



Agenda

CITY CLERK'S OFFICE

DATE 5-4-11 TIME 11:04am

SERVED BY Julie Bustamante

RECEIVED BY [Signature]

SANTA FE ARTS COMMISSION

Monday, May 9, 2011

City Councilors' Conference Room

200 Lincoln Avenue

955-6707

5:00 p.m.

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
 - a. April 11, 2011
- V. Fiscal Report
 - a. FY 11-12 Budget Update
- VI. Report of Chair
 - a. Mayor's Awards Nominating Committee Appointment
- VII. Report of Director
 - a. The Imagination Conversation, June 16
- VIII. Committee Reports
 - a. Funding Policy Committee
 - i. 2011-2012 1% Lodgers' Tax
 - a. Community Arts Promotion Program Renewal Recommendations
 - b. Special & New Projects Program Recommendations
 - ii. Community Arts Development Program Recommendations
 - b. Art in Public Places
 - i. New Mexico Centennial
 - c. Community Gallery
 - i. At the Artist's Table Fundraiser
 - ii. FY 11-12 Planning
 - d. Other
 - i. Creative Tourism Initiative Update
 - ii. Storefront Art Installation Pilot Project
 - a. Selection Criteria and Committee
- 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
INDEX
May 9, 2011**

Agenda Items	Action	Page No.
Cover Sheet		1
Call to Order and Roll Call	Roll call constitutes a quorum. Justin Bransford, excused.	2
<u>Approval of Agenda</u>	<i>Ms. Sakiestewa moved to approve the agenda as presented, second by Mr. Pacheco motion carried by unanimous voice vote.</i>	2
Approval of Minutes, April 11, 2011 Corrections: Ramona Sakiestewa and Anne Pedersen Rod Lambert was not at 4/11/11 meeting	<i>Mr. Chavez moved to approve the minutes as amended, second by Ms. Pedersen, motion carried by unanimous voice vote.</i>	3
Fiscal Report: FY 2011-12	Information, no formal action taken	
Report of Chair a. Mayor's Awards Nominating Committee Appointment	<i>Ms. Springer moved to accept the committee appointments; Mr. Joey Chavez and Peter Pacheco to represent the Arts Commission for review of the Mayor's Awards and Miriam Sagan as a past recipient, second by Ms. Pedersen, motion carried by unanimous voice vote.</i>	3-4
Report of Director	Informational, no formal action taken.	4
Committee Reports. a. Funding Policy Committee 2011-2012 1% Lodgers' Tax – Community Arts Promotion Program Renewal Recommendations b. Special & New Projects Program Recommendations ii. Community Arts Development Program Recommendations b) Art in Public Places i. New Mexico Centennial c) Community Gallery – Artist's Table Fundraiser FY 2011-12 Planning d) Other i. Creative tourism initiative	<i>Mr. Pacheco moved to approve the renewals as submitted, second by Ms. Sakiestewa, motion carried by unanimous voice vote.</i> <i>Mr. Chavez moved to approve the Special and New Projects Program recommendations as presented, second by Ms. Segell, motion carried by unanimous voice vote.</i> <i>Ms. Sakiestewa moved to approve the 2011-2012 Community Arts Development Program funding as presented, second by Mr. Pacheco, motion carried by unanimous voice vote.</i> <i>Ms. Sakiestewa moved to approve the New Mexico Centennial Art Forest project, second by Ms. Pedersen, motion carried by unanimous voice vote.</i> <i>Informational, no formal action taken</i>	4-5 5-7 7-8 8-9 9 9-10

Update ii. Storefront Art Installation Pilot Project.	<p><i>Informational, no formal action taken</i></p> <p><i>Informational, no formal action taken</i></p> <p><i>Ms. Sakiestewa moved to approve the selection criteria, second by Ms. Pedersen, motion carried by unanimous voice vote.</i></p> <p><i>Mr. Chavez moved to approve the selection committee comprised of one member from the Art in Public Places Committee, 1 member from the Arts Commission, 2 members from the Community Representative/The Santa Fe Downtown Merchants Association and 1 Artist Representative who is an Arts Professional, second by Ms. Sakiestewa, motion carried by unanimous voice vote</i></p>	<p>10</p> <p>10-12</p>
Other Business	Informational	12
Event Evaluations	Informational	12
Adjourn and Signature Page	The Chair called for adjournment at 6:15 pm	13

Santa Fe Arts Commission
Minutes
Monday, May 9, 2011
5:00 pm – 6:15 pm

I. Call to order

Kirk Ellis, Chair called the regular meeting of the Santa Fe Arts Commission to order at 5:00 pm on May 9, 2011 in City Councilor's Conference Room, City Hall, Santa Fe, New Mexico.

