM – 6:00 PM**

**MINUTES**

1. Call to Order

Chair Chip Chippeaux called the Arts Commission meeting to order at 5:00 pm in the City Councilor's Conference Room. Roll call reflects a quorum.

Introduction of New Members:

Exilda Trujillo-Martinez: I served on the Children and Youth Commission for many years. I was an educator for many years, teacher and a Principal in Santa Fe. My husband and I raised our 6 children here in Santa Fe, a life long resident of the City of Santa Fe. Ms. Martinez is very proud to be able to serve on this committee and to share the pride and appreciation that she has for the city of Santa Fe. Ms. Martinez looks forward to contributing; as she read through the cultura, the creativity, wonderful photography, she felt pride in what this commission is doing, pride in this city and the culture in our hearts. I believe that would be one of our goals is to share our wonderful culture. I look forward to being an asset to the Arts Commission personally and professionally.

Adelma Hansko: I was trained as an Educational Anthropologist have done a bit of work on young people in the arts, particularly in non-school settings. I was part of a research team with Shirley Brice-Heath, we did national work looking at places where young people are being valued and are part of the making of dynamic spaces. I am thrilled to see all that the Arts Commission has been doing; I too am impressed and look forward to be a part of this commission. I have two boys, a 10 year old and 14 year old, and also was raised in Santa Fe and since her fathers passing is living up north where she maintains the family land.

Staff and Committee members introduced themselves to Ms. Trujillo Martinez and to Ms. Hansko.

The Chair announced that Ms. Sarah Eyestone resigned.

2. Roll Call

Present:  
Chip Chippeaux, Chair  
Exilda Trujillo-Martinez  
Kathlene Ritch  
Brian Vallo  
Bernadette Ortiz-Pena  
Ashlyn Perry  
Adelma Hansko

Not Present: Excused  
Monique Anair

Staff Present:

Debra Garcia y Griego, Executive Director, Arts Commission  
Jacki Camborde, Arts Commission  
Rod Lambert, Community Gallery

Others Present:

Fran Lucero, Stenographer  
Mary Kershaw, Director, Museum of Art  
Kelly Borrego, Guest

3. Approval of Agenda

***Ms. Ritch moved to approve the agenda as presented, second by Ms. Ortiz-Pena, motion carried by unanimous voice vote.***

4. Approval of Minutes

November 14, 2017

Corrections: Page 7: Ms. Bernadette Ortiz-Pena did not escort anyone to the stage.

***Ms. Ortiz-Pena moved to approve the minutes of November 14, 2017 as amended, second by Ms. Perry, motion carried by unanimous voice vote.***

5. Presentation

a) New Mexico Museum of Art - Mary Kershaw, Director

Is there anyone in the room that doesn't know that the Museum of Art is 100 years old? We tried hard to get the word out. Provided information on the 100<sup>th</sup> Anniversary, how they finished the first 100 years, how it was celebrated and the Museum planning stages for the next 100 years. Ms. Kershaw asked if the commission members have visited the museum recently and if not, personally invited all to visit and tour the Museum as her guest. When we talk about our new venue at the Halpin, if you have not been there you must tour as well. We started planning for the 100<sup>th</sup> birthday in 2014 and we engaged North Cultural Resources who are the premiere cultural planning organization in the world. To give you an example, they work on projects as small as Farm and Ranch Museum down in southern New Mexico but also the cultural plan for the city of Chicago. They are worldwide and we really enjoyed working with them. We scheduled our exhibition, Lines of Thought from Michael Angelo to now from the British Museum to be the final show at the NM Museum of Art for our first 100 years. It was 70 original works of art from old masters to contemporary and we built a relationship with the British Museum. We have taken two shows from them to date. Why that is important to me and to the Museum is their collection of prints and drawings are world class, second to none. It is up there with the Metropolitan Museum of Art in New York, the Prado the Hermitage. For works of that caliber to come to Santa Fe is a very important part of our mission. Ms. Kershaw spoke of the appreciation from a teacher who commented on the show and how most of her students would never in their life see work of this caliber. I grew up in a metropolitan area, if we want access to culture we are able to travel and go get it. The Lines of Thought was significant because it was about drawing in artistic practice. What is our community here in Northern New Mexico if not a community of artist's? This was an exhibition that was geared at speaking to the creative impulse to all of us and particularly professional artists. Normally after a show a Museum Director has people coming up to her and saying, I am really sorry I didn't get to see that show. With Lines of Thought what I got was "I am really sorry I only got to see that 2 times." We closed the show and the museum for 9 ½ and during that time we undertook a refurbishment of the public spaces. We have been investing in that building for 8 years and we have put approximately \$2 million dollars of an investment, most of it back of house. We have a much better loading dock, the roof doesn't leak, security is upgraded, fire detection suppression, all of the important elements of safety. Last year we refurbished the courtyard garden which was a very public thing. This year it was decided we would do public space for our birthday. There were two main objectives for the work that we were doing, 1) was to restore as much as possible the elegant simplicity of that; a very gorgeous,

