



Agenda

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Special Meeting

Arts Commission

Friday, April 27, 2012

Nambe Room

2nd Floor, Santa Fe Community Convention Center

201 West Marcy

8:30 AM to 5:00 PM

- I. Call to Order
- II. Roll Call
- III. Application Review Process Overview
- IV. Conflicts of Interest
- V. 2012-2013 Community Arts Development Program Applications
- VI. 2012-2013 1% Lodgers Tax Applications
 - a. Special & New Projects Program
 - b. Community Arts Promotion Program
- VII. 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.

**MINUTES OF THE
CITY OF SANTA FE ARTS COMMISSION**

Special Meeting

Santa Fe, New Mexico

Friday, April 27, 2012

Friday, May 4, 2012

Day 1 of the City of Santa Fe Arts Commission special meeting was called to order at approximately 8:30 AM on Friday, April 27, 2012, at the Santa Fe Community Conference Center, Santa Fe, New Mexico.

PANELISTS PRESENT:

Kirk Ellis, Chair
Joey Chavez
Todd Eric Lovato
Michael Namingha
Anne Pedersen
Ramona Sakiestewa
Donna Scheer
Gail Springer

OTHERS PRESENT:

Debra Garcia y Griego, Senior Planner
Sabrina Pratt, Arts Commission Executive Director
Larri Romero, Administrative Assistant
Kay Carlson, Recorder

INTRODUCTION

Ms. Garcia y Griego welcomed everyone to the meeting and invited the panel members to introduce themselves and give a brief statement of their backgrounds and current experience.

(Short biographies of the Grant Panel members are incorporated herewith to these minutes by reference. Copy may be obtained at the City Arts Commission office.)

Frequently throughout the meeting, Mr. Ellis requested that the audience members introduce themselves.

(Sign-in sheets are incorporated herewith to these minutes by reference. Copy may be obtained at the City Arts Commission office.)

APPLICATION REVIEW PROCESS OVERVIEW

It was explained that each application will begin with a review of an artistic sample of up to three minutes and asked that there be no discussion during the review. Discussion will follow with the lead reader, backup reader, and further comments from the other panel members, allowing 10 minutes for each applicant. Following each presentation, the score sheets will be filled in and passed on to staff members for calculation.

Ms. Garcia y Griego said that the applicants may not speak to the panelists. Should there be a pertinent question from either side, a staff member will step from the room to talk to the applicant.

Ms. Garcia y Griego explained that panelists will be given a final opportunity to review their score sheets for errors and consistency at the end of the meeting.

Ms. Sabrina Pratt, Director, Arts Commission, welcomed the panelists and thanked them for being part of this important process for the community. She recognized Ms. Garcia y Griego for devoting so much time and thought into making the process work and consulting with the grantees and Ms. Romero for organizing of books and artistic samples.

Mr. Ellis echoed Ms. Pratt's comments and noted that this was a gargantuan group of applications this year. He thanked everyone for their dedication to the most important thing that the Arts Commission does each year.

DECLARATION OF CONFLICTS OF INTEREST

Mr. Kirk requested that panelists recuse themselves from consideration of an application for which there may be a conflict of interest. He asked that each panelist fill out and sign the conflict of interest form and that the panelist leave the room during the review for which there was a conflict.

For the reviews where an assigned lead reader may have a conflict of interest and need to step out of the room, the backup will become the lead. For the reviews where an assigned backup reader may have a conflict of interest, the next panelist will become the backup.

Joey Chavez

Teatro Paraguas, School For The Arts-NM, National Dance
Institute of New Mexico

Kirk Ellis

International Folk Art Market, Santa Fe REP

Todd Eric Lovato	Independent Film Festival, SITE Santa Fe, Museum of New Mexico Foundation
Michael Namingha	SITE Santa Fe, Institute of American Indian Arts, Fine Arts For Children & Teens
Anne Pedersen	none
Ramona Sakiestewa	Georgia O'Keeffe Museum
Donna Scheer	Eldorado Children's Theater, School for the Arts-NM, National Dance Institute of New Mexico, Santa Fe REP
Gail Springer	Teatro Paraguas, Outside In, Serenata of Santa Fe, STEPOLOGY, Desert Chorale

Mr. Kirk outlined procedures for the day. He explained the actual criteria to be addressed are on the nameplates. For this session they will be dealing with CADP, SNPP and CAPP. He asked the Commissioners to speak only to the criteria and do not venture outside any of the areas they are designated to judge.

