



Agenda

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SANTA FE ARTS COMMISSION

Monday, April 11, 2011

City Councilors' Conference Room

200 Lincoln Avenue

955-6707

5:00 PM to 6:00 PM

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
 - a. February 14, 2011
 - b. March 12, 2011
- V. Fiscal Report
- VI. Report of Chair
 - a. Retreat Wrap-up
- VII. Report of Director
 - a. 2011-12 Budget and Program Changes
 - b. Creative Tourism Status Report
- VIII. Committee Reports
 - a. Art in Public Places
 - i. Santa Fe Trails: Tinwork RFQ Artist Selection
 - ii. Art on Loan Proposals: Zane Bennett Contemporary Art
 - b. CRAM
 - i. Retreat Follow-up and FAQ Draft
 - ii. Mayor's Awards Nominating Deadline Promotion
 - c. Special and New Projects
 - i. Revised Poster Competition
- IX. Other Business
- X. Event Evaluations
- XI. 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.

**Santa Fe Arts Commission
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Approval of Agenda	<i>Ms. Peterson moved to approve the agenda as presented, second by Ms. Saquiestewa, motion carried by unanimous voice vote</i>	1
Approval of Minutes:	<i>Ms. Peterson moved to approve the minutes of February 14, 2011, second by Ms. Saquiestewa, motion carried by unanimous voice vote</i> <i>Ms. Peterson moved to approve the minutes of March 12, 2011, second by Mr. Chavez, motion carried by unanimous voice vote.</i>	1
Fiscal Report	Informational – No Action Taken.	2
Report of the Chair Retreat Wrap Up	Informational- No Action Taken	2
Report of the Director 2011-12 Budget and Program changes Creative Tourism Status Report	Informational – No Action Taken	2-4
Committee Reports Art in Public Places - Santa Fe Trails: tinwork RFQ Artist Selection - Art on Loan Proposals: Zane Bennett Contemporary Art CRAM - Retreat follow-up and FAQ draft - Mayor’s Awards Nominating Deadline Promotion Special and New Projects - Revised Poster Competition	<i>Ms. Saquiestewa moved to approve that the contract be awarded to Ms. Kimberly Pollis to develop this design for Santa Fe Trails, second by Mr. Namingha, motion carried by unanimous voice vote.</i> <i>Mr. Chavez moved to approve the cornerstone sculpture for Amelia White Park, second by Ms. Peterson, motion carried by unanimous voice vote.</i> <i>Ms. Peterson moved to approve the fish sculpture contingent on finding a venue on the south side, second by Ms. Saquiestewa, motion carried by unanimous voice vote.</i>	4-6
Other Business	None	6
Event Evaluations	Informational	6-7
Adjournment	There being no further business, the Santa Fe Arts Commission adjourned at 6:00 pm	7

Santa Fe Arts Commission

Meeting Minutes
April 11, 2011

I. and II. Call to Order and Roll Call

The regular meeting of the Santa Fe Arts Commission was called to order at 5:00 pm on April 11, 2011 in the City Councilors' Conference Room by Mr. Kirk Ellis, Chairperson.

Present:

[List of Attendees]

Kirk Ellis, Chair
Joey Chavez
Ramona Saquiestewa
Michael Namingha
Kerri Segell
Anne Peterson

Excused:

Peter Pacheco
Justin Bransford

Others Present:

Sabrina Pratt
Rod Lambert
Julie Bystrom
Anna Serrano for Fran Lucero, Stenographer

III. Approval of Agenda

Ms. Peterson moved to approve the agenda as presented, second by Ms. Saquiestewa, motion carried by unanimous voice vote.

IV. Approval of Minutes

Ms. Peterson moved to approve the minutes of February 14, 2011, second by Ms. Saquiestewa, motion carried by unanimous voice vote

Ms. Peterson moved to approve the minutes of March 12, 2011, second by Mr. Chavez, motion carried by unanimous voice vote.