contemporary interior, 2) was to brighten the visitor experience to make it more welcoming. There are two principals that underpin everything we do at the museum. The first on is, recognizing that we are a museum of art so we are all about aesthetics. Our first point is if we are doing something, is it beautiful and if it is not beautiful it doesn't go or it doesn't get done. That is an important benchmark. Two is recognizing that we are in a state filled with artist and makers, can it be made in New Mexico. One of the projects we did was to put gates on our working dock. Following are belief, please come see the gates, they are beautiful. Lobby is modernized; desk has been moved back, there are TV screens which provide information to the visitors. You engage art as soon as you go in which is our historic gallery. All of the spaces have had the floors refinished, original 1917 concrete they are polished, light and bright. We opened up architectural finishes, demolished walls and opened the space, it is open and brighter and done in 9 ½ weeks. We de-installed all shows and re-opened with three new shows and a beautifully refurbished lobby. November 25<sup>th</sup> was our 100<sup>th</sup> Birthday Party. El Palacio, our in-house magazine did a series of centennial articles leading up to the 100<sup>th</sup> year celebration, we had a social media campaign in collaboration with cultural associations. We had 20 birthday cakes which demonstrated the Happy Birthday greeting. There were many other participating sources. On presentation day we extended our thanks to the City of Santa Fe for Mayor Gonzales and City Councilors who participated and helped us with parking, making the city garage available and the city plaza available. Ms. Kershaw gave more detail about the agenda for the day. There were approximately 7,600 in the museum, more than 10% of the population of the city of Santa Fe and publicity had an ad value of \$220,000. The Museum of Art goal is to have 100 events for the next 100 years. All events are posted on the website and on our Facebook page.

Ms. Kershaw spoke about their strategic plan and the fact that the Museum has outgrown the space and the purpose and use of some of the spaces, i.e., education space, gallery space and art storage. We have identified the Halpin Building in the Railyard Distract that we will renovate and use as contemporary art space. A capital campaign process is being pursued; this space will be a part of the Museum of Art, 100% schematic design is done and they are working with NM architects. We should be open by 2020. As discussed earlier the storage needs will be met by utilizing the downstairs of the Halpin Building for storage.

Commissioner Perry is leading the charge for the fund raising and she added that the Architects have done a great design.

6. Report of Chair

Chair Chippeaux welcomed the new commissioners to the Arts Commission. He encouraged Ms. Garcia y Griego to continue with the presentations from Grantees for information to the Arts Commission.

7. Committee Assignments

Chair Chippeaux stated that he will continue to work on committee assignments and would be calling the commissioners individually for their feedback.

