



Agenda

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SANTA FE ARTS COMMISSION

Monday, September 12, 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. July 11, 2011
- V. Fiscal Report
- VI. Report of Chair
- VII. Report of Director
 - a. Update on Tourism Initiatives
 - b. Update on Creative Cities Network Activities
 - c. Update on Inter-city Intangible Cultural Heritage Cooperation Network
- VIII. Committee Reports
 - a. Art in Public Places Committee
 - i. Art on Loan Proposal: Patricia Carlisle Fine Art
 - ii. Art on Loan Proposal: Zane Bennett Contemporary Fine Art
 - b. 2011 Common Ground: Art Exhibit and Prize
 - c. Community Relations and Marketing Committee (CRAM)
 - i. Mayor's Recognition Awards for Excellence in the Arts
 - d. At the Artist's Table
- 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.

**Index Summary of Minutes
Santa Fe Arts Commission
September 12, 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	2
Roll Call	By verbal roll call, a quorum was declared, 2 excused absence	2
Approval of Agenda	No changes from Staff or Commission Members on Agenda.	2
Approval of Minutes, July 11, 2011 Amendments: Ms. Pedersen referred to the Director's report and her recollection of the discussion regarding the Artist Emergency Fund. It was the opinion of the Commission that staff had enough to do and the commission declined to take on any extra responsibility at this time.	<i>Ms. Sakiestewa moved to approve the minutes of July 11, 2011 as amended, second by Ms. Pedersen, motion carried by unanimous voice vote.</i>	2
Fiscal Report	Informational	3
Report of Chair	Informational	3
Report of Director	Informational	3
Report of Committees A. <u>Art in Public Places – Debra Garcia y Griego</u> i. Art on Loan Proposal: Patricia Carlisle Fine Art ii. Art on Loan Proposal: Zane Bennett Contemporary Fine Art B. 2011 Common Ground: Art Exhibit and Prize – Julie Bystrom C. Community Relations and Marketing Committee (CRAM) D. At the Artists Table	<i>Mr. Chavez moved to approve the Patricia Carlisle proposal, second by Ms. Springer, motion carried by unanimous voice vote.</i> <i>Ms. Pedersen moved to approve the Zane Bennett proposal, second by Ms. Segell, motion carried by Unanimous voice vote.</i> <i>B-C-D -- Informational</i>	4

**Index Summary of Minutes
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Other Business	None	5
Event Evaluations	Informational	5
Signature Page and Adjournment	The meeting was adjourned at 6:00 pm	5

**SANTA FE ARTS COMMISSION
MINUTES
Monday, September 12, 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
Joey Chavez
Kerri Segell

Absent

Peter Pacheco, Excused
Justin Bransford, Excused

Staff Present

Sabrina Pratt
Julie Bystrom
Debra Garcia y Griego
Jim Bradbury
Brent Haniful

Others Present

Anna Serrano for Fran Lucero, Stenographer

III. Approval of Agenda

No motion made to approve agenda.

IV. Approval of Minutes – July 11, 2011

Amendments:

Ms. Pedersen referred to the Director's report and her recollection of the discussion regarding the Artist Emergency Fund. It was the opinion of the Commission that staff had enough to do and the commission declined to take on any extra responsibility at this time.

Ms. Sakiestewa moved to approve the minutes of July 11, 2011 as amended, second by Ms. Pedersen, motion carried by unanimous voice vote.

V. Fiscal Report –Sabrina Pratt

Report indicates that we are at the beginning of a new year, July was down -8.04% and in August 4.48%. % Comparison of total current vs. total previous same time last year; -1.2%. Financial report was presented to the commission for review.

VI. Report of Chair

Thank you to the members who were able to attend the judging of the poster. It was a fun session and an interesting compromise was reached and the Chair was very pleased with the results and comments from the Mayor.

VII. Report of Director – Sabrina Pratt

a. Update on tourism initiatives. Jim Bradbury and Brent Haniful

Jim Bradbury provided a status on the consultant's report which has been in the works for some time. The consultant spent a week reviewing the operations at the CVB and interviewing business partners in the community. They are attacking parts of this report which has also been to the city council and will involve some reorganization of the CVB in terms of personnel. A lot of it involves being under staffed in the sales positions; basically they have had Chris Madden working as a one man army and have done a great job. Chris recently attended a trade show and she will be active in the selection of sales people. There will be a marketing manager hired which is a new position and will concentrate on the leisure business. There is also a need for a Director of Operations and the advertisement for this position will happen in the future. The positions should be posted within the next week for the Marketing and Sale positions.

Mr. Bradbury commented that he feels they have a good marketing plan and focus group that are bringing in the comments on why people visit Santa Fe which is heavily our culture. Much of the information that is being gathered is being marketed in the social media and advertising. They have incorporate many of the Santa Fe local people in the advertising which is working very well. One example was the incorporation of Roxanne Swentzel in part of the advertising. Part of the advertising plan is focus on the state's that give Santa Fe the most business.