V. Fiscal Report

a. Ms. Pratt reported on the Lodger's Tax is doing well and has not change significantly as the March collection was pretty much even, down -0.90%. We are up 8.80% from last year. It is hoped to end up with the remainder months being even with the same months previous year which will allow them to make up for some of the deficit they are in right now. Note that the fiscal year ends June 30th. As far as the budget goes, everything that they have has been committed.

Ms. Peterson asked if this money is the allocation to outside sources or if it includes administrative expenses? Ms. Pratt responded that this does include their operational funding. The projected budget for this year was \$961,000 and out of that approximately \$270,000 is spent on salaries and operating expenses.

VI. Report of the Chair

Mr. Ellis expressed his thanks to the commission members for attending the retreat. It continues to be a great group to work with and it is an honor to work with this commission who are so dedicated and take an aggressive approach to what can be done to assure there is a broad reach for the Arts Commission and community in Santa Fe. One of the things that happen whether you are a non-profit or a public organization is often follow through is where things fall apart. Those of you who have assignments, let's stay in reasonable touch. The Chair and Mr. Pacheco are willing to go out and talk to any difficult parties to express the work of the commission.

The Chair asked the members if they had picked up their panel reviews. Only twenty nine entries and the recommendation are to read them closer to the time that the interviews take place.

VII. Report of Director

Ms. Pratt referred to the 2011-12 City Budget which is a flat budget and the staff is also being asked to make cuts and the city manager is looking at everywhere that can't be cut, particularly in positions. One of the most difficult things for the Arts Commission is the Gallery because we don't have a sustainable funding source to support it. The challenge is how to make it work without a steady source of funding; without answers on grant opportunities, the McCune foundation did not come through and efforts are being worked on for fund raising. The Gallery is running on a budget of about \$115,000 and the majority of that is the position that it takes to run it. The funding source has been the Arts and Craft Incubator Fund. The 1% Lodger's Tax also supports the position and operation and that can no longer be used. There is College of Santa Fe money from the bond issue which could be used for the documentation and inventory of the art collection that the city owns which is the College of Santa Fe collection. The City Manager seems to like the idea that they would fund half the position with the College of Santa Fe money and the other half with the incubator money. It means that Rod would be pulled away

from the Gallery and we can't say much in the programming of that. A meeting has been held with the Gallery Advisory Committee to discuss next steps.

Ms. Saquiestewa addressed the matter on behalf of the Gallery Advisory Committee. One of the committee members suggested something that has been in front of us for years; it has been in other parts of the country, Japan and Korea. The suggestion is to open up the gallery space to artists, there would be criterion by which people were suggested, they could have a show for a week to three weeks, they would pay to do that, they would have access to the Commission mailing list and everyone seemed to think that artist sales was a good way to show their work. Three people on the committee were related to art sales. The other thing that it addressed for the first time is that it brought in the community as it extends out in to the community. Rod has such an umbrella that reaches out to the artist but the general public doesn't really know about this space. It seems to have actual potential and everyone felt it was worth trying to generate income, to have high quality retail and downtown exposure and a way to involve people who were doing Arts Administration study at the college and have them intern in the space under Rod's direction. They even thought that there could be select shows of out of area artist that would draw people to this area and perhaps one week workshops that are quite popular. It was the belief that everyone went away with the feeling that this could work and it is worth trying. Staff is identifying artists who would be good for this venue. Sabrina will work on identifying the programs and projects that are presently on the calendar. At the moment, Ms. Pratt is getting clarity to assure that whatever future shows are identified under this new suggestion, would be under the control of the Arts Commission. Until funding for operations and staffing is finalized, this is a difficult answer to give. Ms. Saquiestewa did say that they do have for profit models of retail to do these pop up stores and we have better information to design something that could work. The artist would get 100% of what they sold, which is very different from a gallery; they would pay us a fee so there is a lot of motivation for those who don't have a gallery. It seems to have real driving potential to make money and we should set our sights fairly high to do this.

