



# Agenda

DATE 4/23/13 TIME 5:30pm

SERVED BY Debra Garcia

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**Special Meeting**  
**Arts Commission**  
**Friday, May 3, 2013**  
**Santa Fe Community Convention Center,**  
**Nambe Room, 2<sup>nd</sup> Floor**  
**201 West Marcy**  
**8:30 AM to 5:00 PM**

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Application Review Process Overview
- V. Conflicts of Interest
- VI. 2013-2014 1 % Lodger's Tax Applications
- VII. Community Arts Development Program Applications
- VIII. Adjournment

*Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520, five (5) working days prior to meeting date.*

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### **SPECIAL MEETING ARTS COMMISSION**

**May 03, 2013**

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**MINUTES OF THE  
SPECIAL MEETING  
ARTS COMMISSION**

**Friday, May 03, 2013**

**I. Call to Order**

A Special Meeting of the City of Santa Fe Arts Commission was called to order at approximately 8:30 a.m. on the above date at the Santa Fe Community Center, Nambe Room, 2<sup>nd</sup> floor, 201 West Marcy Street, Santa Fe, New Mexico.

**II. Roll Call**

Anne Pedersen,  
Michael Namingha (arrived later)  
Ramona Sakiestewa  
Todd Lovato  
Sande Deitch  
Gail Springer  
Gabe Gomez  
Kirk Ellis, Chair  
Donna Scheer

**Others Present**

Debra Garcia y Griego, Director, Arts Commission  
Rod Lambert, Community Gallery Manager.  
Charmaine Clair, Stenographer

*(Sign-in sheets are incorporated herewith into these minutes by reference.)*

Mr. Ellis reviewed the agenda.

*Mr. Namingha arrived at this time.*

**III      Approval of Agenda**

**Ms. Sakiestewa moved to approve the agenda as presented. Ms. Pederson seconded the motion and it passed by unanimous voice vote.**

**IV      Application Review Process Overview**

Ms. Garcia y Griego said each application would start with a three minute artistic sample and move to the Lead Reader followed by the Back-up Reader. Other Commissioners would then have an opportunity to comment.

Ms. Garcia y Griego reminded the Commission that those with conflicts of interest would leave the room before the artistic sample started and return after scoring. The members should not speak to the applicants and if a question is critical to the review the applicant could be taken out of the room to get the answer. She reminded the audience that applicants have a mechanism to write a note to correct factual errors.

Mr. Ellis asked Commissioners to stick to the criteria. He said a new approach would be tried this year and after the lead and back-up readers finish, the Commissioners would be asked if they had additional comments for each criterion.

Ms. Garcia y Griego asked the audience to introduce themselves and said she would continue to stop for audience introductions through the day.

*Audience Introductions: Daniel Werwath with After Hours Alliance, Inc.; Debra Ayres; Kristie Karsen with Santa Fe REP.*

## **V Conflicts of Interest**

*Conflicts of interest were noted as follows:*

Ramona Sakiestewa -	No conflicts
Gabe Gomez-	Santa Fe Music Alliance; the New Mexico School for the Arts
Gail Springer -	No conflicts
Sande Deitch-	No conflicts
Anne Pedersen-	No conflicts
Donna Scheer-	El Dorado Children's Theater, New Mexico School for the Arts; the National Dance Institute
Todd Lovato-	Santa Fe Music Alliance; Santa Fe Independent Film Festival, LLC
Michael Namingha-	FACT, Inc.
Kirk Ellis-	Santa Fe REP; Santa Fe Independent Film Festival, LLC

## **VI 2013-2014 1% Lodger's Tax Applications**

Note to Applicant: If funded this application will need to revise the project description and budget to provide at least half of the funds being utilized for marketing and promotional line items. The project for which the applicant is seeking funding does not include the scholarship program, which would not be eligible.

### **LT-1 New Mexico Dance Coalition**

### **No conflicts of interest**

*Lead Reader- Ms. Scheer.* The ability to foster creation, production and presentation and awareness of the arts is excellent. Their support of artists in town is the purpose of their organization and they do an excellent job and the organization's uniqueness is great. The New Mexico Dance Coalition makes it possible for various dance companies in Santa Fe to do what they do. The attraction of tourists happens in the Mono Mundo Festival. The Mono Mundo concert is stated to attract approximately 500 people to the event at the Plaza, but was unclear how many companies in the festival are from out of town. The Festival

benefits the tourists because they see the festival; however they don't come to Santa Fe especially for that. The organization works low cost and in public venues and all are outreach and available to the community. There is no outside of Santa Fe marketing, except for the Albuquerque Journal. The advertising program seems predictable and perhaps could go "outside the box." On audience demographics, the showcase of 700 attendees were probably the 500 that attended Mono Mundo added to the 200-300 for the showcase. In audience geography it was noted that only 23% of attendees come from outside of Santa Fe and 10% outside New Mexico.

Ms. Scheer said it would help her to know the manner in which the question *how people heard about the concert* was asked on the poll to document individual origins taken during Mono Mundo. The website, at first look, did not have their scholarship information up in terms of outreach and education programs, but is now posted. On form C it was noted that the project budget percentage of the total annual operating budget is 90 percent. The financial reserve of \$30,000 is great for a company of their size.

*Back-up Reader- Ms. Springer:* The tourist issue is about contributing to the festive arts atmosphere in the city. The local PR and marketing contributes to the tourist's decision on what they see to do and how much they see here. Even if an organization does not specifically attract people from other states, they contribute in their own way.

Chair Ellis- on *economic impact related to tourism*- The organization's maximum audience is 700 (500 for one event and 200 for the other) and is primarily a local draw. That is difficult to calculate hotel rooms, meals etc. because people might be on the Plaza and return home and there is less economic impact.

Mr. Gomez- on *promotion and marketing*- The video component could be leveraged in different ways and if used as a site specific to Santa Fe, could be good to leverage through social media channels and venues.

Ms. Deitch- pointed out that the applicant did not ask for \$10,000 or put money in for marketing or public relations.

#### **LT-2 After Hours Alliance, Inc. No conflicts of interest**

*Lead Reader- Mr. Namingha:* After Hours Alliance is also known as AHA and the request is \$10,000 for the annual AHA Festival of Progressive Arts at the Railyard Plaza on September 15, 2013 as combination music and arts fair with focus on emerging artists.

Cultural contribution- offers free booths and opportunities that allow artists to showcase what AHA describes as "progressive work." The Festival is a great opportunity for young artists to showcase their work to an audience outside the realm of a typical commercial art gallery and is something that Santa Fe desperately needs. The musical performances are very diverse; jazz, electro-pop, art rock and curation opportunities have been invited. The applicant mentions they want younger audience participation and this could be an opportunity for the arts organizations with younger students like Art Smart, Santa Fe Youth Symphony, IAIA or the Santa Fe University of Art and Design.

Outreach opportunities- the festival is free and has easy access at the Railyard. A significant portion of the audience was noted to be children and people over 40 and is confusing as to whether After Hours wants to deviate from their original concept of artists in their 20s and 30s. The applicant states they want to reach a

more diverse group ethnically in the 18-25 age range. Opening up some of the territorial opportunities to someone in IAIA or Santa Fe University of Art and Design might help; or inviting someone from one of those organizations to join their board; or contacting young artists in Espanola or northern New Mexico or Albuquerque, could open up new avenues.

The applicant states they want to expand their audience for the attraction of tourists because "as an economic driver, a local audience would just not cut it." The applicant hopes to expand their audience more regionally through their artists and musician networks, marketing and social media. The Festival is unique for Santa Fe and all of those markets exist, but none are for young emerging artists or musicians. The Festival came out of MIX that saw the need for this in the community.

Promotion/Marketing- AHA talks about their strategy for relying on their socially media savvy audience, but their Facebook group has only 437 members. The application states they will use social media to target their regional networks of members and hit blogs on magazines etc. The website is being upgraded, which is good because currently it is basic for a group so connected via the web. The applicant should use links for the Facebook page, Twitter feed, etc. and would benefit by a blog on their website and a donation button or link to Indigo Crowd funding options.

Mr. Namingha said he visited their Indigo Crowd funding site from last year and a thousand dollars was raised with a match from Blue 102 and Santa Fe.com. He suggests testimonials from participating artists would be good. The applicant boasts that their Festival is progressive and it could be fun to have artists create an online installation feature. There is a lot of potential for engagement for participants and their audience.

Economic impact- Mr. Namingha was surprised by the amount made by artists' sales of \$100 each. He wondered if that reflects a low price point or that the public just isn't interested in purchasing art. He said if artists don't have sales they wouldn't want to participate and is why he feels the applicant could benefit by testimonials on their site.

AHA is asking Railyard area galleries to offer free admission on Sundays. Mr. Namingha thought galleries were free and possibly the applicant meant to say: *be open* on Sunday. He suggested an AHA guide to Santa Fe could be a good source of advertising dollars. Mr. Namingha noted that the budget states they don't solicit commitments until June and with \$46,600 pending, seems a lot to raise in a few months. The applicant might benefit by adding diversity to their board.

*Back-up Reader-* Ms. Pedersen: She had trouble figuring out precisely what the applicant was trying to do. In general the application was well written, but the mission statement left questions as to what the challenges are. The organizational history states the organization was founded to address the under 45 age demographic that identified a lack of nightlife as the largest problem facing their age group. She is trying to determine how this Festival connects to that.

Cultural contribution- This is a good addition to the cultural landscape and she likes that they seem to have a realistic approach to growth and would gradually expand; there are no over leading ambitions to hijack the project. She questioned where the application is going in terms of creating viable nightlife in Santa Fe and which foundation of the \$7500 listed is "foundation support;" a significant amount for a young organization. She wants to know the methodology of how the applicant calculates their audience and the

ethnicity and the more specific the better.

*[Administrative Clarification: Ms. Garcia y Griego said because the issue of nightlife was raised, she feels it important to look at the full paragraph on the organizational history: the concept treated "nightlife as a generic term for networking of activities related to music and the arts as relevant to younger demographics that typically engage both socially and culturally at night." She said the sentence above that goes on to explain that the term "nightlife" is used to indicate more of a need for social networking.]*

Ms. Pedersen said it could have been a little clearer because of the way people think of nightlife. She also thought the use of the word *progressive* is something that people have a snap judgment about though she understands why it is used. She suggested the term might be worth revisiting for broader appeal.

Mr. Ellis stated for the record: the applicant does have their own definition of *progressive arts*, which they include in the project description. They state "a term we coined to describe the innovative boundary pushing both aesthetically and commercially nontraditional work we saw being created by noncommercial artist."

Mr. Gomez- the Festival is going on its third year and the applicant addresses the systemic issue in their mission statement that this is not a market driven model. The idea that the Festival is in the Railyard is a different kind of modality and you literally "enter into it." He thought it interesting that the applicant understands the market enough that they have gone to other markets to drive markets specifically. He said if the organization's goal is to reach a more diverse audience that should be reflected from within and recommends having board members that reflect their target demographic. AHA's cultural contribution is the exposure for artists disenfranchised by the bigger gallery mechanism.