The Chair asked if there was anything the commission members can do to get the word out even to higher levels. Mr. Bradbury said the collaboration is a strong element, art is part of what is happening in Santa Fe and some of the reasons people come here and it is highly important.

b. Update on Creative Cities Network Activities

An invitation has been received from Japan to send a curator. Nicholasa Chavez will be the individual going to Japan. Debra will attend the exhibit in Seoul representing a handful of artists. Debra informed the commission of others that will accompany her on this trip in November, 2011.

c. Update on Inter-city Intangible Cultural Heritage Cooperation Network

Sabrina will attend the annual meeting in France promoting Santa Fe as a destination with visuals of the culture in Santa Fe. There will also be a big discussion regarding our natural resources.

Korean visit went well and their feedback was very positive.

VIII. Committee Reports

A. Art in Public Places – Debra Garcia y Griego

- i. Art on Loan Proposal: Patricia Carlisle Fine Art

Mr. Chavez moved to approve the Patricia Carlisle proposal, second by Ms. Springer, motion carried by unanimous voice vote.

- ii. Art on Loan Proposal: Zane Bennett Contemporary Fine Art

Ms. Pedersen moved to approve the Zane Bennett proposal, second by Ms. Segell, motion carried by unanimous voice vote.

B. 2011 Common Ground: Art Exhibit and Prize – Julie Bystrom

Reported that there were over 50 entries and talked about the manhole covers by Will Karp who was the winner. The dinner was very well attended. Ms. Bystrom will be working on a presentation for the City Council. Mr. Karp has a showing at the Wells Fargo Bank (Exhibit A – Email from Mr. Karp)

C. Community Relations and Marketing Committee (CRAM) – Anne Pedersen

Meeting is planned for tomorrow to discuss the advertising for the Mayor's Awards. Julie and Anne are working together on the cuisine for this event.

- i. Mayor's Recognition Awards for Excellence in the Arts
Discussion was held on the exhibit that should be used for the Mayor's Awards. It is important to create public awareness and for people to actually know about the award itself. It was recommended that the exhibit be open the night before the dinner to create this awareness. Julie said that they are hoping to have Pay Pal in place by next week for those who want to make their reservations and pay on line. An invitation will be created and the invite will also be available through E-Vite and Facebook/twitter with the event taking place on October 27th. Tickets will be sold at \$65 each.

D. At the Artist's Table - Ramona Sakiestewa and Sabrina Pratt

A meeting was held with Susan Curtis who is the Partner's in Education Director, two of her staff people, Ramona and Sabrina. There is a lot of enthusiasm about doing this again. They are great people to work with, the artist were happy to be included in this type of activity. The Chef's enjoyed it and we felt that everyone involved were very satisfied. The amount raised was \$7,000 - \$9,000 and it was split evenly and equally profitable for everyone. Ramona stated that she is use to raising more money than this but she was very pleased that no money was lost. It was a fun project and the future promotion and ways to raise revenue will be a little different knowing that there is now a good tracking of demographics.

IX. Other Business

Sabrina reported that the Nominating Committee process had a setback but it has been confirmed that you serve on the committee until replaced. An update will be provided by the October meeting.

X. Event Evaluations

Anne Pedersen: Santa Fe Opera, Site Santa Fe, Indian Market, Spanish Market

Ramona Sakiestewa: Folk Art, Indian Market, Site Santa Fe, SOFA, Santa Fe Opera (Folk Art went over and above to accommodate the people and the artist. There were a lot of sales opportunities missed, it was so hot, people just didn't want to wait and parking was unreasonable. It was suggested that they need to adapt a better way to make the sale.)

Joey Chavez: Folk Art Market, Indian Market, Warehouse 21, Spanish Market

Kirk Ellis: Folk Art Market, Indian Market, Site Santa Fe, SOFA, Santa Fe Opera. One of the highlights of Indian Market, they had a very successful film showing and it was free of charge, very well attended. It was a great addition to what they have been doing and it solidifies the importance and classification as a visual arts program as an awards category. Women of the West Exhibit at the Museum (continues to be an example of that museum being text heavy concept but not very user friendly curated and it was a disappointment.

Michael Namingha: Attended everything mentioned above and went to the opera about 4 times.

Gail Springer: Attended everything mentioned above and El Paragua.

Kerri Segell: Attended everything mentioned above, Aspen Santa Fe Ballet in July.

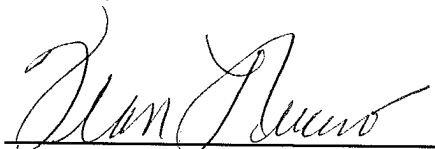
XI. Adjourn

Next meeting will be Tuesday, October 11, 2011.

There being no further business to come before the Santa Fe Arts Commission, the Chair called for adjournment at 6:00 pm

Signature

Kirk Ellis, Chair



Fran Lucero, Stenographer