The Chair asked for next steps. Ms. Pratt said that another piece they are negotiating is moving the Arts Commission offices next to the Gallery which would provide more information to staff the Gallery. The suggestion of utilizing interns coupled with staff being in close proximity; that could be lucrative. The interns would need to be supervised. Ms. Pratt said that the challenge is to find out what the education program will be for artists and one thing will continue is the opportunity of the e-mail list.

b. Creative Tourism Status Report – Sabrina Pratt

There are artist that creatively do book workshops off of the website as well as the March event that was held at the Inn of Loretto where the Artist were doing demonstrations and talking to people every afternoon for three weeks. That was a repeat of a program we did last year at the hotel next to the Inn of the Anasazi. Ms. Pratt did have an opportunity to

talk to the Artist and one that she spoke to had booked a workshop for a family for the next day and they communicated good results from the website. A lot of opportunities coming together.

Ms. Pratt asked for feedback and she will solicit information from the members not in attendance today. Mr. Namingha asked when this would go public and Ms. Pratt said that it would be closer to July. The Chair said that we could use this type of notification to introduce the new opportunity. Ms. Saquiestewa said that this is something that can be advertised in “Art in America”, through workshops and retreat outreach.

VIII. Committee Reports

a. Art In Public Places

i. Santa Fe Trails

SFAC is working with the Transit Department and the bus system for new designs of the transit shelters. They have developed a pivot park where they have a small shelter and larger shelter where they can have a bigger right-of-way. They wanted to do something special instead of buying something off the rack and we came in to it early on and the idea came up that we use Spanish Colonial tin-work designs for the panels that would go in to the shelter. The Art in Public Places committee has reviewed the submissions (approximately 25) and it wasn't an easy choice. The proposal before the Arts Commission is from Kimberly Pollis and the designs were attached in the handout.

Ms. Saquiestewa moved to approve that the contract be awarded to Ms. Kimberly Pollis to develop this design for Santa Fe Trails, second by Mr. Namingha, motion carried by unanimous voice vote.

ii. Art on Loan Proposal: Zane Bennett Contemporary Art

This proposal is a loan of Colette Hosmer's work to the city. There are two proposals; 1) large scale sculpture, cornerstone for Amelia White park, and 2) sculpture of fish heads at the Downtown Library. For #2, the committee will see if there is a better location on the south side of town due to the closeness in proximity of the fish at the Convention Center done by this same artist. The Chair asked if the committee had discussed the reasoning of having this same design in the city. Mr. Namingha said that they did not have that discussion. Ms. Peterson said that if it was in the south side she and the commission might consider it. The south side library is not taking any new pieces at this time. Discussion continued amongst the commission about the features of the proposed sculpture and more direction should be defined on

where this piece could be placed. Ms. Peterson asked if there is a procedure should a piece of art become a part of the city collection. Ms. Pratt said that there is a donation policy and it would have to go before the Art in Public Places committee and then a recommendation would come to the Arts Commission.

Mr. Chavez moved to approve the cornerstone sculpture for Amelia White Park, second by Ms. Peterson, motion carried by unanimous voice vote.

Ms. Peterson moved to approve the fish sculpture contingent on finding a venue on the south side, second by Ms. Saquiestewa, motion carried by unanimous voice vote.

b. CRAM

i.

Retreat follow-up and FAQ Draft

A Fact sheet/talking Points re: SFAC: Draft, was in the packet to all commission members. Ms. Peterson asked Ms. Pratt if she had a fact figure on what percentage of the local economy is related to Arts and this would be a useful statistic, more so if you are encountering someone who was skeptical about the value of formal support for the arts. Ms. Peterson asked the commission members to review and provide feedback by e-mail to herself and/or Sabrina. An updated draft will be brought back to the Arts Commission. The Chair did offer the comment that the bold print taken from the Charter might be represented differently and suggested that the wording be more a common everyday description.