II. Roll call

Stenographer conducted a roll call. The following persons were present:

Kirk Ellis, Chair
Joey Chavez
Ramona Sakiestewa
Michael Namingha
Kerri Segell
Anne Pedersen
Peter Pacheco
Gail Springer

Absent:

Justin Bransford, Excused

Others Present:

Sabrina Pratt, Director
Debra Garcia y Griego
Julie Bystrom
Sandy Dawson for Fran Lucero, Stenographer

III. Approval of Agenda

Ms. Sakiestewa moved to approve the agenda as presented, second by Mr. Pacheco motion carried by unanimous voice vote.

IV. Approval of minutes from April 11, 2011 meeting

Corrections: Anne Pedersen (last name was spelled incorrectly)
Ramona Sakiestewa (last name was spelled incorrectly)

Rod Lambert was not at the 4/11/11 meeting.

Mr. Chavez moved to approve the minutes as amended, second by Ms. Pedersen, motion carried by unanimous voice vote.

V. Fiscal Report

a. FY 11-12 Budget Update

Ms. Pratt said that they are still looking good. In April they were at 8.8% over the previous year and it has dropped to 7% year-to-date. The Chair asked if we were running about \$100,000 behind from last year. Ms. Pratt said she hoped that this would be made up before year end.

FY11-12 Budget is in progress. Most of the discussions happen in City Council, the Finance Committee has approved all but two pieces of the budget that don't have anything to do with the Arts Commission. The Gallery Plans had some discussion at the hearing they conducted and update to follow later in the agenda. There are always questions regarding Creative Cities and Creative Tourism. It was approved the way it was presented with the exception of a slice taken in the amount of \$10,000 in the Professional Contracts Line item. Ms. Pratt did succeed in getting the money replaced for the King Garrett's Community Development Category.

VI. Report of Chair

a. Mayor's Awards Nominating Committee Appointment – Julie Bystrom

Ms. Pedersen reported that there are four nominations in-house, however this is pretty par for the course and most nominations come in at the end. The CRAM committee has been posting on the Facebook business page like 5 times a week with links to the website. Michael has also been doing some Twitter, as of May 1st a Press Release was sent out and PSA's are being done. They were going to do a couple PSA's up to the deadline date. Ms. Pedersen said that in terms of publicity they are working diligently. At the last meeting it was discussed to possibly reduce the number of awardees and re-thinking the dinner, maybe a cocktail reception would be a better function. This function is very labor intensive for staff and the Committee would like to discuss this again in June. No comments have been given to Ms. Pedersen or the committee on the fact sheet. The deadline is this Friday at 5:00 pm. Ms. Bystrom has sent e-mails out and will issue another press release. Ms. Bystrom said that she didn't feel too concerned as in years past the nominations come in closer to the deadline. Ms. Bystrom will also be out of the country May 13-23rd. Ms. Sakiestewa said that this conversation was held last year and it is hard work to not get a fair amount of nominations. Ms. Bystrom said that the Commission should draft some concrete opinions and discuss this in the very near future. The Chair asked what appointments need to be made at this meeting. Ms. Pratt said that a committee needs to be formed to review the nominations. Two commissioners and a past award recipient make up the committee for review. Joey Chavez and Peter Pacheco both volunteered. As a past recipient, Miriam Sagan was recommended.

Ms. Springer moved to accept the committee appointments; Mr. Joey Chavez and Peter Pacheco to represent the Arts Commission for review of the Mayor's Awards and Miriam Sagan as a past recipient, second by Ms. Pedersen, motion carried by unanimous voice vote.

