



Agenda

DATE 3/6/18 TIME 2:15
PREPARED BY Lee Ann Cory
APPROVED BY SS002

SISTER CITIES COMMITTEE

Wednesday, March 14, 2018

Administrative Conference Room, TOURISM Santa Fe

201 West Marcy Street

505-955-6707

4:00 to 5:00 PM

Goals of the Sister Cities Committee:

- More effectively market Sister Cities and what they do
- Develop educational programs in schools
- Strengthen relationships with existing Sister Cities
- Involve greater community in work and activities of Sister Cities
- Re-enforce and build existing relationships through trade and tourism efforts

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
 - a) January 10, 2018
5. Report of Chair
 - a) Welcome of New Members
 - b) Guadalajara Summit
6. Report of Staff
 - a) Sister Cities Challenge with San Miguel de Allende (Randy Randall)
 - b) Artist Exchange with China (Randy Randall)
7. Reports & Updates
 - a) Bukhara, Uzbekistan
 - b) Holguin, Cuba
 - c) Icheon, South Korea
 - d) Livingstone, Zambia
 - e) Parral, Mexico
 - f) San Miguel de Allende, Mexico
 - g) Santa Fe de la Vega, Spain
 - h) Sorrento, Italy
 - i) Tsuyama, Japan
 - j) Zhangjiajie, China
 - k) Education Committee—Jeff Case, Sky Lopez
8. 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.

Sister Cities Committee
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SISTER CITIES COMMITTEE
Wednesday, March 14, 2018
4:00 pm – 5:05 pm
MINUTES

GOALS OF THE SISTER CITIES COMMITTEE

- **More effectively market Sister Cities and what they do**
- **Develop Educational programs in schools**
- **Strengthen relationships with existing Sister Cities**
- **Re-enforce and build existing relationships through trade and tourism efforts**

1) CALL TO ORDER

The Chair, Carol Robertson Lopez called the Sister Cities Committee to order at 4:00 pm in the Administrative Conference Room, Tourism Santa Fe. Roll Call reflects a quorum.

2) ROLL CALL

PRESENT:

Carol Robertson Lopez, Chair
Bernard Rubenstein
Carl Moore
Dr. Jeff Case
Arthur Olivas
Kristin Sky Slith

NOT PRESENT:

Rudy Fernandez, Excused
Clara Padilla Andrews, Excused

ALTERNATES:

Carlene Carey
Rhonda Faught

OTHERS IN ATTENDANCE:

Randy Randall, Director of Tourism
Jackie Camborde, Staff
Anna Serrano for Fran Lucero, Stenographer

3) APPROVAL OF AGENDA

6-A moved before #4,5

Mr. Rubenstein moved to approve the agenda as amended, second by Mr. Olivas, motion carried by unanimous voice vote.

4) APPROVAL OF MINUTES

a. JANUARY 10, 2018

Mr. Olivas moved to defer action on the January 10, 2018 minutes to April meeting, second by Ms. Carey, motion carried by unanimous voice vote.

5) REPORT OF CHAIR

a. WELCOME OF NEW MEMBERS

The Chair introduced the new members to Sister Cities; Carlene Carey, Rhonda Faught and Kristin Sky Slith. The Chair stated that the goals on every agenda were collectively agreed upon and with Mr. Carl Moore's expertise he helped facilitate the goals. The Chair would like another opportunity in the near future to talk about the goals and to prioritize which ones Sister Cities Committee members want to work on. In some areas there has been a lot of work being done continuously such as education, thank you to Dr. Case and Sky and now with Carlene she sees growth in this area. They are all on the Education Committee. The Chair would like to focus on the greater community and activities for Sister Cities. The committee all agrees this is something they want to do but aren't quite sure how to do it. The Chair will get together with Mr. Moore, as this is his field of expertise; he ran a community program, which was all about teaching communities how to solve problems and have positive effect for a wonderful community. A time frame for continued work on these goals will be identified; it could be a few minutes each meeting or it could require a dedicated meeting with extra time to discuss the goals. The Chair asked for everyone to put their thoughts together on these goals and how they can fulfill the mission.

Sister Cities Conference will be August 1-3, 2018 - Aurora, Colorado. The Chair asked that an Action Item for April meeting be discussion on the Youth Conference Registration Cost and request for city approval to offer to 4 youth attendees. The Chair will provide information on the cost for the students to attend. The Director of the Arts Commission will have this agenda item before her to advise if this is a cost that could be covered by Sister Cities. If this is approved, Dr. Case, Sky and Sister Cities members will work together to get the students informed of this opportunity for selection. Selection could be done by reaching out to the students and articulating to those who apply with a set of questions, etc. for their response. The Chair said a sub-committee could be created to work on the process. In addition, those who attend should be given the specifications for reporting when they return and provide feedback to the Sister Cities Committee and the City Council.

Mr. Olivas and Dr. Case asked what is the limit for youth that could attend. The Chair said that there is a limit of 120 youth in total and she has asked

for 4 positions. Dr. Case noted that some of the schools might have funding of their own and this would be a good opportunity to have more representation.