Ms. Sakiestewa on Promotion/Marketing- She likes that the applicant was going outside the area and she was willing to give them a pass on the fact this is their third year. The budget *is* a project, and 97% of this is reflected as a project, and hopes not just in-kind help will run things in the future. The applicant seems to be on a track for their third year and has both interesting material and way of marketing.

Ms. Scheer on Education- the way the applicant is phrasing education implies this is part of the event itself, rather than a separate program.

Ms. Garcia y Griego reminded Ms. Scheer the criteria is outreach and the education programs and the quality was discussed by the panel. She said the issue did come up with the panel with this application and others and that discussion has been had with those charged with the criteria.

Mr. Ellis- appreciated how refreshingly honest the applicant was about their strengths and weaknesses and stated in their narrative they had proven success as a platform for emerging artists. They also admit they could do a lot better in terms of diversity and marketing and was nice that they know where they could improve. The fact that the applicant is coming for money on their promotion and marketing to help them improve their outreach is well done.

*Audience Introductions: Jerry Wellman with Axle Contemporary; Lisa Valeharia with ART Smart/FACT; Janey Potts representing Coro de Camara, Santa Fe REP, Canticum Novum, and Eldorado Children's Theater; Sandy Bryce with Coro de Camara.*

### **LT-3 Coro de Camara**

### **No conflicts of interest**

**Lead Reader-** Ms. Springer: Coro de Camara applied for \$9,125 and has a 29 year history producing choral concerts in Santa Fe that demonstrates their artistic contribution with the community. They have professional directors, varied and unique programming and challenging musical material and each director has brought his artistic vision into the group, drawing on the talents of the singers as well as the curiosity of the audience of 500 annually.

**Outreach/Education-** The program is small and relies primarily on free performances at Christmas and proposed free outdoor performances at the Santa Fe Railyard water tower series. One high school artist apprentice singer is taken in, which is an honor and a challenge considering how small the group is. Collaborations or educational outreach with other organizations was not mentioned; although the program notes are educational for singers and audiences.

The majority of the audience members are local, although the application's anecdotal comments are from out-of-towners. A 2010 audience survey was unclear how many tourists go to Coro de Camara concerts. The presence of the organization contributes in a small way to the community's cultural appeal. The organization would need to identify itself in a more specific and unique way separate from other Santa Fe choral groups, in order to attract tourist dollars.

**Promotional/Marketing-** Seems appropriate for the size of the current audience. The website was clear and included photos and text, but had no music and there was a simple "purchase tickets at the door."

**Budget:** The application includes direct expenditures from producing this season at \$15,000 and indirect is over \$7,000 based on assumptions about the audience behavior. Useful to know would be if the indirect figures were drawn from an audience survey or from a reliable data gathering process. In the expenditures, the \$9,125 requested from the Arts Commission is to cover an artist fee, assumed to be the conductor's and other PR/Marketing and rent and supplies. The singers participate without a fee. The board is made of a diverse background and 5 out of 6 are also singers in the organization.

**Back-up Reader-** Mr. Lovato: Statistics that helped him were the 2010 census makeup of Santa Fe: 48.7% is Hispanic Latino and 46.2% non Hispanic/white. He used that as a reference point when thinking about city funding and representing the diversity of the community.

**Outreach opportunities-** The new director, Andrew Alegria, brings a fresh take in terms of outreach opportunities in the coming year with his Cuban American background. The applicant states: *they are confident that the young cultural background of the artistic director will increase and instill a younger and more diverse audience.* The audience makeup is 33% above age 65 with 94% white ethnicity.

**Attraction of tourists-** The applicant gives anecdotal quotes, but in terms of economic impact or calculable figures to score, he would like more to grab on to. The applicant estimates that 10 people will come from other parts of the United States for Santa Fe concerts for a total audience of 500 and five people would be from international; resulting in a total of 15 people in a grant application for a Lodger's Tax.

Mr. Lovato said this is a great group and they love what they do and have passion. The program has been revenue neutral; the organization makes enough to do exactly what they do and what they *want* to do. He



looks forward to their work in the future, but wanted to point out the numbers because being contextualized in the Lodgers' Tax is a concern for him.

Mr. Ellis- While the Commission is obviously looking at ways in which every organization can increase its diversity and encourages that, they must be cautious not to penalize a group that reaches an audience that is its target audience. The statistics Mr. Lovato has given are helpful as the panel looks at the demographic figures.

Ms. Pedersen- Should be more stylistic on the application and beware the use of the word *unique*, after a while means nothing.

Ms. Sakiestewa- Bringing 15 other musical people from out of the state is a substantial way to attract tourism because Santa Fe is a mosaic of different things. What makes this group happy makes the whole community happy and in her book. The applicant is focused on the small demographic and economically neutral and the fact that out of state people come to Santa Fe and word of mouth spreads is good.

Ms. Deitch- The organization spends \$5,000 on artistic contract fees and only \$1000 on Marketing/PR and if they want to attract more people should spend more on Marketing and PR.

*Mr. Ellis recused himself from the next proposal and Ms. Scheer led the group in his absence.*

#### **LT-4 Santa Fe Rep**

#### **Conflicts of interest: Kirk Ellis**

*Lead Reader- Mr. Gomez:* \$10,000 request is to cover the cost of a three production season. The core of the organization is access and exposure to new and established theater work, which has been consistent since the founding in 2009. Also includes major work and work penned locally and all stages include localized resources of professional theater.

Promotion/Marketing- Because of the kinds of relationships built, there is an opportunity for a wider audience. Typically shows are sold out and there are several venues and points to a fulfillment of need of music theater in Santa Fe. In terms of uniqueness of project, there is audience engagement; *The Cradle Will Rock* uses the idea that the audience is very aware that this is an artistic production and that the actors are sitting on stage etc. and is a different kind of experience. *The Cradle Will Rock* has a clear purpose among other plays and is breaking down barriers. Other plays such as *Gross Indecency* by Moises Kaufman will appear at the opera *Oscar* in July. The organization uses the word *alliance* which is unclear and a little concerning how this play will work with the opera. Mr. Gomez said this is "ambitious" theater collaboration with other very well-established institutions like the opera.

Another project *Santa Fe Sam* is an original work by a local writer and educator and the film is posed in parts, as education in the classroom. The project would go to different schools and organizations throughout northern New Mexico and will be translated into Spanish. This work casts a broader net for accessibility and serves art in the schools.

Outreach/Education- *Santa Fe Sam* is accessible to students and free and not only breaks down the language barriers, but the production is taken to the audience, which is important. There is no clear strategy of how that would work and is still anecdotal. He would like a clearer strategy on how they would

bring theater to the students. Again, on *Gross Indecency*, no clear strategy on who, what, when, why and how the production would parlay into the production of *Oscar* at the opera. Mr. Gomez said he failed to find a clear answer to the question *how do you encourage further participation*.

Tourism- There is a database of attendees and Santa Fe REP communicates with them directly and is important to have a mechanism to gather information on who the individuals are.

Promotion/Marketing- There is a good balance overall of what the organization does and when and how, but the marketing model is basic and based on maintenance. Mr. Gomez said his definition of basic is: if there is no evidence of growth, it is effective for the local community if the goal is only to attract the local community. If the organization wants to take specific steps to branch out it would be useful to look at publications such as New Mexico Magazine or regional publications. Also important is a basic marketing plan. There is no difference from other organizations and Santa Fe REP is doing everything everyone else is doing. One of the markets for growth is to do something everybody else is *not* doing.

Mr. Gomez noted specifically in marketing, there is evidence of plenty of local coverage and there are tours for donors and other participants. He did not notice if there is a concerted effort to invite press to the events. He recommends for exposure, that press be invited to rehearsals, back stage tours, etc. and to look at the larger strategic end of marketing and develop a relationship with the national press. He noted the Santa Fe REP board has a lot of muscle and experience and possibly knows people in the national press. New Mexico Magazine has a broader reach of about 90,000 with the majority of the subscribers living out of town. He said this is a theater company and if the ambition of the program is within what is being produced, that should be matched by the marketing.

Mr. Gomez said the organization is on the website, which is decent. He noted the tagline on the website "real experience for professionals" and is not sure how that ties into components of musical theater.

Economic impact- The \$10,000 would be used 100% to produce the projects and is truly a local venture; the tech people, the actors, the space all are localized.

*Back-up Reader- Ms. Springer:* More clarity is needed on things such as the number of schools and location, the children, the names of locations in the underserved outreach program. She had the same issue about the attraction of tourists; if there is a way to add to the questionnaire to find out if the tourists specifically come to attend the Santa Fe REP. The application states that out of 1800 audience members 1,205 are from Santa Fe and the rest from elsewhere; it would be good to know more about that. She would suggest exploiting more national markets/outlets as a direction for the future.

Ms. Pedersen- The application is unclear. The description of *The Cradle Will Rock* was borderline incoherent. She was struck by the statement on the premiere of *Oscar* in July; the location of the play is "to be announced."

Ms Scheer on Artistic/cultural contribution- The use of the word "alliance" is problematic because she doesn't understand if that means the other company is producing/co-presenting, co-promoting, or if they are simply doing a performance at the same time.

Ms. Scheer on Promotion/Marketing- She visited the Facebook page which has a seen a flurry of recent posts due to the Women's Voices Festival and prior to that was a while ago. She encouraged further

regular use.

Ms. Sakiestewa- on the Budget- She found the budget small and the total pending \$50,300. The application states all of their creative and technical staff is paid, however; total pending income is anticipated. There is no deficit because the new director made up the difference. That is not a way to run a business and that gives her pause in general that this is not financially well structured organization.

*Mr. Ellis returned to the room at 9:44 a.m.*

**LT-5 Axle Contemporary**

**No conflicts of interest**

*Lead Reader-* Ms. Deitch: The organization requested \$10,000 from the Lodgers Tax; \$1,580 for artistic contracted fees and services and the biggest expense is marketing and PR. She combined *Tourism, Contributions and Outreach* in one paragraph: Axle Contemporary is a really innovative program that travels in a van. Their programming is artwork for sale and performances and usually attracts large audiences; the application states over 5000 of local, regional and many tourists. Performances are free and they receive press from the New York Times as well as other cities. Axle sells T-shirts, art work and books and expanded their activities into web-based exhibits and different venues that span schools and colleges, which bring people out to see them.

Promotion/marketing- she was impressed by the many outlets used that include media, social media advertising and website. Their daily schedule is available on an attractive and informative website and attracts audiences in other ways. The applicant recently did fundraising online for public art and a poetry project. Axle states that over 6000 people visit their website and their audience is about 5800 people of different ethnicity, backgrounds and ages.

Economic impact- The artwork sold is by local and regional artists and Axle gives another way to sell their work. The van is driven around the city and attracts audiences and businesses and restaurants also benefit. Their donor and foundation support has increased in the past year and points to their reputation and success. She questions if Axle has a backup plan to raise money; earned income is small and grants don't always materialize. Two people work full-time in the organization and she questions how they are supported and if they are paid and whether there is need to increase their advisory committee and board to help with fundraising. Axle also adds to the vibrancy of the art community to have something like this on the streets, in the colleges and in the schools etc. The van is accessible to those who wouldn't normally go into a museum. The program is interesting and innovative and she supports that.