VII. Report of Director

- a) The Imagination Conversation, June 16
Ms. Pratt brought forth the draft invitation for the Imagination Conversation. She stated that they had the possibility of Jeffrey West, Scientist to be on the panel, but his travel arrangements will not allow him to join us. He needs to be in Singapore so we are waiting for a replacement Scientist. Otherwise, the panel is there and listed on the invitation. There is a Teacher, Artist, Principal – Santa Clara Day School; Moderator is a Retired Art Department Chairman. This forum will be tape recorded. This is part of a nationwide project of the Lincoln Center Institute, 50 conversations in 50 states.

VIII. Committee Reports

- a) Funding Policy Committee
 - i. 2011-2012 1% Lodgers' Tax
 - a. Community Arts Promotion Program Renewal Recommendations

The Chair stated that the 2011-2012 Renewal Requests results were included in the meeting packet. 1% Lodgers' Tax Community Arts Promotion Program was explained by Ms. Garcia y Griego.

Santa Fe JIN has decided to try charging a nominal entrance fee instead of taking advantage of the grant, and that was based on it being a volunteer organization. We may see them back next year.

Additionally, Santa Fe Fiesta Council reduced their renewal request as did SW Association for Indian Arts and Warehouse 21. The SW Children's Theater Production was funded by Santa Fe Arts Commission last year to produce their children's theater program. They have been cohabitating with the Santa Fe Playhouse for many years and over the past few years have been sharing an Executive Director so they have made the decision to merge their organizations and they will close the Children's Theater, 501C3 and going under the playhouse so the commission would be approving transferring the contract to Santa Fe Playhouse.

This order of business needs to be taken care of as it drives how much we have in the next category.

The Chair said this is a fairly automatic, the Commission approved these organizations years ago and they are coming back for less than, is there a motion to approve these renewals as submitted.

Mr. Pacheco moved to approve the renewals as submitted, second by Ms. Sakiestewa, motion carried by unanimous voice vote.

Discussion:

Ms. Sakiestewa said it is interesting that JIN declined because they couldn't approve demographic information. The Chair said that it is more costly for them to actually get the information than it is for them to up their ticket. Ms. Sakiestewa asked if this is where the Commission asks how many Pacific Islanders, etc. Ms. Garcia y Griego said that more importantly for this program is that Lodgers' Tax requires collecting demographic information as far as where your audience is coming from so that they can insure that the lodgers' tax is being used for marketing and promoting and that key markets are being at the events and attracting tourism. For these organizations they would have to call outside cities in New Mexico and States within the United States and countries where there are no incoming funds. Ms. Sakiestewa said that those are two good quantifiers and she would like to see the application just list in compliance with the Census, have the language that quantifies. Asking for where your audience comes from is a very different question. Ms. Sakiestewa stated that she would also like to have an ad, if this was a perfect world what holes would you like to see fill your audience. A couple of applications very clearly said we are an X Organization and we cater to X but we would like to encourage Y and that would give us better information than what the percentage of people is. The Chair said that we have been talking again to discuss how we make this easier for some of the applicants so they don't end up declining because it costs more for them to get the statistics.

Aspen Santa Fe Ballet	\$15,000
Canticum	\$3,500
The Film Festival	\$8,000
Georgia O'Keefe Museum	\$51,000
Institute of American Indian Arts	\$16,000

Lensic Performing Arts Center	\$18,000
Luna Moruna Production (dba Juan Siddi Flamenco Company)	\$12,500
Museum of New Mexico (Museum of NM Foundation, Fiscal Agent)	\$45,000
El Rancho de las Golondrinas	\$31,250
Santa Fe Art Institute	\$11,250
Santa Fe Chamber Music Festival	\$37,500
Santa Fe Children's Museum	\$16,878
Santa Fe Community Orchestra	\$4,000
Santa Fe Concert Association	\$11,498
Santa Fe Desert Chorale	\$15,750
Santa Fe Fiesta, Inc.	\$12,500
Santa Fe International Folk Art Market	\$17,000
Santa Fe New Music	\$6,750
Santa Fe Opera	\$68,000
Santa Fe Pro Musica	\$17,500
Santa Fe Symphony Orchestra & Chorus, Inc.	\$23,250
Santa Fe Women's Ensemble	\$6,800
SITE Santa Fe	\$22,500
Southwest Children's Theatre Productions, Inc.	\$3,500
Southwestern Association of American Indian Arts	\$29,542