One of the things that Carol Robertson-Lopez talked about was business cards for commissioners and Ms. Peterson feels that this is a great idea and it is cost effective. This is a good way to get the name out there and bring back that recognition for the Commission. F/U: Contact information and name, etc., need to be provided to Sabrina for the business cards. The chair asked the commissioners to provide this information by end of week to Sabrina. It was the recommendation that the information on the card should be the office information.

Ms. Peterson reported on the Mayor's Awards nominating deadline which is May 13, 2011. Nomination forms are on the website. Ms. Peterson asked the commission members to think of benchmark success; we need to find a way to measure whether or not we are being successful, i.e., is it more applications for awards, is it people who utilize Facebook or Twitter, etc.

Ms. Peterson asked Mr. Namingha if he would post this information on the Mayor's Awards as an invite for people to nominate on Facebook and he agreed. Mr. Namingha said that he posts everything on the friend page. The timeline on this is immediate as well as posting on Twitter.

CRAM committee talked about having a budget possibly up to \$300. Sabrina said that there is some money in advertising, she will look in to this option.

c. Special and New Projects

i. Revised Poster Competition

Ms. Bystrom sent out an e-mail to all of the commissioners on the subject of the poster competition. Ms. Saquiestewa suggested we call it "e-poster" to get the attention. What is the title? Ms. Bystrom is going to send everyone the name of the title vs. a theme. Mr. Namingha suggested that we should remove the name "poster". There was discussion regarding the use of the word "digital," that too might add some confusion. Ms. Bystrom asked if outside of the title if the commission had any comments on the concept. Ms. Saquiestewa asked if there would be any merit in mentioning the notebook card size image, is there a possibility of doing the winning image? Possibly using past recipients to create a nice box of cards. Ms. Bystrom said that she will look at the cost and report back to the Commission.

IX. Other Business

None

X. Event Evaluations

Kirk Ellis: Nothing to report

Joey Chavez: Attended Teatro Paraguas presentation of Tres Familias which was 3 short comedy's all in Spanish. It was fairly well attended, the theater seats 42 and the majority of the audience and probably about 20 of those in attendance were students. They attend for extra credit. A nice venue, short but well presented and the Spanish was really done well. Attended Rug Merchants of Chaos sometime ago at the James Little Theater. They were sold out on their closing day.

Ramona Saquiestewa: Ceramic Show at Santa Fe Clay, and went to see the print show at Zane Bennett, went to Santa Fe JIN and this year they were asking for \$5 donation to enter and other donations and people were being very generous. The vendors seemed to

be fewer and not as high quality. But the events and people they brought in were excellent. The big draw is that it is so reasonable and there were a lot of families.

Michael Namingha: Was on the host committee for Spread and they raised \$7762 for the winning artist. Went to the Los Alamos County dedication to view the Pueblo pottery grouping they gifted the city of Santa Fe for the 400th Anniversary. This included art from Pojoaque, Tesuque, Nambe, Santa Clara and San Ildefonso.

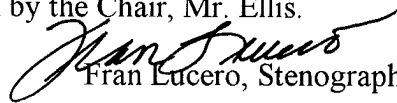
Kerri Segell: Attended the Aspen Santa Fe Ballet which was a fabulous performance. Attended the new exhibit at the museum, Earth Now and felt it was really great. Attended the Santa Fe Playhouse casting call and enjoyed it. Moved along and the direction was good. Also attended some nice presentation at the Las Chivas Coffee shop out in El Dorado.

Anne Peterson: Went to Santa Fe JIN and it was packed. Also attended the Los Alamos County dedication with Michael Namingha. Went to Santa Fe Performing Arts on a Saturday night and it wasn't that full, it was a great play but kind of an uneven production.

Adjournment:

Meeting was adjourned at 6:00 pm by the Chair, Mr. Ellis.

Minutes submitted by:


Fran Lucero, Stenographer

Approved by:

Kirk Ellis, Chair