*Back-up Reader-* Ms. Sakiestewa: The application has articles and reviews shown of previous appearances, but Axle can only sit on their laurels for so long. This organization would be great if there was a mobile phone app to quickly see where the van would be. The organization has done two important things for the community; they demystified the process of making art and one could participate in art making and art viewing and their exhibits focus on the process and clearly bridge who can appreciate art and who cannot.

Outreach- One of the organization's strongest components in outreach and serious relationships, and not necessarily art, with other art organizations and venues in the community of all types. The project is an important venue for the community and for those who come to the city.

Mr. Ellis- Axle actually creates an art happening when they arrive and becomes spontaneous. He said tourism could be measured in two ways, people from out of town, but also bringing people in town to an event they might not otherwise go to.

He said on Mr. Lovato's earlier point about the demographics of the city; it is interesting in Axle's demographics there are 1900 Hispanic viewers and 1000 of those are age 18-24 out of the 5000 person audience.

Ms. Pedersen- She would like to see elementary schools in the quality of education programs. The eight-year-old boy in the sample was an indication that could be a huge audience and a great contribution. Axle's book publishing shows a lot of energy and optimism.

*Promotion and Marketing:* Mr. Gomez said he is really impressed with the marketing plan for two reasons: the organization understands value of earned media, i.e. articles written about them. That has leverage in many ways. Key is that Axle understands the power of building relationships with the journalist outside of New Mexico. The organization is well-rounded and understands and has all of the predictable presence of social media: Twitter, YouTube, Pinterest, etc. and updates that monthly and some of the apps are already on the Smart Phone. This is clearly adaptive and translates from the concept of a mobile gallery and making art happenings, to how it promotes itself. This is a great model on the marketing side.

*Note to Applicant:* Per the application guidelines the funding may only be utilized to support programming within the northern portion of Santa Fe County. If funded this applicant would need to clarify the geographic locations of the project venues and update the project description and budget to remove programming that occurs outside of that service area.

#### **L T-6 Canticum Novum**

#### **No Conflicts of Interest**

*Lead Reader- Mr. Lovato:* the request is for \$10,000 for the 2013/14 concert series for two orchestral/choral concerts of two performances each that features neglected musical works ranging from the 17th through the 21st centuries at various venues in northern New Mexico. Overall this is a great organization but the application suffers from a lack of specifics. *Artistic/Cultural contribution-* What makes this group great is that they pay their musicians and are one of three choral ensembles that does, as well as the only organization that presents all of their performances with orchestral accompaniment. They are made up of 99% local musicians. Culturally the organization offers access to rare works and that is valuable and creates a niche audience for interest. The company is prolific in their performances, and has presented 47 performances of 23 different programs since 2005.

*Ways the project could make a greater contribution:* Their education outreach falls short and in regard to their contribution to the community, this is a fairly insulated niche of interests. Outreach- free rehearsals, concerts and community series are offered. *Where this could be enhanced:* discounted tickets are offered, but a lot of groups do that. He would like to see specifics on the number of young musicians benefited; there isn't any information. He wants proof when they say "the special efforts to reach underserved community and special-needs constituency are at the forefront of marketing efforts and the development of their organization." The demographics are great. Reach is about 4000 and almost half ages 18-24 years and if correct, penetrates an audience not typically engaged in this type of music. He supports that. He

noted that the audience is shown as 93% white.

Attraction of tourists- this is a unique classical music experience of chamber choral/orchestral music that might have draw for people coming to Santa Fe with that interest. Outside of that it would take effort in the organization's marketing mix to reach audiences. The marketing mix is fairly ordinary in terms of reach and is local. *How the ability to attract tourist could be increased:* While there might be an attraction potential for youth, the underserved and out-of-towners; the current figures in the marketing plan do not communicate that.

Promotion- Overall seems to have strong consistent ties with local media; the applicant knows what channels are effective; the website is nice and they stream music on their site, which is great; although in 2013, you should be doing that. In terms of improving promotion: The marketing strategy is basic and a locally targeted mix and there is room for expansion.

*Back-up Reader- Mr. Gomez:* The organization is playing a specific kind of chamber music, but is innovative because that is usually only seen in major cities and markets. There is value with very clear directives throughout the application and they know who and what the organization is and who their target market will be. He questions why he has never heard of the organization as an avid music listener with many chambers in town. Marketing- Passive; the program sits there. He recommends the applicant increase the media list and invest time to expand the list that goes beyond this state. The organization should be marketed to a much broader market, because it is a real gem in the community and not to bring in tourists is a lost opportunity.

Mr. Ellis- This organization has been to the Commission before and sometimes gets a great deal of criticism because it is a niche market. He was impressed that the organization listened to his past comments. In the past it was mentioned that organizations tend not to specify why they are important in a certain market; this application states what Canticum Novum does that is different and that is important. He also was surprised by the demographics; virtually 2000 of their audience is 18-24 years and another 1000 25-64 market range, but the marketing plan does not reflect the younger audience and the marketing plan is probably the weakest element of the proposal.

Economic impact- The application does not successfully address the tourism question. Their numbers of 1,617 of audience members (roughly a third) are from Santa Fe and overwhelmingly local. They claim \$234,000 in economic impact, but with two thirds of the audience local there are probably not rooms used overnight. The multipliers used are not valid and there is inconsistency in the way the audience figures are tabulated that should be addressed.

Ms. Sakiestewa- Ticket prices are good and the organization does know their audience and their educational outreach creates an 18-24 years impact. She likes the reduced tickets for youth and military because with free tickets there is no way to track them or know how they were used. Economic impact: this is one of the pearls in the city. The organization is small but important and is what makes up the fabric of this community.

Ms. Springer- the economic is substantial and significant in that 55 local orchestra and choral members are employed four times a year.

Ms. Scheer- Regarding the ticket price- she agrees that it is great that a discount is offered; however, she noted the applicant's comment at the bottom: "additionally no patron is ever turned away due to lack of resources." She suggested the organization introduce the "pay what you can" concept as an outreach opportunity, rather than put the onus on the patron to say they want to attend, but has no money.

Ms. Deitch- The organization is very fiscally responsible, because the board helped them raise money when they had a loss. She thought the marketing budget should be increased. She said the private support of the organization is \$30,000 which is a lot of money and only \$1500 is spent for Marketing/PR and \$1000 for printing and publication. That points to the fact that they are not getting the word out. The organization is asking for money for artistic contracts and fees and should have a larger marketing budget.

Mr. Gomez- The loss was experienced because of an expansion failure into the Albuquerque market. On economic impact - the organization is going to pool their resources and keep this in Santa Fe, grow the market, maximize and venture it, but that was not shown.

Ms. Pedersen regarding Economic/Outreach- Their board is 50% retired. The organization might consider getting younger and media savvy people on the board to increase their visibility and address some of the issues that surfaced.

*Gabe Gomez and Todd Lovato left the room due to conflicts of interest for the next proposal.*

**LT-7 Santa Fe Music Alliance Conflicts of interest: Gabe Gomez and Todd Lovato**

*Lead Reader-* Ms. Scheer: She noted the organization is newly formed last fall and intend to do for music similar to what is being done by New Mexico Dance Coalition for dance; to support musicians, and their needs etc. The application is unclear in general and does not show how that would be done. The application feels like a young organization with many of the responses "we could do" and "we might do it this way." The application dated in February states their website would roll out in the next few weeks and now in May there is still no website. The application talks about artistic samples and press photographs and said the press reviews and articles were too lengthy for efficient presentation in this format. She did look at them and they are not that long. The organization's goals for artistic and cultural contributions are great, but they lack clarity and the applicant seems to philosophize.

The applicant has requested \$10,000 and in their project description seems to be planning a late summer music festival said to be in its third year; but their organization is in its *first* year. The event sponsors help for local musicians to be seen and promoted and the application mentions they also will bring in national "headliner acts," but there were no specifics. The lack of information limits her from knowing who might come to see the national headliner acts and there is the same lack of information for the attraction of tourists and marketing. The application states that music is a major part of the community and visitor attraction, especially those in the 35 to 50 age demographic. She assumed the organization wanted to target that age and marketing would align with that. The application states they would do "promos on the band tours" and she made the leap to the assumption that they are saying the "headliner" acts will advertise about coming to Santa Fe to take part in the festival; and/or, that their other musicians who are local would say "come back and see us in this event," but the applicant didn't state that.

Outreach opportunities- Outreach is vague and the application says that the project is specifically designed

to reach out to audiences other than those who traditionally attend light music events. That contradicts with the previously stated *music is a major attraction to the 35 to 50 age demographic*. How the audience demographics were determined is unclear, and whether they used attendance at prior-year festivals. The organization accounts for 1,250 people on the top, split into age and on the bottom geography a total audience of 2500 is used.

Attraction of tourists- One statement is that the main purpose of the project is to attract tourists and foster community among local artists, which is great. The statement "We *expect* to hire national and local headliner acts" turns into on the other side: "The music festival will hire....

Ms. Scheer said the organization is doing well on their marketing plan, which seems reasonable for their youth; they are hitting the band promos and using podcasting and have a Facebook presence; although they talked about Facebook and Twitter reaching members in the "tens of thousands." Their Facebook page has 440 or so "likes", she assumes through their bands. To say: "will obtain and distribute posters and flyers for these events" is a problem; the organization needs to be more specific. The applicant states the Santa Fe Music Alliance will put on a social media print, poster, flyers and word-of-mouth promotional extravaganza to build and promote these events; is unclear.

Economic impact: If the organization is bringing in headliner national acts from drive markets, something will develop out of this type of event. The organization cannot say they anticipate visitors and locals will [spend] \$150,000-\$200,000 as a result of the festivals, without documentation. On quality of educational programs: it is unclear what "we're dedicated to mentoring workshops and other programs" means.

Financial: Ms. Scheer said she couldn't make the math work on the budget. She would have appreciated an update, even though the applicant is not required to produce one; the application talks about a second event on Valentine's Day and mentions the event on their Facebook page. They state they would be happy to supplement the application with monthly receipts and expenditures going forward, but that wasn't done. That would have been nice in the specifics category.

Ms. Scheer said she wants to support what the organization wants to do, but isn't sure what that is.

*Back-up Reader-* Mr. Namingha: He said he went online to read the project description and had to read it three times because he wasn't sure what "Make Music Santa Fe" and the other festival are. The website for Make Music Santa Fe Festival has not been updated since last year. A Spring Fling concert at Warehouse 21 received press from the New Mexican and only knew that because of his Google research on the organization.

Mr. Ellis- He thought the organization has come to the Commission too early, because the application lacks any degree of specificity. There are good intentions, but distressingly few actual statistics and he has a hard time scoring on the basis of potential. There are also problems with statistics statements such as "Santa Fe doesn't have enough musical events." The Commission has looked at several today and is only a third of the way through the applications. He said if that is true that Santa Fe doesn't have enough musical events, why would the organization only estimate an audience of 2500 people?

Ms. Sakiestewa- She was surprised the application wasn't clipped in the review panel. She said even if they received the money the budget is not one that an organization could be built on, not to mention an event.

The application is unspecific and it is not her job or the panel's job collectively, to psychically divine their applicant's intentions.

