



Agenda

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SANTA FE ARTS COMMISSION

Monday, July 11, 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. June 13, 2011
- V. Fiscal Report
- VI. Report of Chair
 - a. Introduction of Guests from Icheon, Korea
- VII. Report of Director
- VIII. Committee Reports
 - a. Community Gallery
 - i. At the Artist's Table Fundraiser
 - ii. FY 11-12 Planning
 - b. StoreFront Update
 - c. Community Relations & Marketing
- IX. Other Business
 - a. Presentation by Mr. Han
- 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.

**Index Summary of Minutes
Santa Fe Arts Commission
July 11, 2011**

<u>INDEX</u>	<u>ACTION TAKEN</u>	<u>PAGE(S)</u>
Cover Page		
Call to Order	Call to Order by Mr. Kirk Ellis, Chair at 5:00 pm	1
Roll Call	By verbal roll call, a quorum was declared, 4 excused absence	1
Approval of Agenda	No changes from Staff or Commission Members on Agenda.	1
Approval of Minutes: June 13, 2011 Corrections: Page 5, line 4: preceeded – proceeded Page 7, Dorothy Masse – Massey Witter Binner Bitter Foundation	Ms. Pedersen moved to approve the minutes of June 13, 2011 as amended, second by Ms. Sakiestewa, motion carried by unanimous voice vote.	1
Fiscal Report	Informational	2
Report of Chair	Introduction of guests from Icheon, Korea	1
Report of Director	Informational	2
Committee Reports Community Gallery Artist Table Fundraiser FY 11-12 Planning Storefront Update Community Relations & Marketing	Informational	2-4
PRESENTATION	MR. HANN, ICHEON, KOREA (verbal and slide presentation)	4
Other Business	None	4
Event Evaluations	Postponed until next Meeting	4
Signature Page and Adjournment	The meeting was adjourned at 6:10 pm	4

**SANTA FE ARTS COMMISSION
MINUTES
July 11, 2011 – 5:00 pm – 6:00 pm**

I. Call to Order

The meeting was called to order by the Chair, Kirk Ellis at 5:00 pm, City Councilor's Conference Room, City Hall, Santa Fe, New Mexico.

II. Roll Call constitutes a quorum.

Present

Kirk Ellis, Chair
Ramona Sakiestewa
Anne Pedersen
Michael Namingha
Gail Springer

Absent

Peter Pacheco, Excused
Joey Chavez, Excused
Kerri Segell, Excused
Justin Bransford, Excused

Staff Present

Sabrina Pratt
Julie Bystrom

Sabrina Pratt
Julie Bystrom

Others Present

Anna Serrano for Fran Lucero, Stenographer

III. Approval of Agenda

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

IV. Approval of Minutes – June 13, 2011

Corrections:

Page 5, line 4: ~~preceeded~~ – **proceeded**
Page 7: Dorothy ~~Masse~~ – **Massey**
Page 7: ~~Sprinter~~ - Springer
Witter ~~Bitter~~ Foundation – Witter Binner Foundation

Ms. Pedersen moved to approve the minutes of June 13, 2011 as amended, second by Ms. Sakiestewa, motion carried by unanimous voice vote.

V. Fiscal Report –Sabrina Pratt

Lodger's Tax reflects that they ended the year at 5.13% over last year.

VI. Report of Chair

A. Introduction of Guests from Icheon, Korea

The Chair proceeded to introduce the guests from Korea. [Names on file with the Santa Fe Arts Commission] The chair offered congratulations to Mr. Hann for his presentations at the Santa Fe Community College and to Ms. Lin the interpreter. Ms. Kim Song was in attendance at the meeting and is from Santa Fe; she offers interpretations for our visitors.

VII. Report of Director

Sabrina reported on the Artist Emergency Fund meeting she attended on behalf of the commission. The federal laws have changes since the inception of this fund and control of this money has been lost. The actual decision on the use of this money for artist emergency is a decision made by the Community Foundation. She stated that the commission cannot be owners of the fund but if the commission wants to be facilitators they could do fund raising activities and add money to it to help our local artist. Ms. Pratt stated that Ramona might have some suggestions on this and important to know is that a quick decision does not need to be made. The balance in this fund is approximately \$100,000. The Chair asked if legally all distributions of this money needs to go through the Community Foundation what would then be the involvement of the Arts Commission. Ms. Pratt answered that through fund raising money would be adding money and promoting the program through the website so artist would know about it. The Community Foundation will never add money to this fund through a fund raiser; they would be looking to the Commission to do this.

Ms. Pratt reported that in addition to the guests from Korea they had a delegation from China which came about because the China Arts and Crafts Commission wanted to have a trip to see the Folk Art Market. There were 34 Chinese that came in on Friday morning and left on Sunday afternoon. They were invited to attend the Santa Fe Arts Commission meeting but were unable to attend. Ms. Pratt did take some of the Chinese from Shanghai to the Galleries. The Chair asked Ms. Pratt to foster these connections and relationships to follow up so we can be prepared for relationships down the road.