Dr. Case said that there are so many aspects of education that should be incorporated; Sky would like to assure that the Deaf School is included.

The Chair asked Ms. Camborde to discuss with Ms. Garcia y Griego, Director for the Arts Commission about a letter from the Mayor to all of the Sister City representatives introducing the new Mayor and having him welcome them to Santa Fe.

b. GUADALAJARA SUMMIT

The Chair informed the members that Dr. Case, Sky Slith and herself registered for the Mexico/US Mayor's Guadalajara Summit. There were over 300 people who attended and it was a well-received meeting. The Chair will get information from the International Sister Cities Committee out to the members by e-mail. The Chair and Dr. Case were complimentary and proud of the statements made by Mayor Keller from Albuquerque and how supportive he is of the sister city relationship. Dr. Case said this conference was invigorating and stimulating. Sky encountered travel problems in Mexico City and a hurricane, which hindered her trip to Guadalajara. The Chair said they did a field trip to Tequila, Mexico.

6) REPORT OF STAFF

a. SISTER CITIES CHALLENGE WITH SAN MIGUEL DE ALLENDE

Mr. Randy Randall – Stated that Sister Cities is a great program, he has been here for four years and he has been searching for ways to add perceived value to the program. He shared two ideas with the committee; the first is HIPICO who is an Equestrian organization that puts on the horse jumping at the old Polo grounds. The representatives from Otomi Equestrian Center in San Miguel de Allende came to speak to Mr. Randall about opportunities between the two equestrian centers. Otomi does three two-week shows per year and would like to create a sister cities equestrian challenge between Santa Fe and San Miguel de Allende. San Miguel de Allende team would be a Mexican team and Santa Fe would be the US Team and it would be known as a Sister Cities Challenge. The first one would take place this year, the last Sunday in July, which interestingly is the last Sunday of Spanish Market. Next February when they do the next show in San Miguel the US Team would travel to San Miguel and the second Sister City Challenge would happen there. After that it would happen once a year in alternating countries so it wouldn't be two a year. The exciting part and it was reported in the Newspaper that the City of Santa Fe went down to San Miguel de Allende to explore this possibility,

they treated us like royalty and had a special city council meeting to honor the Mayor and Mr. Randall. They attended the show on Friday, Saturday and Sunday and Santa Fe now has commitments for 70 horses to come for the show. The idea of creating this partnership with Sister Cities is to show the value of the relationship. Mr. Randall has put some money separate from the Sister Cities Funding to cover other expenses such as the Trophy, which will be a rotating trophy.

The Chair mentioned the relationship that has been built with Sky Slith and her expertise in San Miguel de Allende. Mr. Randall and she will speak at a later time.

Mr. Randall proceeded to provide details on the clientele they would be entertaining here in Santa Fe from San Miguel de Allende and the tourist services they would require to facilitate their trip. There was discussion regarding a Concierge Service that would handle arrangement(s) in both cities, Santa Fe and San Miguel de Allende.

The Chair asked that this item be placed on next month agenda as an Action Item.

b. ARTIST EXCHANGE WITH CHINA

Mr. Randall stated as the second idea, the Artist Exchange. There is a program; Artist in Residence this year with approximately 12 hotels where from November 1st to December 20th had a variety of artists doing their art in the hotels. The visitors liked it a lot; the studio artists were very excited about it. He stated that they learned this year and now he foresees positive marketing for future years they will do November 1st to December 15th and resume January to February. To add to this they have met with an art community in China, not our sister city. These artists are in Son Jong where they have 30,000 artists. Santa Fe cannot have two China Sister Cities due to the Chinese Government rules. In the month of February, if we get 15 hotels we could possibly get 15 artists paired with the Santa Fe Artist. We would hope that the Santa Fe Artists would be invited to China to partner in the Arts. We could do this in 2019 and maybe do San Miguel de Allende in 2020. Artists would need to pay for their own way here.

The Chair shared that in China there is one organization that oversees all of the Sister Cities friendship associations with foreign countries. The head of this group is a lady named Madam Lee whose father was the first Prime Minister of China. She sent her Deputy Prime Minister to Santa Fe and they met with the Chair and they spoke about this project and they will do follow up. For Son Jung to get the money from the Chinese Government, the Chinese Friendship Organization will have to step in and get the endorsement. Deputy Prime Minister was also meeting with Lt.

Governor John Sanchez to speak about New Mexico being a Sister State to China. The Chair stated that the number one exporter of pecans from this New Mexico is to China. The Chair also talked to them about the relationship with our sister city Zhangjiajie and how dormant it has been. We have the Mandela school teaching Chinese and our Sister City does not respond or communicate with us at all.

Mr. Randall said that Mr. Woo, who is widely recognized and has set up a Chinese Art Mecca, also came to visit. While he is not a politician he is very important in this effort and behind this idea. Mr. Randall said he could envision doing a pop up gallery of art in February.