*Gabe Gomez and Todd Lovato returned to the room.*

**L T-8 Southwest Roots Music, Inc.**

**No conflicts of interest**

*Lead Reader-* Mr. Lovato: The application is for \$10,000 to provide up to 20 music events at a variety of Santa Fe venues and to place outreach programs featuring interactive African drumming demonstrations and other activities for K-12 schools throughout the season in an ongoing series. He noted that Southwest Roots Music use to put on the Thirsty Ear Music Festival. He said the proposal has become more about funding the acts that come into town to play a variety of venues under the banner of Southwest Roots Music.

*Artistic/Cultural Contribution-* There is a diverse musical programming for Santa Feans and visitors and some acts could bring people from neighboring cities, such as Taos and Albuquerque. Mr. Lovato said splintered into concerts might have a wide reach, but regarding tourism draw/impact and cultural contribution stamp on the community, he yearns for the days of the Thirsty Ear Festival.

*The Outreach opportunities-* Includes discounted tickets for various groups. In the past booth space was provided for various organizations but doesn't make sense now. Regarding Attraction of tourists- There is good penetration in nearby areas. There are pros and cons to the fractured approach and one is measurement; it is harder to measure tourism impact when putting on 20 shows at various venues throughout Santa Fe.

*The Budget narrative-* The application states "due to ownership changes, we recently lost a viable venue for our largest event, the Thirsty Ear Festival. We are not sure what the future holds for this event and places a large variable on the budget, which is smaller than in past years." In terms of how to interpret the organization and its role, the Thirsty Ear Festival is floating and without the festival it is good, but would require more discussion in terms of impact.

Mr. Lovato said in the provided material, he would have liked the Arts Commission logo on their sponsorship, as well as the many other sponsors. Economic impact: The festival and the location venue have been hit hard by depressed economy and heavy emphasis is put on what has been done. It would be nice to see fresh educational outreach ideas and specifics on what the funding *could do* in the coming seasons. Marketing/PR: There is good emphasis and the organization knows their target audiences and how to reach them and draw them; overall it is more an identity issue.

*Back-up Reader-* Mr. Gomez: Important to note is that above and beyond the Thirsty Ear Festival, Southwest Music has produced shows in conjunction with the festival and has a track record of producing shows outside the June festival. To measure impact; they are shifting priorities to one segment and more about promotion of shows in different areas and that is a different field completely. The Thirsty Ear in regard to music festivals in the city was one of the longest successful running and in terms of their contribution to the community; it should be noted that the organization lost their main venue but adapted. That kind of ethos is throughout the organization and also seen in their marketing. The applicant understands there is a shifting priority from print materials to online and is shifting their identity.



Mr. Gomez said the pluses of the organization are their great promotion and that they adapted to the changing landscape of the marketing world and their changing needs. With the exit surveys: they understand how to use the power of who their audience is and how that shapes who they are. The promotion budget line items show that the organization knows how to spend money.

Returning to Economic Impact- This is a resilient, well thought of, well organized and executed organization. He would like to see more New Mexico bands and local bands and when talking about folk and roots music, New Mexico has a rich history.

Ms. Deitch- on Cultural contribution- She heard the Algerian drummer perform at the Gonzalez School and that was amazing and the drummer has performed at Gonzalez more than once.

Mr. Ellis- on Outreach- Southwest Roots also does a free Outside-In concert.

Ms. Sakiestewa- on Outreach- This is one of the few organizations that is deeply committed to traditional music and families with children and is a cradle-to-grave approach for audience development.

*Audience Introductions: Mike Dellheim with Outside-In; Gale Quint with Sangre de Cristo Chorale; Frank Ragano with Parallel Studios; Kimme Green and Jacques Paisner with Santa Fe Santa Fe Independent Film Festival; Vanessa Medina with Pandemonium Productions; Joanne Dwyer with Alzheimer's Poetry Project (listed as the New Mexico Literary Arts.)*

*Mr. Ellis left the room due to conflicts of interest. Ms. Scheer led the discussion.*

#### **LT-9 Santa Fe Independent Film Festival, LLC Conflicts of interest: Kirk Ellis**

*Lead Reader-* Ms. Pedersen: The sample video is also on the website. Request is for \$10,000 for the fifth annual Santa Fe Independent Film Festival (SFIFF) October 16-20, 2013 for screenings at venues around Santa Fe, in addition to daily educational panels and workshops with visiting film makers and industry professionals. *Artistic/Cultural contributions-* This is an event of five days of screenings and panels and is a very good blend of the greater of the New Mexico industry; 90% of the films have New Mexico ties and of new and established talent. This appeal is to people from Santa Fe who would like to see their work, as well as people from the industry that want to scout work. *On Uniqueness of Project content/presentation:* There are New Mexico shorts, features and documentaries, and those elements are really addressed.

*Outreach opportunities-* There are many workshops and professional training, which is useful, thorough and affordable and some as low as five dollars. It was good to see the financial/legal issues in the industry addressed, which often film industries do not address. There are partnerships with New Mexico Lawyers for the Arts, Women in Film, the Santa Fe University etc., which are laudable organizations. There is ease of access. *Attraction of tourists-* The organization seems to have built that over their short history and their marketing goes from standard local to Variety, National Singing Media, etc.; there have been press releases through Film Festival networks and the organization has a website, which is extremely good and includes the film. The website is easy to negotiate and has information about how to get a ticket and how to submit a film. Their Facebook open group has 1000 members and their Facebook page has 6,631 "likes" and the SFIFF is on YouTube.

Ms. Pedersen was not clear about the applicant's PR strategy in increasing print and multimedia press coverage. The application states 5,763 attended the festival in 2012 from 24 New Mexico counties and in 24 states, which are listed. The application states this Film Festival has been praised as a top destination of film festivals by several national magazines. She would have liked the specific magazines and how the economic impact was calculated. Education and Outreach- Good but possibly could do more with elementary schools. The budget- She would like the total confirmed project in terms of total pending but the boxes were left blank. The current FY budget shows a large jump in unearned income and is not explained. The organization has good staff and since 2009 have operated on a volunteer basis and most services performed are pro bono and it is time for the organization to move away from that. The application states in 2013 that the organization would continue to implement strategic growth and secure professional contractors to develop solid infrastructure.

Attraction of tourists- The dates are right after the Balloon Festival and the Wine and Chile Festival and the applicant has ties to the Farm to Table/Farm to Restaurant, which is admirable. She doesn't know if there are tie-ins with the Balloon Festival, but would encourage that.

She said this is a solid, energetic, interesting organization with a clear vision and real roots in the community. She said as a former film professional she has never been to the event, but will now go.

Ms. Sakiestewa- She did not find the specificity Ms. Pedersen found; the application was loosely written on the Outreach opportunities and does not state how they work with the people listed. The application states they include "affinity marketing partnerships," but she doesn't know what that means. No demographic information was provided and the organization talks about generating press. It is unclear if that means writing a press release or how that would be generated.

The total audience was said to be 10,000 people, but the application doesn't specify how that occurs. She was surprised for a media group that they have no e-mail blasts and no audience building. On paper the organization seems to rely heavily on just the website presence. The application gave the feeling this is a onetime project and not the ongoing year-long advertising/promotion building that should happen.

She was intrigued by the mobile app for Smart Phones but there were only 20 users. She accessed the app on her phone and appears to be last years and nonfunctioning. The application states 50 local and national sponsors, but did not say whom. The last and current fiscal year also was a surprise, because there is no explanation of the jump in amounts; the income totals do not add up. She also questions why the confirmed project income and project income is not filled in. This is the organization's fifth year and she expected them to look better on paper in terms of their financial outlay.

Ms. Scheer: Economic Impact- The applicant does list \$322,000 and she would assume they used the appropriate multiplier for the number of people. She said the detail from the economic impact standpoint might be lacking, but from the SFIFF visual presentation she could assume someone supplied the food and drink and passed the food around, etc. She recognizes that is not specific in the application, but the economic impact within the industry in Santa Fe is clear.

Mr. Gomez- The economic downturn etc. cannot be ignored and how volunteer basis was looked to as the organization was growing out of that into a more sustainable model. Also the affinity market in the use of

the integrated market is sharp. The organization is using Twitter, Facebook, etc. and SEO studies, etc. and with the traffic of who they are and what they are in terms of maintenance throughout the year; specifically having to get a newsletter out each quarter and the traffic for the website that grabs 590,000 page requests, plus the printed collateral; festival catalogs, flyers posters, post scripts, brochures T-shirts; that is merchandising that sticks around for the year. The event is still actively promoted even though it is in a passive way.

He said everything leads toward exposure and the organization has that in spades. SFIFF understands audience capture and how to reach film goers and new markets and is doing that. The applicant really looks at the in-kind items that people want to be associated with. Yes, the event runs with Albuquerque's biggest event of the year and after the Wine and Chili. He thought this is positioned overall, very well.

*[Administrative Clarification: Ms. Garcia y Griego asked to clarify the point about the inconsistency in the budget because it was brought up on the budget side. Looking at the difference between the unearned income from last year and this year the project budget totals include in-kind (in this case almost \$92,500) that would be included technically in an unearned income. Most likely, part of it is overinflated because the applicant neglected to include the in-kind in the unearned income from last fiscal year and that caused the discrepancy.]*

*Mr. Ellis returned to the room at this time.*

#### **LT-10 Parallel Studios LLC**

#### **No conflicts of interest**

**Lead Reader-** Ms. Sakiestewa: said this is a request for \$10,000 for the Fifth Annual New Media Festival at the El Museo. **Artistic-** This is an impressive exhibition of media in that the last year's festival had media artists from out of the country and the area. The project is very well installed; some is sculptural and includes everything from real-time projects to quirky moments in video. This event is free, which is important and the event draws a huge audience. The organization is helpful in demystifying questions about any of the media shown at the event. **Outreach:** the organization does things year-long that are student based and involve local artists and targets specific projects that sometimes manifest itself in the actual exhibition. There is a mix of local and international at the same festival and continues to improve. The funding would be for 100 artists, which is ambitious but doable. The event has attracted a substantial number of out of town people and continues to build the organization and e-mail blasts are done throughout the year. This could be another place for a mobile app because Parallel is thinking about additional venues.

The application shows an audience increase of 20% every year and the organization has a target focus that has continued to slowly build their audience. Demographics show 900 people for other parts of New Mexico; 675 people for other parts of the United States and international 225 people. The media is appropriate and is targeted around the time of the event. The organization has a website, but she is most impressed with the e-mail blasts the organization sends. There is good printed collateral as well. They hope to increase the submissions received by 30 percent. The medium reaches a global audience and in that way, is a big contributor to tourists and the economic base in Santa Fe. A Youth Medium program is done with simple materials and is accessible to everyone with phones, cameras and computers. The previous year the organization visited nine schools.

Parallel's budget is realistic and modest and shows \$40,000 support from NEA (National Endowment for

the Arts) and lists other foundation support at \$65,000. Overall the event is thoughtfully being grown as not only an event but the kind of exhibition they hope to create. The application is very well written and she appreciated the materials that were submitted.