VIII. Committee Reports

A. Community Gallery

i. At the Artist's Table Fundraiser – The Chair offered his thanks to both Gail and Ramona. He stated that it was a wonderful event. It was nice to see the artist and the chef work together. The Chair encouraged the Board to come to remaining events this month and next month. Tickets are being sold for the July 26th function. It is expected that Arlene will do well as she has a great following. Ms. Sakiestewa explained the detail of the entertainment for this function.

Ms. Springer asked how does the funding work for these events; how the money come to the commission and how much? Ms. Pratt explained that the proceeds are being split with Partners in Education. They are doing all the work and one half of the net proceeds will come to the Commission. There are also donations of wine to this activity. Ms. Pratt stated that the direct cost has been printing cost, food cost, linens and round tables. All of the art has been donated by the artist and their time has been free.

Community Gallery: (Exhibit A) – Community Gallery – Mission, Vision, Goals and Core Programming. Staff has been working on this document and talking about the Gallery from now on being about exhibiting an array of local artist, artist interaction and offering artists professional development. The convention calendar has been reviewed and a plan has been devised as to what can be done until February, 2012. The new Uncommon Grounds Exhibit is coming up at the end of August. There is an exhibit tied to a convention that will be happening for a few weeks starting September 17, 2011. There is space for an additional one or two exhibit's in the fall. The Community Gallery may be closed at the end of year through January when there isn't much movement. Workshops and demonstrations by artists are being worked on during the time where there are a lot of people in the convention center. The Mayor and Council passed a resolution saying that something will need to be done during Hispanic Heritage month, between September and October. Provider development will include weekly night classes on different subjects. There will be an internet marketing class.

Ms. Pratt stated that there is a budget in place this year and provided a brief description of where the money has been coming from. Ms. Pratt distributed a brief summary sheet of where the money has been coming from and where it is going to be coming from. They will be spending time on selling small objects because of the bureaucracy of the city because of the time and effort it takes. Staff is working more on Grants and two of the committee members, Larry Soto and Art Trujillo are working on concepts for exhibits that will happen in 12 - 13 which will be put in to an NEA Grant application which is due in August. That will provide the money in 12 -13 to fund other repertoire. They will continue to work on the Artist Table in hopes that it will fund another \$5000 this year. Ms. Pratt asked for the Commissions reaction.

The Chair said that this process is a rethinking of the Gallery as a non-profit art center and community. At some point down the line it would be great if it would be a money making enterprise, frankly, we don't want to be in the business of running a gallery; renting space out, selling art, commissioning art. This seems to be a fairly good balance in what the gallery started to become and what it can become in the future.

Comments:

- Very interested in artist development. The gallery is being seen as a resource.
- Chair said that this might be a project for CRAM as it has always been discussed that there is a great need for promotion. We are handicapped to a point because the gallery is located in the convention center.
- The pursuit of a consultant; artist are not good writers. It is nice to have the consultant create the resume for the artist. Presentation styles have changed. It would be beneficial to have a consultant to train people.

ii. FY 11-12 Planning

a. Storefront Update – Julie Bystrom

She secured four additional properties for the storefront. Starbucks is the first exhibit by Valerie Rangel titled: Find the Beauty within Starbucks. The next installation will be by Max Lehman a Nambé artist, titled "Paradise of the Rain Gods". Ms. Bystrom said that she is working with really good property owners and that the article in the Journal was good and

helpful. The Chair recommended that a letter be drafted to these property owners that he could sign to thank them for their support. Ms. Bystrom is working on the signage.

b. Community Relations & Marketing

Anne reported that they are working on a press release to announce the grant recipients and the Mayor's awards and then posting on social media. In lieu of not having an advertising budget they will use social media since it is free as much as possible. The press release has not been sent out and the names will be published of the recipients. The Chair was please to hear this as he wants to be assured that they get a good attendance at the Mayor's Awards.

IX. Other Business

a. Presentation by Mr. Hann

Ms. Pratt introduced Mr. Hann. They are heavily involved in ceramics. [Slide presentation was presented]. Mr. Hann brought examples of his work. The group has met with IAIA and with the head of Art and Ceramic Design at the SFCC and has talked to many artists.

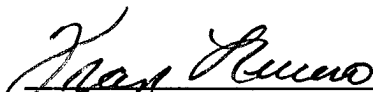
X. Event Evaluations – Postponed until next month meeting.

XI. Adjourn

There being no further business to come before the Santa Fe Arts Commission, the Chair called for adjournment at 6:10 pm.

Signature

Kirk Ellis, Chair



Fran Lucero, Stenographer