Spanish Colonial Arts Society	\$23,800
Theater Grottesco	\$9,000
Theaterwork	\$4,500
Warehouse 21	\$11,116
Wheelwright Museum	\$31,250

b. Special & New Projects Program Recommendations (attached to meeting packet) – Debra Garcia y Griego

The spreadsheet shows in the first column the ranking and as the Chair made mention, 6 of the organizations were ineligible. If you move over to the scores you will see those organizations received less than 70 points and you need to have a minimum of 70 to be considered for funding. Highlighted in bold is the funding recommendations, basically we have followed the percentage of requests based on the rank. There are a few anomalies in applications 4 & 5 (Teatro Paraguas and Glass Alliance), you will note that their request amount was not the full \$10,000. The Chair said we can't fault an agency for applying for less money. They deserve that percentage of their budget although it is a significant higher number than what it is for the ones that requested \$10,000, but they didn't request as much.

Mr. Chavez moved to approve the Special and New Projects Program recommendations as presented, second by Ms. Segell, motion carried by unanimous voice vote.

ii. Community Arts Development Program Recommendations

This program is funded with a combination of funding from the Quality of Life and the General Fund. In addition, in the past prior to when most of the present members were on the Commission, we partnered with our sister Commission which is the Human Services Commission and their funding. They fund non-profit in human services because their money is linked to federal funds and federal statistics and their reporting requirements are even stricter and they have a very outcome based model. What has been noticed is this category is that we received many applicants who had a strong human services component so we partnered with them and essentially they give us a portion of their budget and we fund some of those organizations. We contract with them; we manage their

contract, etc. We approached them again this year and they agreed to provide \$8,000 and that was for Outside In and New Mexico Literary Arts to fund these two organizations. Let it be noted that the Human Services Committee budget is still under review by the City Council and it may be spent in a different way this year. Ms. Garcia y Griego requested that two sets of funding recommendations be approved as the timeline is a little bit longer than the budget. One would be without the Human Services funding and the other would be with the Human Services funding. They follow the same process, percentage based on rank, there are a few anomalies again where organizations did not ask for the full amount and that occurs with New Mexico Literary Arts, but it is much more straightforward. The \$8,000 would be split evenly for the two organizations receiving \$4,000 each with the Human Services Committee Funding. The Chair clarified that we are not looking for an either/or motion, the motion is to approve for both as we do not know how the Human Services funding will result.

Ms. Sakiestewa moved to approve the 2011-2012 Community Arts Development Program funding as presented, second by Mr. Pacheco, motion carried by unanimous voice vote.

b) Art in Public Places – Debra Garcia y Griego

i. New Mexico Centennial

In the last 2 months a meeting was held with staff from the Centennial, the Mayor, various community members and business owners in the city and there was a very strong desire from the Mayor and others to see a Centennial Public Arts Project. At the same time we received an invitation to participate in the Global project so we have taken the two concepts together and put them in to what is being called the Centennial Art Forest. Basically it would be a Temporary Public Art Exhibition that talks about people, places and stories that are part of New Mexico's Centennial history from 1912 to now. Artist would be asked to work on conceptual framework of a tree to do 8 to 10 temporary installations downtown with specific site installations. We are hoping to attract video artists, sound artists and move our public art program out of the commissioning model for a period of Memorial Day to Labor Day during 2012. The plan is to do one kick off installation in the downtown area to both, draw attention to the project and also get artist excited about applying.

The Chair for further clarification on the tree project. Ms. Garcia y Griego said that they are not talking about a physical tree although some artists may respond in that way. It is referred to more as a family tree, community trees, environmental sustainability, so on and so forth.

It was asked if there was a state component to this. Ms. Garcia y Griego said that what the State is asking communities to do is to either package this program with the centennial. Mr. Namingha said that each city and county is doing their own thing, so they are looking at something for Santa Fe. The kick-off is going to be in Las Cruces for the Centennial itself, the City of Santa Fe is hosting the Grand Ball on January 6, 2012.