8. Report of Director

Informational, provided within body of meeting

9. Updates and Reports

a) Community Gallery – Rod Lambert

Cred Street Art exhibit is up in the gallery through January 25<sup>th</sup>. It is a crowd pleaser and bringing in a population we may not always get in to the gallery. This weekend we will feature



what we are referring to as DJ art. *Join us for a free Paint In event, led by Shakti Kroopkin. Participating artists in Cred are invited to bring their materials and canvases and set up a space to create art to accompanying music provided by Adem Joel, DJ. Free and open for the public to meet the artists, dance along and observe.* The next Saturday they will have hands on workshops, closes on the 25<sup>th</sup>, setting up for the annual youth works. (Workshop time 1-4 pm.)

b) Art in Public Places – Brian Vallo

Mr. Vallo stated that they met back in November to discuss a few issues and one is what we are seeking support from the Arts Commission which is to being a process of merging the Gallery Committee, which at this point doesn't have any members. In conversation with the Art in Public Places Committee we fully support the idea, we want to move forward with engaging existing members from the AIPP and also recruiting new members to support this merger. In addition to doing that we have asked staff to give some thought to, what are the priorities, what is the focus in this initial stage? We will be looking at staff to give us guidance on where to begin. We are excited about this new journey; with the recent success of the show at the Gallery and adding some edge to that space and engaging more of the community, demographics of the community that have not been engaged. As we consider our grant making and other components of AIPP we want it to be more holistic. That will be our approach moving forward. We will recruit members for AIPP and we have a list of potential candidates that have expressed interest.

c) Art in Public Places Committee & Community Gallery Advisory Group Possible Merger

Staff: Ms. Garcia y Griego stated that it is more a pragmatic issue that it makes sense to reduce committee loads because they take up a lot of time for staff and committee members. The essential charge of the committee, which is to make aesthetic recommendations to the City, is essentially the same. What is even more exciting is essentially that it is an opportunity as Rod and I have had for a long time which is to move the Community Gallery beyond the walls of the gallery and to create a dynamic interchange between how we interact with Artist in the Public Art Program and how we interact with them through the gallery and generate broader community engagement. When we discussed this item at the AIPP meeting, Councilor Ives was there for another item and made the point, there isn't that much that needs to be changed, AIPP is AIPP whether it is in a gallery, park or airport, which to me was very keen observation that this is a very obvious yet dynamic choice. Rod and Jackie have done some work over the holidays on how this would look like, programs, duties, and responsibilities and to Mr. Vallo's point, what would be the priorities the first 12-18 months for that committee to work on. Therefore, we brought it to you today for your review and support.

Ms. Perry: I think this is a great idea and it makes sense.

Ms. Garcia y Griego stated that it strengthens the key commitments and makes it more efficient from time management.

Ms. Hansko: Is it common for committees to have non-commissioners to populate them and is it a year agreement?

Ms. Garcia-Griego: In the case of AIPP, most committees are informal structures of this body. Art in Public Places Committee is set by ordinance so it operates differently, there will be certain requirements that will need to make sure we have key areas represented and then those commitment's are 4-year commitments, that part is open for discussion. The reason it is 4-years is because public art can be a long process; this is up for discussion and evaluation. It is very common to have outside opinion and expand the thought process of this group.

Mr. Lambert stated that the Gallery committee often had 1 or 2 members that would come to every Gallery meeting. If I were selecting Artist for a specific show, we would bring two or three outsiders relevant to the theme and help us make the decision and selection of the Artist.

Ms. Hansko: How many committee members do you have on AIPP right now?

Ms. Garcia y Griego: AIPP is 7 and the Gallery Committee was 4.

Mr. Vallo: We also want to look at the Gallery Committee and find a way to engage them if there is interest in this new enrichment.

d) Funding Policy Committee, Jackie Camborde

We spoke about the site visits that we want to do for our largest funding organizations, Category D – Global Arts Marketing support. In the packet there are two versions of a site visit form that the Funding Policy has signed off one. The first one that starts with the bullet points for Lodgers' Tax Site Visits, this is the guideline of how we want to move forward with creating site visits. We have notified the grantees and we will give them questions in advance because the one thing we want this to be is supportive of what they are doing and not to give them a feel that we are coming in to check on them. The second sheet is what we will give to the organizations. We would like to move forward and get the visits scheduled before the end of June when their contracts are up.