*Back-up Reader- Ms. Pedersen:* There seems a measured plan for expansion and they have gone from one week in their first couple of years to two weeks. Marketing: The plan has posts on international websites that is appropriate. Their education outreach is good and is wonderful that in the 2013/14 program they are developing a partnership to provide students and teachers with the software. She would like weekend workshops for that; all electronic media is extremely attractive to kids, adolescence and college students and there are many ways to capitalize on that. Overall the application was an excellent one.

#### **LT-11 CENTER**

#### **No conflicts of interest**

*Lead Reader- Mr. Namingha:* \$10,000 is requested for three annual exhibitions in 2014 for their Showcase Awards, Choice Awards and their Review of the Santa Fe Alumni Exhibition. Artistic/Cultural contributions- In the sample a lot of the photographers shown were from all over the world and the organization is in its 20th year of attracting rising and celebrated photographers to New Mexico. They offer grants for projects in launch, in development, in fine art, or a documentary project. The organization is the only not-for-profit in New Mexico dedicated to the development of gifted and committed photographers. Works for their exhibits, portfolio reviews and seminars are juried by industry leaders and their success in Santa Fe had them expand the portfolio reviews in 2008 to Los Angeles.

*Outreach opportunities-* The exhibitions are free to the public and a sign language interpreter is provided. The program reaches out to educators and students from local schools and colleges to either volunteer or attend a program. Approximately 15 young photographers volunteer annually. The program also serves low income photographers by offering financial needs based scholarships to 20-35 individuals annually. Attraction of Tourists-100 artists and 43 art professionals representing 23 states and 12 countries came to Santa Fe in January for the conference and exhibitions last year. During the month of January when artist submit their applications, the CENTER website generates nearly 22,000 visitors; direct mail goes out to 22,000 people.

*Promotion/Marketing-* The online presence is used a lot in their PR/marketing campaign and their audience is said to be in tune with technology and is social media savvy. Their website is set up nicely but he suggested it might be broken down for better navigation. The website is a nice source for artists to showcase their work with an online portfolio and links to their own website. The applicant's Facebook page has 3200 "likes" and seems to be active and their Twitter feed has 1900 followers and is equally active. He suggests the use of radio time interviews leading up to the event, especially with the caliber of guests (the Director of Photography with Vanity Fair, the Director for the Pate Gallery in New York, etc.) or the interviews with guests could be posted on their website.

*The Economic impact-* part of the narrative is confusing and the purchase of 90 hotel rooms for VIPs seems a lot. He suggested talking with hotels about partial sponsorship as well as their food and beverage, was another place that partial sponsorship could come in handy. The budget for VIPs for food and beverage was \$9000 and seems high also. Also CENTER could use some of their numbers for audience geography in the economic impact on the city.

Mr. Namingha said he is disappointed as a member of the cultural community that has never heard of this exhibition or organization before and he wasn't sure whose fault that was.

*Back-up Reader- Mr. Ellis:* He also was not aware of the organization until the application crossed his desk. He said he was impressed that while photography is fairly well represented in Santa Fe on a gallery level, this program is great because they take it out of the rarefied atmosphere and make it more accessible and do that fairly well.

Mr. Ellis said the lack of specificity in the narrative made it hard for him and in the outreach was devoted to descriptions on how the event is made accessible and less about how the community is involved. On tourism and economic impact he had the same issues as Mr. Namingha with the numbers. He said looking at it from the standpoint that they have professionals coming in from 23 states and 12 countries is significant and these are people that would not be coming to Santa Fe for any other reason than the photography exhibition and that is important. Promotion/Marketing- In addition to being thorough and a good online presence, he thought this is the first and only instance of billboard advertising on I-25 and that says a lot about the size of the organization and what they expect in terms of audience numbers.

Ms. Scheer on Promotion/Marketing- When looking at the promotion and marketing she was struck by the number of times the applicant used the term "once," which tells her the organization is doing things one time.

Ms. Deitch- Their earned income last year was \$186,228; an amazing amount and the request from the Commission of \$6000 is for Marketing/PR and printing and publication. She is also impressed that money was received from the NEA and the McCune Foundation. The organization also has an excellent board.

Mr. Ellis noted they are moving into the Community Arts Development Applicants (CAD) and there are only three criteria.

Ms. Garcia y Griego reminded the Commission that the cultural impact criteria and the outreach criteria is basically the same in this category, but the promotion and marketing relates to the community as opposed to regionally, nationally, etc. She said Commissioners will see more local in this and that is what is required.

## **VII COMMUNITY ARTS DEVELOPMENT PROGRAM APPLICATIONS**

*Note to the Applicant: Per the application guidelines the project must take place between July 1, 2013 and June 30, 2014; if funded the applicant will need to update the project description and budget to remove programming occurring outside of the contract dates.*

### **C-01 New Mexico Literary Arts**

### **No conflicts of interest**

*Lead Reader- Mr. Gomez:* the request is for \$6000 for a series of 30 poetry workshops in assisted living and adult day care facilities around Santa Fe and will culminate in public performance readings at the Legends Gallery guided by local poets. Promotion/Marketing- The overarching market plan is localized and

offers specific workshops and its audiences are not just the family members, but the literary community. He wanted to see the expanse that there is poetry and an idea of art therapy. The window of marketing could be bigger because of awareness. The range is too local. Specific things for marketing could be the use of technology; YouTube, Google, and at the end of the day is very shareable information that could be spread through many platforms very cost effectively. There is a missed opportunity of what this could be long-term and because this is national/international scope, there is an opportunity to promote the program to a larger audience. With a few tweaks in the marketing plan, this could be expanded and would do a lot.

Cultural Impact- The uniqueness of the project comes out in spades with the idea of participatory. The program is going big with Shakespeare and Blake, but at the same time brings it internal, which is a positive and powerful thing. Mr. Gomez said because this is inclusive of those people that are largely excluded in the community and largely ignored, giving someone a voice is great and expands the presence of poetry in our community. Prominent names within the literary scene are associated with this project and he suggested that be used to promote the project.

Outreach- Providing access to the underserved does target specifically to the benefit of the individuals and at the public reading at Legends and the people invited would see this. As far as improvements- there is a specific literary audience, who is invested in this, but the organization should search other things; is there a publication process or a product other than the moment of great work and culmination in a reading.

*Back-up Reader- Mr. Namingha:* He went to the Facebook page and thought the organization was part of a larger organization because the director really gets around; in the talk about expanding, the organization has someone already in place that could do that. A great idea was to feature people living with dementia as the performers of the radio ads.

Mr. Ellis- There is a significant Spanish language component that is important because it reaches the demographic over the entire community and adds to its inclusion and cultural impact.

Ms. Pedersen- A great thing about the program is that it shows how art is useful in life. She thought the program could be disseminated more widely and be to everyone's benefit and that too would be a marketing opportunity.

Ms. Sakiestewa- The budget is underpowered; there are five assisted living centers that are an automatic demographic to work with.

Mr. Ellis- Scientific reports show with the nature of the population today that cases of Alzheimer's will increase significantly.

## **C-02 The Arden Players**

### **No conflicts of interest**

*Lead Reader- Ms. Scheer:* The request is for \$6000 and the Arden Players are in their seventh year. The company would present two productions this summer and a non-Shakespeare classic in the winter/spring of 2014. The first sentence states there will be a show in March 2014 and the note at the bottom states "budget allowing" and that is unclear. Promotion/Marketing- The website is currently inactive and there are several media hits on publicity through Google and she could not find them on Facebook. There are print ads and radio spots and press releases which is great. Important to note is that the applicant sends print

material to hotel concierges with “comp” tickets. The application indicates they write cards to the community, but they are only talking about 300 rack cards and that could be an opportunity to spend money to get people in.

Cultural impact- It is wonderful to have a company in town that focuses on Shakespearean classics and if they also want to do Chekhov, that is excellent. The application states for Santa Fe 400th they developed a play about St. Francis of Assisi and performed it in Santa Fe which is nice. The production however, was also taken to Edinburgh and New York with the Santa Fe actors and crew and that was also cultural impact on the actors and crew; and great that Santa Fe was represented in that way and possibly extended the cultural impact on the community.

The Outreach program- The application indicates a workshop was done and actors were trained prior to auditioning local actors for the performance. Although it does help to provide themselves with better actors in the end, it is also great for the actors who took the workshop who had the educational experience. The application indicates that they have tried giving free tickets but that wasn't valued. The applicant explained what they tested, but not what they would do based on the results. She wants to know what works for the organization and what they plan to do in the future.

The audience demographic shows 600 but she thought there is more than that who would go to see Shakespeare. Over two thirds of the 610 audience demographics are Caucasian and possibly the additional impact on other communities could be done through the original pieces the organization plans. The first promotional event to feature scenes is planned a week from opening. She suggested that be done further out than a week. The organization plans more classes and is establishing an apprenticeship program for high school students; more specifics are needed.

*Back-up Reader:* Mr. Lovato: The organization has a vision and he hopes they continue to be able to support that. He feels this group has their eye on the prize, but it is just a matter of incremental steps of working toward it through developing the organization.

Ms. Sakiestewa- She noted that 600-700 people attend this and seems a lot of work for very little return. This is a seven-year old organization and five years is a breakpoint. The group is asking for 100% of the budget and financially it doesn't feel sustainable.

Mr. Ellis- The narrative, in terms of being more people than 600 for Shakespeare; gives a sense of what is planned with the productions. He noticed in the way the organization specifically targeted the description of *Merry Wives of Winter's* main characters of a middle-class family and talking about *Measure for Measure* as a play for teenage pregnancy that the organization is trying to find ways to make the older plays relevant to a larger community. He would like more of that specificity in terms of how that would be applied to the promotion and marketing of the piece.

Mr. Gomez: That is the reason the “word-of-mouth” is so troubling; adding the fact that it is a seven-year organization and ambitious contemporary ideas. Their audiences are self identifying the same old thing.

Ms. Pedersen- They organization should partner with Axle; the point being to go out into the community and do a scene at the Southside Library etc. She said after seven years with only 600 people, the organization is not doing what they need to, in order to expand their audience.

**C-03 Sangre de Cristo Chorale****No conflicts of interest**

*Lead Reader- Ms. Springer:* The application is well written and the request is for \$6000 to be applied to artistic contracted fees, materials and supplies. Sangre maintains a broad range of Marketing/PR that is locally appropriate to their audience and concert season. They generate posters and they include a photo of the singers and pertinent information. Their flyer is informative and well designed, and the program is professional. Sangre is a 35-year-old Santa Fe performing arts organization supported to the tune of \$11,700 by membership and subscription and shows a substantial appreciation and participation by local community members. The organization contributes to the creation, production, presentation and awareness of the performing arts, specifically choral music in Santa Fe.

Santa Fe has a number of chorale groups, but Sangre is unique in their longevity and dedication to youth membership and sponsorship of new works. They are well supported by businesses and in addition they have received private, government and foundation support of under \$10,000. Sangre reaches out to underserved audiences in location and accessibility, discounted tickets, school concerts and performances. The application promises to cultivate more of the performances in the future, but had nothing specific.