Ms. Sakiestewa moved to approve the New Mexico Centennial Art Forest project, second by Ms. Pedersen, motion carried by unanimous voice vote.

c) Community Gallery

- i. At the Artist's Table Fundraiser – Sabrina Pratt and Ramona Sakiestewa
Ramona has let staff on this wonderful path that has resulted in a fabulous fund raiser concept. There is a fabulous dinner planned that involves Lois Ellen Frank, wonderful Chef with a great academic background and a wonderful menu has been developed. Ramona said that Chef Frank is getting her PhD in Native Cuisine, she is Kiowa and Jewish and grew up in Long Island and has rediscovered all of this. All the other dinners are well thought out, Jeff Gorman and Ahmed will do the first dinner. Ramona said that the purpose of the fund raiser was initially to generate some additional income for artist services which had largely come out of the community gallery. Now that the configuration is different there is still a need for the money for artist services and the partner is Partners in Education who use to be associated with this agency more closely but has also turned out to be the pet project for Susan Curtis who is one of the owners and directors of the Santa Fe Cooking School. Initially, Sabrina and Ramona launched into this as their own adventure and then someone wisely suggested that they contact Partners in Education because they had associations with Chefs. It turns out to be a wonderful group of people. Susan Curtis and her daughter are arranging all the Chef collaborations with the artists. We have three artists anchored around Folk Art Market, Spanish Market and Indian Market, hoping to attract national visitors who come to Santa Fe. Three dinners will be held, 2 in July and 1 in August. The tickets will be \$250 a piece for each dinner and everyone gets an original piece of artwork as their take away gift. Jeffrey is doing hand drawn pieces of work and Arlene is doing a print. The dinner is very exclusive and will be for only 30 people. The profit is being split with the Santa Fe Cooking School.

- ii. FY 11-12 Planning – Sabrina Pratt

Ms. Pratt gave an update and said that they are not at the point of bringing a solid plan for how they are going forward. They are continuing to refine what they will be able to do with less staffing at the Gallery. Ms. Pratt made it clear to the City Councilors that they will not have smaller art for sale that we have had because of the time that it takes to contract with

Artist just doesn't match the amount of money that comes in from it. Three of the City Councilors are very supportive of the Gallery and the Artist having an opportunity to demonstrate and sell their art work. Ms. Pratt said they probably would be doing more artist demonstration model, seeing if they can time it when people are coming in to the convention center and they will have an audience encouraging them to bring work for sale and demonstrating how they do their work. They will continue with exhibits and staff is trying to figure out which mix of exhibits will be so that it won't be too burdensome for the staff that is available. Ms. Pratt is planning to have the Gallery Committee working on this some more in the next 2 weeks and will bring forward a plan by the June Arts Commission meeting. Should there be an opportunity to send information out to the Commission, Ms. Pratt asked that a quick response be returned to her in order not to miss a step as this requires great strategy and precision.

d) Other

i. Creative Tourism Initiative Update – Sabrina Pratt

The Creative Tourism Initiative is building and we are getting more artists having workshop sales through the website because it has been redone. It has been set up now so that there is a contact page so the contractor can tell when people are looking for a workshop and follow up with the artist to see if they booked the workshop. This was not an element that was in place in the past. Brent, who is the Contractor and is favored for next FY, is working on hotel packages. We are going to ramp up the ability to sell what the Artist have to offer by having hotels package lodging stays with artist workshops and his thought is that we will be aiming to make this happen during Spring break weeks next year.

ii. Storefront Art Installation Pilot Project – Julie Bystrom/Sabrina Pratt

Ms. Bystrom reported that a few months ago the Storefront Art Installation programs came to light in the office and Ms. Pratt asked if Julie would do some research on this topic. It is a great program, it is aimed at enhancing vacancies in an area by doing calls for artists. Julie has spent a lot of time talking to people in San Francisco, New York and Seattle. A call went out for Artists and a call went out for property owner's which is how we felt we could bring the property owners to it. Sabrina and Julie have met with a management company who represents a group of merchants in the downtown area and we talked about this concept. Everyone seemed very excited about it. The City Economic Development Division came on board and thought it was an excellent program and they are willing to fund it with a \$500 installation stipend for the Artist.