Grant applications: Category D is called Global Arts Marketing; we saw in our budgets for our organizations that there were some natural breaks. We have a lot of organizations that are under \$250,000 and then there is a nebulous area where there aren't many and we have a lot of organizations that fall in to the \$450,000 to \$600,000. Then we go with those from \$1-3 million dollars way up to \$18-20 million dollar budgets. The Global Arts Marketing initiative is giving more latitude to the group's one step down, the Category C. We have taken the minimum budget of \$1 million down to \$600,000. We are giving overlap in each funding category area so you are not necessarily tied to Category B if you are under \$250,000 we will bring it up to \$300,000. If you are in Category C and you are having a tough year and struggling you can go for a Category B grant because there is some overlap, hard and fast budgets for each. Today we put out the RFP on Global Art Marketing, our largest groups and today we had a technical assistance workshop for them. We want the produce to be the quality it always is amongst those groups but we want them to ramp it up as far as why are we bringing people to Santa Fe, what are they coming to see. How will you take your existing group of repeat customers and expand on that; instead of believing you have to go after a whole new audience; you have to go within who you are attracting and attract more of those people. This is one area the training covered with the spot light on social media and how you could be cost effective.

Applications: Category B which will now become regional Arts Marketing support and Category C which will become Arts National Marketing support; those two hoping to issue them by the end of January, Category A and our smaller groups, Community Arts and our Collaborative Arts Marketing, we will put those out in the Spring. We will be looking for volunteers from this committee to step up for a panel for our Global Arts Marketing. When we do a panel we can send everything to you electronically, including artistic samples. For this group, this is the more formal of our panel reviews and there will be a full day and possibly 2 days. This is when the organizations can come to here what the panel thought of their work and hear if they are going to be funded or not.

Chair: Do you have any idea on timing?

Ms. Camborde: They have until January 26<sup>th</sup> to turn in their applications. I ask a week early to for panelist, around the first week of February. We get to March Arts Commission and City Council for approvals and July 1st implementation day.

#### 10. Action Items

- a) Request for approval of Lodgers' Tax for the Arts Site Visit Form and Format  
Ms. Camborde confirmed that it is important to go out and do the site visits.

***Ms. Perry moved to approve the request for approval of Lodgers' Tax for the Arts Site Visit Form and Format, second by Ms. Ritch, motion carried by unanimous voice vote.***

- b) Request for approval of Funding Recommendation for Target Impact Support:  
Ms. Camborde: We talked about not having a lot of applicants. We had 5 people evaluate the groups and are suggesting that they all receive the full \$5,000. Evaluators: Ashlyn Perry, Bernadette Ortiz-Pena and 4 outside panelist.

The Chair asked if they will provide activity reports.

Ms. Camborde: Yes, they will have to report when they drawdown their funds.

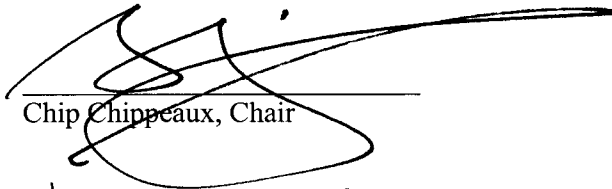
- i. International Shakespeare Center, \$5,000
- ii. Santa Fe Women's Ensemble, \$5,000
- iii. Upstart Crows, \$5,000

***Mr. Vallo moved to approve the funding recommendations for the International Shakespeare Center, \$5,000, Santa Fe Women's Ensemble, \$5,000 and Upstart Crows, \$5,000, second by Ms. Perry, motion carried by unanimous voice vote.***


#### 11. Adjourn

***There being no further business to come before the Arts Commission, Ms. Perry moved to adjourn at 6:00 pm and second by Ms. Ritch, motion carried by unanimous voice vote.***

Signature:



Chip Chippeaux, Chair



Fran Lucero, Stenographer