

1 **CITY OF SANTA FE, NEW MEXICO**

2 **RESOLUTION NO. 2009-7**

3 **INTRODUCED BY:**

4 Councilor Chavez

5 Councilor Romero

6 Councilor Dominguez

7 Councilor Trujillo

8 Councilor Ortiz

9
10 **A RESOLUTION**

11 **AUTHORIZING THE CITY OF SANTA FE ECONOMIC DEVELOPMENT DIVISION TO**
12 **FUND IN PARTNERSHIP WITH THE MUSEUM OF NEW MEXICO FOUNDATION A**
13 **SEMINAR ON THE BASICS OF MUSEUM LICENSING FOR POTENTIAL LOCAL**
14 **LICENSEES.**

15
16 **WHEREAS**, the Museum of New Mexico Foundation (“Foundation”) is a private, non-profit
17 organization; and

18 **WHEREAS**, the Foundation has supported the Museum of New Mexico, including the
19 Palace of the Governors, New Mexico History Museum, New Mexico Museum of Art, Museum of
20 International Folk Art, Museum of Indian Art and Culture, the seven state monuments and the Office
21 of Archeological Studies for 45 years; and

22 **WHEREAS**, the Foundation has the largest arts membership and supporters in New Mexico;
23 and

24 **WHEREAS**, the Foundation has raised over 22 million dollars for endowments and capital
25 for the Museum of New Mexico in the last three years; and

1 **WHEREAS**, the Foundation has nine friends groups that support the museums; and

2 **WHEREAS**, the Foundation is a co-founder of the Santa Fe International Folk Art Market;

3 and

4 **WHEREAS**, local artists have been producing these same items for 400 years; and

5 **WHEREAS**, the Foundation started the award winning New Mexico Creates program that
6 supports artists and artisans through its five museum shops; and

7 **WHEREAS**, the Foundation shops have purchased over \$800,000 in the past five years from
8 Santa Fe artists and artisans, strengthening our local cultural enterprises; and

9 **WHEREAS**, the Foundation established a licensing program in 1998 (that is still in
10 existence) to generate revenues to help support acquisitions, exhibition development, and educational
11 outreach programs at the Museum of New Mexico; and

12 **WHEREAS**, the Foundation has one of only six museum licensing programs in the country;
13 and

14 **WHEREAS**, licensees come to Santa Fe to find inspiration in the collections of the Museum
15 of New Mexico; and

16 **WHEREAS**, the Foundation works with manufacturers that produce textiles and furniture,
17 jewelry, toys, silver and basketry, pottery, photographs, painting and sculpture based on the
18 Museum's collection, which includes many historical pieces; and

19 **WHEREAS**, the governing body desires to establish ongoing partnerships with the Museum
20 and the Museum of New Mexico Foundation; and

21 **WHEREAS**, the Governing Body adopted the City's Economic Development Plan (the
22 Angelou Plan) in 2004 which includes as a targeted sector, Arts and Culture (artisans, woodworkers,
23 fine crafts, cultural heritage, etc.); and

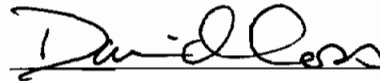
24 **WHEREAS**, the Foundation licensing program is seeking new licensees from Santa Feans
25 who can design, manufacture, sell and market nationwide approved licensed products; and

1 **WHEREAS**, City Economic Development Division staff met with the Foundation to discuss
2 opportunities on how to stimulate Santa Fe artists and artisans to become licensees of the licensing
3 program; and

4 **WHEREAS**, the City and the Foundation determined that there is a need to educate local
5 designers and manufacturers regarding the Foundations licensing program.

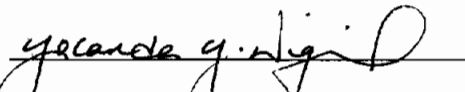
6 **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE**
7 **CITY OF SANTA FE** that the City of Santa Fe Economic Development Division is authorized to
8 fund in partnership with the Foundation a seminar on the basics of museum licensing for potential
9 local licensees.

10 PASSED, APPROVED and ADOPTED this 14th day of January, 2009.

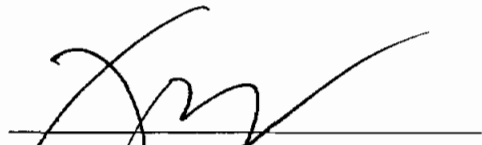
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14 DAVID COSS, MAYOR

15 ATTEST:

16
17 
18 YOLANDA Y. VIGIL, CITY CLERK

19
20 APPROVED AS TO FORM:

21 
22 FRANK D. KATZ, CITY ATTORNEY

23
24
25 *mdb/jep&mdb/Resolutions2009/Museum of NM Substitute*