(Exhibit A) – details the program for the Temporary Storefront Art Installation program in the Santa Fe downtown area.

a. Selection Criteria and Committee

Ms. Bystrom said that they are looking for one member to be appointed by the Art in Public Places Committee, 1 member from the Arts Commission to join the Community Representative/The Santa Fe Downtown Merchants Association (2 members), Artist Representative and 1 member who is an Arts Professional.

Ms. Bystrom asked the Arts Commission for approval of the selection committee.

Ms. Sakiestewa asked if this would help or hinder the Community Gallery endeavor. She feels that this is a very good project and asked how this will help or hinder what they have discussed for the Community Gallery; could it somehow be part of this?

The Chair asked if Ms. Sakiestewa sees this as being competitive.

Ms. Sakiestewa said she sees this more like a little apple and a bigger apple, she feels they are very compatible. How could one be the spring board for the other.

Ms. Pratt said it is an interesting question and did not have an answer at this time. One of the results of the Gallery is that we have a much larger list of Artist established; we are more in contact with individual artists so it has provided a way to communicate when opportunities like this come up. Ms. Pratt said that they used that list which is comprised of 600 artists to announce this opportunity.

Ms. Pedersen asked about the way it reads on the Agenda as the Storefront Art Installation Pilot Project; is the thought to start with one or two and then expand it? Ms. Pratt answered, yes. Is there an upper limit? Ms. Pratt answered, not at this time.

The Chair asked, "What is the date for this project?" Ms. Bystrom said that the deadline for applications is June 1st with hopes to have them reviewed by June 14th with selections by June 30th. Ms. Pratt said that with this said, the Commission might see some proposals by the June meeting for approval.

Ms. Sakiestewa moved to approve the selection criteria, second by Ms. Pedersen, motion carried by unanimous voice vote.

Mr. Chavez moved to approve the selection committee comprised of one member from the Art in Public Places Committee, 1 member from the Arts Commission, 2 members from the Community Representative/The Santa Fe Downtown Merchants

Association and 1 Artist Representative who is an Arts Professional, second by Ms. Sakiestewa, motion carried by unanimous voice vote.

Ms. Sakiestewa would like for someone to look in to the safety requirements to identify who carries the insurance. Ms. Bystrom clarified that in doing her research she drafted two documents for both the artist and the property owners which shows the adjustment factor. All three entities, the city, the artist and the property owner will need to carry insurance. It was addressed and reviewed by the legal department. Ms. Sakiestewa clarified the safety issue more so than the insurance. Ms. Pratt said that this could be addressed through the committee or through one of the city engineers to review the type of project that goes in.

The Chair said that if no one volunteers for this position he would like to volunteer to serve in this position.

IX. Other Business

Ms. Pedersen asked if a name had been selected for the city poster.

Ms. Sakiestewa mentioned that over the weekend she had been asked a question which felt would be better answered by the Commission. Her suggestion is that when asked questions or inquiries of authority that require the Commission response they should always be sent back to the authority. She also cautioned that business cards should have the office phone number as the official phone number.

X. Event Evaluations

Joey Chavez: Women's Voices at Warehouse 21, well attended and very well staged.

Kerri Segell: Santa Fe Youth Symphony at St. Francis - Strings

Ramona Sakiestewa: Filming with Sabrina and Joe Abeyta
Attended NDI

Peter Pacheco: Attended NDI Gala.

Michael Namingha: NDI and Lensic Gala
Tour of NM School for the Arts, very impressed.
Folk Art of the Andes

Gail Springer: Nothing to Report

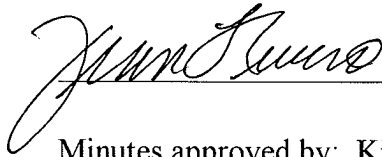
Anne Pedersen: Nothing to Report

Kirk Ellis: NDI, Folk Art of the Andes and Lensic Gala

XI. Adjourn

There being no further business to come before the Arts Commission, the meeting was adjourned at 6:15 pm.

Minutes submitted by: Fran Lucero, Stenographer



Minutes approved by: Kirk Ellis, Chair