The audience demographics are 62% age 65 and older and 92% white. They face the challenge of diversifying their membership and audiences like other Santa Fe chorale groups. They have hosted high school intensive workshops since 1996 and welcome students under 18 for free, if accompanied by an adult and that is admirable. Up to four promising high school students are auditioned and welcomed to rehearse and perform with them and that is a strong cultural benefit to the community in the form of outreach.

The organization's board and singing membership is drawn from a wide range of disciplines. All volunteer their time and talents to have the opportunities to sing and learn under the mentorship of the professional conductor.

*Back-up Reader- Mr. Namingha:* The organization could benefit by recruiting younger board members.

*Ms. Pedersen- Outreach-* She has attended the holiday concerts and her daughter was an apprentice singer and was a wonderful experience and the audience is very enthusiastic. This was a holiday concert for all ages and there were almost no kids there. She suggests promoting the holiday concert as "an all ages concert" to address some of the aforementioned.

*Mr. Ellis:* On the outreach side, unique to this organization and buried in the narrative is the organization's admirable policy of donating their scores to the schools. There is significant outreach and admirable that they provide resources that would otherwise would not be obtainable.

**12:30- 1:25****LUNCH****C-04 Pomegranate Studios****No conflicts of interest**

*Lead Reader- Mr. Namingha:* The funding request is for \$6000 for their annual show and three performance series. Promotional/Marketing- Standard for a group this size. He found the graphics in the ads in the various newspapers and around town, somewhat busy and suggests simplifying to help with the



clutter. Their Facebook page has 420 “likes” but 1200 is stated in the narrative, but he wasn’t sure if he was on the right page. Cultural impact- Pomegranate Studios and Mosaic Dance Company has been performing since 1998 and produces 40 to 63 performances annually and has become known locally for their Middle Eastern and American Tribal style. The Pomegranate seeds program started in 2001 and will host 20 to 25 teen girls in 2013/14 with scholarships for dance, three times a week. The website has many testimonials from seeds graduates and in addition to the seeds program; Pomegranate Studios has donated performances in educational workshops to local nonprofits. Their *donation-only* shows will reach around 4000 New Mexicans.

*Back-up Reader-* Mr. Gomez: Marketing- the advertising/PR online is a little boilerplate, though not necessarily ineffective for a local audience. The project description alludes to a national organization and the marketing is localized on the specific program. He recommended it useful to borrow a media list from some of the collaborators and promote some of the content through the partner organizations for a reach that would be more ambitious. He noticed collaborators in the outreach section: the Children’s Museum, the Opera, Georgia O’Keeffe, etc. The reach, specifically with the seeds program, should see numbers that are more national.

Ms. Scheer on Cultural impact- It was nice to see the larger numbers in the age 6-24 group.

Mr. Ellis- The organization has a very strong program with seed which is 30% Hispanic/Native American and a direct impact on 25-30 young women is significant. He said a lot about the program is in the magazine and should have been in the narrative. On cultural impact and outreach the organization donates between 40 and 60 shows a year, which is a significant outlay of time and energy to get the community involved.

Ms. Pedersen- She would like to know how many in the seed program are in this specific project the Commission is being asked to fund.

Ms. Sakiestewa- Everything the organization does is good and important, but 40-60 programs being given away is not garnering for themselves. What is not reflected is for all the work, effort and energy. She would like the organization to find a financial advisor to help them create a good financial plan; they need financial empowerment.

*Ms. Scheer left the room due to conflicts of interest on the next proposal.*

#### **C-05 Eldorado Children’s Theatre      Conflicts of interest: Donna Scheer**

*Lead Reader-* Ms. Deitch: The applicant request \$6000; \$3000 for artists fees, \$1000 for marketing and PR, \$1000 for print publication and \$1000 for rent and mortgage. She has seen most of the performances shown on the sample and the performances are always crowded. Promotion/Marketing- The applicant has many media outlets and is appropriate for performing arts. Their materials are professionally designed and the information is clear. There are e-mails, flyers, postcards and a list of outlets. Their website is well-designed and appealing and a sample review is provided from New Mexican.net that was very complimentary and the New Mexican provides a lot of coverage.

Cultural impact on the community-The venue of the James E. Little Theater is well located and accessible.

It is reported that 4000 people have attended performances, which includes 1000 children. Their musical productions attract different people of all ages, different ethnicities and the admission is low at \$10-\$15 and the audience increases 10% a year. Low income schools are targeted with reduced prices. Public schools that are visited receive performance tickets that are free or cost three dollars. The Peter Pan performance last year was impressive and included various ages and ethnicities. Education Program- Draws kids from ages 6-18 from Santa Fe and surrounding areas who are taught by professionals in the field and scholarships are given. Sold-out performances have been reported. The organization has a professional orchestra and scholarships are provided when classes are not affordable.

Ms. Deitch said if the El Dorado Children's Theater was not in Santa Fe there would be a big hole in children's theater. The group is the most professional and happy people on stage.

*Back-up Reader-* Mr. Ellis: Promotion/Marketing- in thinking about the awareness within the community; there is no way that a person would not know that the Eldorado Children's Theater is performing. They have terrific advertising in the community.

Outreach- The application does an exceptional job of breaking out the numbers and the narrative regarding what tuition costs and what the Theater defrays, which just adds fodder to why this is an effective organization. The organization's school to school project encourages students that do not live in the El Dorado community to see a production or possibly participate in a production. That kind of outreach is the best and the program does a good job of people their own age that they can relate to, doing the outreach.

Mr. Ellis said this organization sets the bar and is a full theatrical experience where you learn about discipline and professionalism and there are also student musicians. This application is one of the few the Commission would see today where the number of people ages 6-17, outnumber the 65 year olds.

Ms. Sakiestewa- The applicant has a good financial fiscal picture as well. She appreciated that their loss was because the organization gave more scholarships. The applicant has a healthy cash reserve and the budget is very well thought out, which lends itself to a sustainable group.

*Audience Introductions: Lisa Valeharia with Art Smart/FACT; Vanessa Medina for Pandemonium.*

*Ms. Scheer returned to the room.*

#### **C-06 Institute for Spanish Arts                      No conflicts of interest**

*Lead Reader-* Mr. Lovato: The request is for \$6000 support to fund the year round programming that includes professional videos, Spanish dance performances, classes, workshops and outreach activities for Santa Fe residents and visitors, with focus on flamenco music and dance.

Cultural impact- Aside from programming and year-round workshops and classes, their core is about their impact on the community and helping to inform, shape and influence the traditions of the Spanish art form. The programs are centered on youth and giving them "an opportunity to relate their heritage through a tangible medium of performing arts. "

Outreach- The classes focus on Santa Feans ages 5-18 and is open to students of all backgrounds. No

student is turned away because of financial conditions. Ongoing classes reach more than 100 students every year (60% are scholarship.) Also Flamenco's Next Generation performs for an estimated 3500 every year with performances throughout Santa Fe. The organization experienced a growth in students that participate because they partnered with Santa Fe Public Schools in 2011/12 to provide 200 underserved/low income students with free afterschool training at Larragoite Elementary and weekly Spanish dance classes at the Ramirez Tomas Elementary. The organization does a good job of reaching the underserved, underrepresented and reaching an audience of almost 3000 participants and members between the ages of 6-24 years of age.

Mr. Lovato said their collateral is strong and vibrant and their word-of-mouth is strong, but is not all of the marketing mix. Their website looks good and a strong and they have a YouTube video presence which should be essential for any dance group. Social media is used consistently with Facebook (about 2600 followers) and Twitter. This organization has the ability to impact the Santa Fe community in a positive way. The typos were distracting and a proof read is suggested.

*Back-up Reader- Ms. Scheer:* The budget narrative has nothing where the budget information presented could be explained; although she didn't need it. The organization splits their marketing approach: the organization understands the difference between communicating with people that are part of the program and with people they want to come to their programs. They are clear about where to find class cancellations and media releases for their performances and they take tickets to the concierges and have flyers, etc. They seem to understand there are people who have vested interests, community members who come from word-of-mouth and people that are new. The organization is well balanced.

Mr. Gomez asked if the flamenco is only for young women.

*[Administrative Clarification: Ms. Garcia y Griego said no, there are guitar classes and painting and even dance classes.]*

Mr. Gomez said this is profoundly misrepresentative in the promotion, the narrative and the sample. There is a serious problem in the images for the collateral and the front page of the *Flavor* and the material is "pronoun happy." He found that disturbing. That could be easily fixed with images and descriptions of boys and girls of whatever age. He finds that troubling because the organization is such a prominent figure in the cultural fabric of Santa Fe.

Ms. Springer: Educational Program quality- The applicant addresses the cultural impact on the community and the outreach opportunities well and are well organized and clearly categorized.

Ms. Pedersen- Financial- The last fiscal year earned income was \$60,000 and the current fiscal year is \$70,000 with the next fiscal year virtually identical. It is interesting since the applicant seems committed to expanding. She said it is heartening that their total confirmed project income is \$30,000 and pending is \$47,000 and a significant percentage of that is already in pocket.

#### **C-07 Pandemonium Productions, Inc. No conflicts of interest**

*Lead Reader- Ms. Pedersen:* She thanked Pandemonium for a more recent artistic sample. The \$6000 is requested to fund Pandemonium's after school theater program to stage "Cats" to offset cost of production

and to create and print education study guides for the musical. Three major performances are done annually.

Cultural impact- A strength of the organization is the study guides in tandem with their outreach to the public schools, both of which are strong. The teachers are given study guides not only for T.S. Eliot, etc., but on how to behave in a theater and what the cultural experience is, etc., which is a valuable service. They have approximately 45 students in postproduction and after school theater, a drama residency program designated as low income schools and the program works with about 300 plus students annually. Bus service and 200 free tickets are given to students who otherwise could not attend and the first 100 kids who show at a weekend performance are given free tickets. The organization collaborates with many others: the New Mexico School for the Arts, TheaterWork, Warehouse 21, El Dorado Children's Theater, etc. They support and share equipment which demonstrates a good model for other organizations. Students range from ages 6-7 years and represent 15 public schools; there is a drama residency program for teachers in 15 primarily bilingual classrooms.

Ms. Pedersen said it was unclear what the statement meant: "with or without financial support Pandemonium awarded over \$24,000 to 41 students who were unable to afford to receive the program."

Promotion/Marketing- this is a local organization with standard local media. Their website has a store to purchase items such as T-shirts and other Pandemonium-related items. The scholarship fund is mentioned and they have educational outreach; their Facebook page was hard to find and only had 38 "likes" and there is no twitter or e-mail blasts. The organization does live events at shopping malls and stores, which is excellent.

Finances- The total confirmed project income was \$36,800 and pending only \$4000, which indicates the organization is in good shape. This organization awards nearly \$7500 per show in scholarships to encourage participation of a wide range of students. The current year budget and project budget represent conservative numbers to protect the organization and Pandemonium continues to look for corporate support and other partnerships in the community. There is \$5,700 of foundation support and \$2,200 of corporate support; however since the organization has been around since 2004, their desire to get more support is appropriate. This seems a stable, worthwhile and ongoing enterprise.

*Back-up Reader-* Ms. Springer concurred with everything said and had nothing to add.

Mr. Ellis- The use of Spanish language to get the productions across is great for cross promotion, even if they happen to be in English. Cultural- the organization brings locals to the Plaza when they do events and has also expanded to assisted living facilities.