Ms. Slith also made reference to the Art Warehouse in San Miguel that is wonderful. Mr. Rubenstein also spoke to Artists in Cuba who would have a great contribution. Mr. Randall said there are opportunities and all ideas are welcome to find ways to assist with funding for the artist. There would be fund raising that would need to be done.

Mr. Moore asked if this could be called the Sister Cities Artist Exchange and Mr. Randall was opened to this recommendation. Mr. Randall feels that more needs to be done to educate the public on the value of having sister cities.

The Chair noted that she and Dr. Case attended the Monte del Sol Japan night, the fundraiser for the twenty-two students to go to Japan. Mayor Weber spoke before everyone and said that in his young career he had gone to Japan and how it totally changed his life, and his business interest was sparked in Japan.

Mr. Randall stated that he does not have any money in his budget other than marketing dollars for the artist exchange. He cannot Lodger's Tax dollars for the artists. Mr. Randall emphasized that visiting the location is so important to meet with their officials and understand and experience their events.

Mr. Rubenstein spoke about the opportunities between Holguin and Santa Fe to partner in tourism.

7) REPORTS & UPDATES

- a. BUKHARA, UZBEKISTAN**
- b. HOLGUIN, CUBA**
- c. ICHEON, SOUTH KOREA**

Dr. Case drafted a letter that was signed by Mayor Gonzales to the Mayor of Icheon about the Olympics.

- d. LIVINGSTONE, ZAMBIA**
- e. PARRAL, MEXICO**

f. SAN MIGUEL DE ALLENDE, MEXICO

Sky commented that when she was in San Miguel de Allende she made a connection with a lady who is in charge of Indigenous Affairs. They want to grow their tourism and the indigenous population. They could use help from Santa Fe through all of our experiences.

g. SANTA FE DE LA VEGA, SPAIN

h. SORRENTO, ITALY

i. TSUYAMA, JAPAN

Mr. Olivas stated that he has not received any reports from Tsuyama.

j. ZHANGJIAJIE, CHINA

k. EDUCATION COMMITTEE

Sky will be meeting after Spring break with the School for the Deaf Development Director and she will take an emergent over the summer and learn a lot on the deaf culture and its relationship to San Miguel de Allende School for the Deaf.

Dr. Case reported on follow up to two ideas from Carlene on events; they had their party at the Box Car. Dr. Case drafted a letter that was signed by the Mayor to Icheon about the Olympics. Thank you.

Ms. Camborde welcomes Leann Cory, Administrative Assistant to the Arts Commission. She came from the Genoveva Community Center where she is deeply missed and the Arts Commission is happy to have her.

Carlene Carey stated that she would like to explore the idea; as Santa Fe serves as the center of the Native American world, particularly in New Mexico, that there might be other cities that serve indigenous populations around the world that we could reach out to for an additional sister city relationship. She knows that the Indigenous culture in New Zealand and Australia are very old and that could be very inspiring and fit in with the Art topic discussed earlier by Mr. Randall.

Rhonda Faught: Made a presentation to the Rotary Club and they are interested in what Sister Cities does. She put together a short presentation on Sister Cities and learned a lot on her own by putting it together. The Chair asked if Ms. Faught would present to more Rotary Clubs and she said yes.

Mr. Rubenstein talked about his trip to Holguin and some of the items taken back to the orchestra. He talked about the letter from Mayor Gonzales to the President of Holguin. He expressed the desire to continue the relationship with Cuba Sister Cities and Mr. Rubenstein presented the letter to the Prime Minister of Culture. Cuba is flourishing, new hotels and growth in Tourism. Mr. Rubenstein followed up by updating the City Council with an update on the delivery of the letter to Cuba and the only

one who responded was Councilor Lindell. Mr. Rubenstein also delivered a letter of congratulations to Mr. Weber and shared this letter and talked about the Sister Cities Committee and Cuba relationship. He also stated that Holguin was badly damaged after the last hurricane. Mr. Rubenstein also had an opportunity to talk to a few artists in Cuba. He also has received the Cuba Trade Magazine.

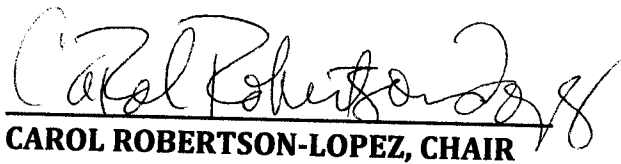
The Chair requested the Names of the Mayor of the respective Sister Cities and the correct address, email and any other demographic information. The information for the letters is needed as soon as possible.

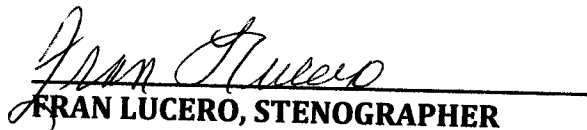
The Chair expressed her gratitude and excitement to work with the new and existing members of the Sister Cities Committee.

8) ADJOURN

There being no further business to come before the Sister Cities Committee, the Chair called for adjournment at 5:05 pm.

SIGNATURE PAGE:


CAROL ROBERTSON-LOPEZ, CHAIR


FRAN LUCERO, STENOGRAPHER