



# Agenda

CITY CLERK'S OFFICE

DATE 8/1/12 TIME 4:43p

SERVED BY Debra Garcia

RECEIVED BY [Signature]

**-RETREAT-**

**SANTA FE ARTS COMMISSION**

**Saturday, August 11, 2012**

**Santa Fe Community Foundation**

**Board Room**

**501 Halona Street**

**955-6707**

**9 AM to 1 PM**

- I. Call to Order
- II. Santa Fe Tourism Market
- III. 1% Lodgers' Tax Program
- IV. 25<sup>th</sup> Anniversary Brainstorming Session
- V. Work Plan Update
- VI. 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.*

**MINUTES OF ARTS COMMISSION  
-RETREAT-  
AUGUST 11, 2012**

**CALL TO ORDER**

A retreat of the Arts Commission was called to order on the above date by Anne Pedersen, Vice-Chair, at approximately 9:10 AM in Board Room of the Santa Fe Community Foundation, 501 Halona Street, Santa Fe, New Mexico.

The following were present.

**Present:**

Kirk Ellis, Chair (arriving late)  
Anne Pedersen, Vice-Chair  
Joey Chavez  
Sandra Deitch  
Todd Lovato  
Ramona Sakiestewa  
Donna Scheer  
Gail Springer

**Members Excused:**

Michael Namingha

**Staff Present:**

Debra Garcia y Griego, Interim Director  
Jim Luttjohann, Director, Convention & Visitor's Bureau  
Cynthia Delgado, Marketing Director, Convention & Visitor's Bureau

**SANTA FE TOURISM MARKET**

Cynthia Delgado gave a presentation on the Convention & Visitor's Bureau's current and future marketing plans. The presentation included:

- Situation Analyses
- Target Market
- Brand Strategy
- Market Strategy

Throughout the presentation, Commissioners and staff commented on the findings and strategies. In conclusion, the Commission agreed that a greater level of coordination and partnership between the Arts Commission and CVB was critical moving forward. As a first step, Cynthia Delgado and Debra Garcia y Griego will work together to create a marketing and PR checklist that applicants to the Commission's funding program may utilize to ensure their individual efforts are supporting the CVB's city-wide efforts.

**1% LODGERS' TAX PROGRAM**

As a follow-up to this year's funding review process, the Commission had a discussion regarding the program criteria and how the Commission can approach its funding decisions in a manner that acknowledges the different levels of contribution organizations make.

During an open brainstorming session, Commissioners raised the following issues:

- How can the cultural contributions of smaller organizations be incorporated in the process?
- Are there ways the Commission can assist small and mid-sized organization in the areas of marketing and promotion as many of these groups are operating with limited staffing/financial resources?
- The purpose of the Commission and the criteria it is charged with assessing seem at odds. Is there way to incorporate the cultural contribution of organizations into the review? Other Commissioners expressed concern about placing the Commission in the role of judging artistic quality stating it was a slippery slope.
- Are we creating good institutions through our programs?
- How can the process be improved to ensure that it is not a punitive one?
- In what ways could forward thinking use of social media be incentivized without it becoming too easy to "pick on" on organizations that are not as far along in their use of it?
- Do organizations know where to go for help? How can we help organizations find resources?

The Commission referred the discussion to Funding Policy Committee to develop recommendations for review by the Commission. Specifically, the Commission would like suggestions for:

- Modifying the Commission's review criteria to include assessment of cultural contribution.
- Consider a technical assistance program for some organizations.
- Reframe the financial information to create a more logical picture of an organization.

## **25<sup>TH</sup> ANNIVERSARY BRAINSTORMING SESSION**

The brainstorming session was postponed to the September Commission meeting.

Staff circulated a 25<sup>th</sup> anniversary logo that will be used throughout the anniversary year, beginning with the Mayor's Arts Awards invitations. (Exhibit A)

## **WORK PLAN UPDATED**

A document outlined accomplishments and ongoing efforts under the current work plan was circulated. In addition, the Commission reviewed and concurred on upcoming priorities. (Exhibit B)

A priority was added: Leverage the 25<sup>th</sup> Anniversary to raise awareness of the Arts Commission.

**ADJOURNMENT**

Having no further business to discuss, the meeting adjourned at approximately 12:50 PM.

Approved by:

  
\_\_\_\_\_  
Kirk Ellis, Chair

Submitted by:

  
\_\_\_\_\_  
Debra Garcia y Griego  
Staff