*Note to the Applicant:* The funding guidelines require that the Arts Commission only fund the public presentation of the art. If this applicant is funded they will need to adjust the project description and the project budget to remove elements of the program that take place in non-public facilities, specifically those taking place in incarceration facilities. The Youth with Promise planned at Zona del Sol will still be eligible.

#### **C-08 Outside In Productions**

#### **No conflicts of interest**

*Lead Reader- Ms. Sakiestewa:* \$6000 is requested for funding for weekly core programming at various Santa Fe residential care facilities. Promotion/Marketing- She likes that the organization found something

that is working for them in terms of new media. Their media, advertising and public relations are good; on-line is good. The group has had an organizational change in their 18th year and has had to restructure. The organization primarily supports youth, teens and the elderly and they make a significant local contribution to the community in that they connect local entertainers and performing artists to an in-house population.

Ms. Sakiestewa appreciated the sample and that this is an area that in some way subsidizes a population that wouldn't be seen by tourists or outside people, specifically. The budget is well thought out and realistic and the budget narrative shows that their revenues have declined by 16% and that has been adjusted upwards. Of note was that the budget had no percentages. The application has good in-kind and good foundation support as well as private and individual contributions. There is \$7000 governmental support and cash.

*Back-up Reader- Mr. Ellis:* He was the backup reader on this organization the previous year and remembers he had harsh words. He said he was happy to see that the applicant actually listened to his comments and rebounded. He found this application very complete; the programs were laid out in detail and they took the time to explain why the organization has an important cultural place.

Outreach- This program *is* outreach and defines what outreach does. It is nice to see that they found a marketing tool that does seem to work for them and enables them to do clearer demographics and that bodes well for the future. Their artistic samples said "they let people know that they are not forgotten in this community" and that is a huge role the organization plays.

*[Administrative Clarification: Ms. Garcia y Griego said regarding no percentages on the budget; the Commission's grant cycle straddles two of Outside-In's fiscal years and it is 32%-35% of their organizational budget.]*

*Audience Introductions: Lindsay Dandeo with National Dance Inc.; Dawn Hoffman with Only Green Design.*

#### **C-09 Moving People Dance Theatre, Inc.      No conflicts of interest**

*Lead Reader- Mr. Gomez:* Promotion/Marketing: The organization is thorough in things they use to promote themselves a solid website and a good useable Facebook page that has a lot of great images and seems lively and engaged. An improvement, from a user point of view could be a link from the Facebook page to the website. The tagline that defines dance education in the collateral is not in the other collateral; the definition of dance education isn't included anywhere, even on the website. All of the collateral looks different and minor branding adjustments could go a long way. There should be a consistent look, placement and integration so the website works with the social media and interacts with the collateral and all of it "sings" together. The organization should focus on consistent ads and a digital press kit would go a long way. A big selling point of Moving People is their stunning images. A media link is recommended with images that could be easily downloaded for journalist to use in their stories or having a "pick of the week."

Cultural impact- The narrative was circular and never goes anywhere; it does not give a concrete example or tell what, how and why the organization does what they do, which is key. It was difficult to gauge how they are different from other dance companies. There is obviously quality of programming and other strengths, however that is not apparent. The organization has to find a way to sell their outcomes and

leverage that and tell their story more effectively. Outreach is a huge plus for this organization; the public performances and target demographic that needs this the most is hands down, very well done. Mr. Gomez recommended the use of strategies to leverage all of the good things in a clear way.

*Back-up Reader- Ms. Deitch:* This group does a good job presenting company contemporary dance and their costumes are good. She appreciates having them in Santa Fe.

Ms. Scheer- It is smart to remember that Moving People has gone through a significant change of its origin and what it used to present and what they are now moving into. She was surprised the visual sample started with a significant classical ballet; previously her view was a more contemporary and modern dance. The narrative shows the changing company and is not a crystallization of the new entity.

*Audience introductions: Mark Spradling with Moving People Dance; Elizabeth Crumpler with FACT/Art Smart.*

*There was no sample for this proposal.*

**C-10 Only Green Design, Inc. No conflicts of interest**

*Lead Reader- Mr. Lovato:* The project is called Street Art Community Canvas and \$6000 is requested. The project proposes to assemble 33 shipping pallets into a permanent architectural installation supported on a steel structure and embedded into the ground. The organization will create an organic living sculpture in the Railyard and hold events quarterly (from July 2013 until June 2014) that feature how the culture has changed. The installation will not only beautify and catalyze community involvement, but the blueprints and curriculum will be available as an open source scalable model, via the World Wide Web.

Mr. Lovato said in the future the organization should look at other applications and how specifics are applied to the questions. He said it is hard to divine information out of incomplete answers and makes his job difficult to support what he believes is a good idea.

Cultural impact- Much of the application is heavy on philosophy without a lot of detail other than the four events and opening the project to the community. The organization will provide guided explorations into a variety of subjects such as up cycling, ecological design, permaculture and “co-create a platform that garners an inquiry into the nature of truly responsible design practices.”

Outreach-There are good ideas in terms of what the organization would *like* to do, but unfortunately they only provided a line that stated “potential community partnerships” and listed 15 groups. There is no information as to whether these relationships are being established, have been established, etc. This is a budding group with some strong ideas that might very well be able to manifest themselves, but as a grant, it is difficult to answer what outreach opportunities there are for the community, with the information provided.

Demographics are projected to reach about 13,000 people and in comparison to other events are difficult to know if realistic. Regarding ethnicity, apparently everyone would be coming.

*Back-up Reader- Mr. Gomez:* Promotion/Marketing- He had the same concerns but most worrisome is there cannot be a marketing plan if there is no strategic plan. The difference in whether this is a disaster or

a wonderful thing, is in talking about sustainability, responsible architecture, permaculture; this is the place to do that. There are a lot of smart people doing wonderful things around that and the organizers are urged to “bang” that out as to what is possible. The application states “everyone is coming” but goes out of their way to say “only advertised in places where teenagers hang out followed by bigger social media.”

Mr. Gomez urged the applicant to tap into the wealth of intellect within Santa Fe and then come back and try this again.

Ms. Pedersen- The people behind the project believe in it and feel the strength of their belief makes the details self evident to everyone else. She urged them to be specific. She had trouble visualizing the structure and there was nothing that told what the events would be like. The applicant could be in the infancy of their organization and still have a coherent plan and the Commission needs that; with specificity above all.

Ms. Sakiestewa- It was unfortunate there was no visual sample and she looked online at the samples, which seem architecturally and culturally more relevant and specific. She thought the group doesn't really know the community. She agreed that a lot of resources are available that the organization could tap into.

**C-11 Santa Fe Youth Symphony Association, Inc. No conflicts of interest**

*Lead Reader-* Ms. Sakiestewa: \$6000 is requested for the 2013/14 season.

*Cultural impact-* The Symphony engages in mariachi, classical and jazz music and makes it accessible for youth to older students. The organization does tremendous promotion and diversifies their programming. A lot of good local and regional public relations is done and includes hotel concierges etc. to attract tourists. Learning to play an instrument is something a person will have for life and is personal and community building. The Symphony uses social media and maintains a Facebook page with consistency and there is the usual print collateral.

*Budget-* Their budget narrative noted that donations are down 40% and seems to be common. The organization is short on fund raising and has hired a full-time musical director however; overall the budget is very substantial for the number of years in operation. There was an increase of 35% in the applicant's Elementary Strings Program and 32% in mariachi. The organization is clearly doing something right in recruiting new people and looking at new funding sources. Foundation support and earned income is good and the membership subscription line is healthy and quite substantial and in-kind isn't over the top. The budget is well-balanced and the entire application is very strong.

*Back-up Reader- Mr. Lovato:* The organization is diverse in their musical tutelage with mariachi, classical and jazz and from a young person's perspective those are great in terms of learning fundamentals of music and good to see those working side by side in an engaging way. The program is a tiered system with Elementary Strings that leads to some of the youth orchestras and evolution for students who participate. Overall the application is strong.

Ms. Springer- The different genres of jazz, mariachi, classical, orchestra, elementary strings, etc. within the same organization is great.

Mr. Gomez- This organization is one of the few where there is actually a clear marketing goal and one of

the better marketing plans. Their motivation seems to be converting people into music lovers and that says a lot. This is a great organization.

*Mr. Namingha left the room due to conflict of interest on the next proposal.*

*[Administrative Clarification: Ms. Garcia y Griego confirmed that the Commission members had received the updated budget information for the next proposal.]*

**C-12 Fine Arts for Children and Teens, Inc. Conflicts of interest: Michael Namingha**

*Lead Reader- Ms. Springer:* This is an excellent application with clearly defined mission, goals, and objectives. The request is for \$6000 to support administrative salaries, artistic salaries, printing, rent and supplies. The project includes hosting five public art exhibits by students participating in the Visual Arts Program. Art making workshops are provided throughout the year to citizens and tourists. FACT has developed a PR/Marketing approach that specifically targets students, classroom teachers, parents, local artists, business owners and government officials. There are advertisements, PR, online presence, social media and printed collateral that focuses on local media; e-mail lists, mail and hand-delivered information and community studios. FACT is one of Santa Fe's important cultural organizations for its ability to teach and encourage over 800 young artists each year; both to create art and to exhibit their work in public venues. The organization is an important contributor to carrying forward respect for our children by the adult community. Exhibits are hosted in Southside, Northside, the Plaza and Railyard locations and in collaboration with five different organizations: The Santa Fe Community Foundation, El Museo Cultural, the Santa Fe Public Library, Tesuque Elementary and Collected Works Bookstore. The exhibitions will be seen by 2000 people and includes over 800 young artists. The five exhibit locations are outreach within themselves, as are the art making workshops throughout the year.

The high-quality educational programs produce these exhibits and reach out and nurture young artists long after the exhibits are over. The project is well supported by the classroom teaching methodology, curriculum and a qualified team of instructors. The Española program was discontinued this year and FACT has additional goals to increase their own funding for Española, Pojoaque Valley and San Ildefonso. The City of Santa Fe funding continues to be strong.

*Back-up Reader- Ms. Pedersen:* Of the 800 students served, 70% are low income and 80% are Hispanic/Native American. Santa Fe is an "art city," but often that identity is restricted to a small demographic and this program expands that and expands age-wise as well. This is a fabulous program and very well recognized.

Marketing- Appropriate to the mission; however could be more aggressive in getting feature articles. They are an unsung treasure.

Ms. Deitch asked how the merger would affect the programming in the future.

*[Administrative Clarification: Ms. Garcia y Griego said historically the Commission has supported this program and she understands that FACT documentation was received from both boards and was forwarded to the Commissioners. The FACT program and implementation will remain unchanged.]*

Ms. Sakiestewa- The organization would be strengthened because they will have additional people and resources.



Mr. Gomez- There is a good opportunity when an organization is transitioning, to reacquaint themselves. This is an art community and this kind of conversation is accepted in the education of the youth, specifically through art and ambitious art training. The organization would be served well to find the stories within, to tell the story throughout.

*Mr. Gomez and Ms. Scheer left the room due to conflicts of interest on the next proposal.*

**C-13 NM School for the Arts –Art Institute Conflicts of Interest: Gabe Gomez & Donna Scheer**

*Lead Reader- Mr. Namingha:* The request is for \$6000 for their 2013 Art Institute performances and exhibitions. Promotion/Marketing- promotion of the exhibitions is local and regional and web print and radio are utilized. The students record the New Mexico School for the Arts radio spots and parents and students can share event information by the NMSA Facebook page; there is also a Pinterest page, although he was not able to find the page. The NMSA exhibitions he attended had diversity displayed with modern dance, Shakespeare and chamber music and were great and the fine arts students engage in a myriad of disciplines as well.

Outreach- The applicant's exhibitions and performances have low ticket prices and no one is ever turned away as a result of inability to pay. The Music Department has formed a relationship because of their location across from El Castillo and students perform for El Castillo residents. The dance faculty presents master classes and performances in Santa Fe, Espanola and *beyond* (he doesn't know where beyond is) and is in collaboration with the Lensic and the Santa Fe Public Schools PASS Program. Performances of the year are presented to public school children from northern New Mexico. Sign language interpretation is done at performances. The NMSA has formed many partnerships with local institutions and organizations such as NDI, the Santa Fe Concert Association, Santa Fe Art Institute, IAIA and Site Santa Fe and the board now includes some artists and diversification.

*Back-up Reader- Ms. Sakiestewa:* There are "shadow days" and students are taken from all over the state which is valuable as subliminal public relations and guarantees people come to the school.

Budget: That there is no foundation support is surprising, but there is big business and corporate support, and other governmental support. The School's ticket sales income for performances is substantial. The budget is very reasonable and a deficit shown is because payment was not received in a timely fashion. The organization seems at a crossroads as a somewhat new school and is looking at moving their facilities.

Mr. Ellis- He thought it important to note that he had a hard time distinguishing the New Mexico School for the Arts and the actual program the Commission is being asked to fund. He agrees that *shadow* days at the school is a great innovative program, however it has nothing to do with the public performances. Also the partnerships with local organizations are great, but the Commission is being asked to address the public performances. The organization does have a tremendous ability to get the word out and the promotional part of the application is the strongest.

Mr. Ellis encouraged the organization to be super specific about the program and to exclude everything not directly related to the program from the application.

Ms. Pedersen- On the applicant's behalf, the value of the performance is developed from the value of the

programs and to include things about the program is important. Regarding the *quality of educational programs*- she was struck that in 2010/2011 that 45% of the incoming freshman tested at the fifth grade level in math and had never been assigned a book to read. She thought facts like that put everything into perspective and gives a sense of the program illustrative of end of the year performances.

*Ms. Scheer and Mr. Gomez returned to the room after scoring.*

*Note to the Applicant: If recommended for funding the applicant will need to adjust the project description and budget so it occurs within the project period of July 1-June 30<sup>th</sup>.*

**C-14 Aspen Santa Fe Ballet**      **No conflicts of interest**

Lead Reader- Ms. Scheer: The funding request is for \$6000 specifically for the recital and school performance and Folklorico program. The Santa Fe Aspen Ballet (SFAB) targets and works with about 140 children in grades K-8 from seven public schools in the area. Promotion/Marketing- Their target market is the parents and for the most part, who they send information to. The Ballet is clear to say "we print a poster for the front of the Lensic and the event appears on the marquee and depending on seat availability ads may be placed." That implies seating is full or nearly full and their money from a marketing standpoint is not wasted on an event in which they can't seat any more people. However, that affects the cultural impact on the wider community and if you can fill the capacity of Lensic twice (two performances) without going outside the family of the children performing, that is limiting. They offer excellent training and support the kids well. The kids attend twice a week for the school year, which is significant in terms of dance training, and sets the bar high. The programs are free of charge after school and within the school site.

Cultural impact- The ticket prices are listed as \$20-\$25 and the application states "extremely affordable tickets" but she takes issue with the price. In a subsidized program if two parents want to see the performance the costs would be \$40-\$50 dollars and the application does not address if kids receive tickets for free, etc. She has trouble justifying \$6000 funding for the recital performances when such a high ticket price is being charged.

Outreach- The Ballet does a wonderful job for the kids and that they plan to add a free Folklorico performance next year at the Lensic for public school kids is excellent outreach. That could also re-stimulate the program for new kids in the future.

*Back-up Reader- Mr. Ellis:* Promotion/Marketing- Their targeted collateral material printed in Spanish for homes that do not have Internet is impressive and is a rare access for people who would not otherwise know. Cultural impact- This program, unlike other programs, is a rigorous, disciplined program with a full year of training for two days a week. The participants must learn the art studied and the idea is this is a craft that has to be perfected and the organization does that well and is impressive and that builds a better citizen. The cultural impact may not be felt directly, however it would be later on and the kids would go on to become mentors. The demographics are interesting and well-balanced; 1,240 white; 985 Hispanic/Latino, nearly 200 Native Americans and 40 African Americans. The demographics indicate the Ballet is reaching out to a wide spectrum of people.

Mr. Gomez: Marketing- Programs are in Spanish for access and also radio, etc. He found the marketing lazy, not only for the project driven events, but for visibility and part of the community. He suggested that

could be opened up.

Mr. Ellis- The people know about the Ballet, because if attending an ASFB production; particularly the gala, the kids are there in costume and are relentless sales people. He said their focus has been "you are in my audience; I'll let you know about the other programs." That isn't to say that the organization couldn't do more.

Mr. Gomez- There is another 65,000 people and the organization should want to try to convert people to ballet, as well have more people take advantage of their program. This area should continually be tweaked.

Ms. Sakiestewa- The diversity is shown in the biography of those who actually teach the Folklorico program. She suggested the diversity of the 30 board members be improved; five live in Santa Fe, three live in Santa Fe and Aspen and the majority do not live in the area. She said it feels like Santa Fe is the outreach program.

*[Administrative Clarification: Ms. Garcia y Griego said in answer to Ms. Scheer's comment regarding ticket prices; the orchestra and mezzanine is \$25 and \$20 for the upper level. She said looking at earned income in the application, about 300-325 tickets are given away of the total 1600 tickets. She said that should have been explicit in the application.]*

Ms. Scheer left the room due to conflict of interest for the next proposal.

#### **C-15 National Dance Institute New Mexico Conflicts of interest- Donna Scheer**

*Lead Reader- Ms. Pedersen:* The funding request is for \$6000 for their end of year 2014 event. There are approximately 900 primarily low income students in Santa Fe public schools in two casts and 16 performances; 73% of the students involved are affected by poverty. The performances are by 8000 people and senior centers are invited to free dress rehearsals. Promotion/Marketing- The program is primarily for the family, friends and teachers of the kids and is well marketed in that regard. Their website is wonderful and currently 100 schools are on their wait list, which is a testimony to how great the program is. The website has just about everything; 7000 program books, 500 fliers sent to Santa Fe public schools, YouTube videos and their Facebook links to all of that. Press releases and flyers etc. are posted in both English and Spanish.

Cultural impact- The impact is self-evident. NDI is smart in the music and themes they choose. She loved that firefighters, policemen, the governor, teachers, etc. were all involved and made everyone want to get up and dance.

Outreach opportunities- Private schools and home schools were involved in the past, but that wasn't seen in this application. NDI support is excellent and includes business, foundation, private, and government; (although only \$1000.) The total confirmed project income is almost \$104,000 and pending \$72,000; they are aggressive fundraisers. Their artistic and administrative staff and board are very experienced and the board is astonishing. In terms of outreach, NDI is a national organization and NDI New Mexico is one of the stronger programs; the national connections could be used to get more publicity. Their methodology is tied into academics and fitness and their credo is "work hard, do your best and never give up and be healthy."

Mr. Ellis- In terms of outreach opportunities the application does state that NDI encourages home schooled children and students from nonparticipating schools to participate.

Mr. Lovato- The NDI footprint is wide; live music, live performances and a production team and they utilize a 1000 parents and community volunteers and the coordination in the program is astounding. The private support under Project Income individual contributions are a high percentage of the total.

Ms. Sakiestewa- NDI should be lauded that in addition to serving the children, they are building a community that has been sustained for about three generations in Santa Fe; and in economic pockets that normally one wouldn't think would participate in this kind of endeavor. She said that is a gift for the entire community.

Ms. Pedersen- Sandra Ortiz heads NDI's costumes and started as a parent and that is indicative of "building a community."

*Ms. Scheer returned to the room after scoring.*

***Closing Comments:***

Ms. Garcia y Griego said she kept notes of things that came up in applications consistently and areas the Commission might look at changing for next year's application.

Ms. Garcia y Griego identified the following areas that might need to be looked at further:

- The methodology by which the audience demographics were obtained; the source should be identified as to whether a survey card, etc.
- The difference between outreach and education should be clarified, not only for applicants but for the reviewers. Outreach would be about how you build more audience and bring people in to participate in the existing programming. Education would be more about formal programs where people are educated about the art form, etc.
- On the Lodgers Tax category: cultural contribution was moved into the set of criteria, but now feels heavy with five criteria in that category. They might want to have funding policy talk about moving the outreach component to the panel so the two could be discussed.
- There seems a desire on the part of the reviewers to have the unearned income sources named to know which foundation, etc.
- For Economic Impact; possibly have a chart or a break down, etc. to help guide applicants. She would talk with funding policy about that and possibly could work with the Economic Development Division to come up with something similar to the marketing chart that forces people to answer certain questions.
- On the organizational chart; to fill in the name of the person in the position to more easily be related to the biographies and in the case of volunteers, to understand what role a board member might play.

Ms. Garcia y Griego asked if there were other things in terms of the content that could be clarified.

Ms. Sakiestewa said the review was better and she liked the percentages and seeing the total organizational budget made it clearer.

Ms. Garcia y Griego asked members if they thought of anything else to e-mail her in the next few days and they would continue to streamline things.

She has put in a request for the Arts Commission budget to purchase online grant-making software and if approved at City Council, would move forward with that. The software would allow all of the application materials, artistic samples, and promotional materials to be used and submitted online. The samples and materials etc. could be reviewed in advance from any Internet connection. Members could download and print materials or as a PDF or read online. The software would save time in terms of staffing by allowing the contract management items to be automated.

Ms. Garcia y Griego said she would have to look at whether highlighting was possible, but preliminary scoring could be done and a way to write private comments. She said the City Attorney would feel compelled to mention that if online comments are entered, they become part of the permanent public record; whereas the member's notes are simply notes that get recycled.

Ms. Garcia y Griego said those who declared a conflict of interest today would need to formally recuse themselves at the meeting on voting.

#### **VIII Adjournment**

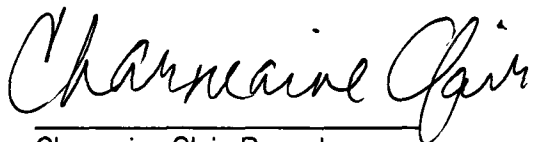
Having completed the agenda and having no further business, the meeting adjourned at 3:54 p.m.

Approved by:



Kirk Ellis, Chair  
Arts Commission

Submitted by:



Charmaine Clair, Recorder