(Application summaries are incorporated herewith to these minutes by reference. Copy may be obtained at the City Arts Commission office.)

Community Arts Development Program

New Mexico Literary Arts (Alzheimer's Poetry Project) (no conflict of interest)
Sample: DVD sample of poetry at assisted living center and dancing to music and poetry, interactive explanation by a poet, describing different responses from attendees before and after the performance. **Request:** \$5,000

Funding is requested for thirty poetry workshops to be held throughout the project year at various assisted-living and adult daycare facilities. Workshops are held in both English and Spanish. People living with Alzheimer's disease and related dementia are guided by poets Gary Glazner, Cari Griffo, Joanne Dwyer and Michel Otera in the performance of well-known classic poems, as well as using those poems as the inspiration for creating their own poetry. The workshops culminate in a public performance by participants at Collected Works Bookstore.

Lead Panelist – Mr. Chavez: The application was clear and easy to read, although many dates and locations were not specific. The promotional marketing in the project is appropriate to the audience. Their web page mentions they received the MetLife award for 2012 Creativity in Aging in America leadership award. The links on the web page were easy to navigate. They serve the underserved and forgotten, and go into places where sometimes there are even no family members. In outreach, they were specific with numbers, which is appreciated in a grant, such as 70-80% of the audience are women.

They are NEA recognized as Best Practices, one of only 200 groups. It was not discernible whether that was in the state or nationally. Their promotion material is appropriate for their audience. There was an article in Spanish, which evidences they are reaching out to that aging population.

Back-Up Panelist – Mr. Kirk: A good proposal to kick off the day. It is excellent, detailed, and was full of specific plans. Showed they have grown from past experience. They know who their demographics are and build on that, reaching underserved members of the local community. The audience itself is part of the creation of the artistic work. With the projects for this year, they are looking to do cultural exchange on a bilingual level. Impressed by use of social media. They had a Youtube video that is quite good, the kind of marketing and promotion not seen in other applications. That gets extra points from me.

General Panel Comments: Would hope they could seek to expand on where their printed collateral material is going, that or they are suffering from the general statement that says it is distributed throughout Santa Fe. The final performance is at Collected Works Bookstore and was hoping at some point they would need or want a larger venue or even two events so that more people can become acquainted with them.

Mr. Kirk commented that Collected Works has become a de facto place of public performance of literary work in Santa Fe.

As a once-upon copy editor, a *pubic* performance as opposed to a public performance is an unfortunate gaff. Feel if you can't write it or check it, that gets my attention, because if you use the money that you may get from the Arts Commission with the same lack of attention to detail you pay to your grant proposal, that is troublesome. Am impressed when see an indication of the social media use of Facebook and Twitter, and make it a point to see if they are actually active. Given the scope and services of what they do, they are doing a good job in social media. That goes in their favor.

Santa Fe Men's Camerata

(no conflict of interest)

Sample: Audio samples from concerts, including *Sometimes I Feel Like a Motherless Child, Sounds of the City, In Old Santa Fe.*

Request: \$6,000

Santa Fe Men's Camerata requests support for two to three concerts in Santa Fe, totaling four to six performances. It is anticipated the season will include "Classics, Spirituals & Folk Songs" in September 2012 at the Scottish Rite Center; a collaborative concert with the Zia Singers of mixed seasonal and holiday music in December 2012; and a collaboration with students from Santa Fe High School's student chorus in spring 2013.

Lead Panelist – Ms. Pedersen: Found the proposal redundant and unclear, not sure what programs were in place and those that were not. Their local advertising and PR is standard. The website links did not work and there was a picture of the Camerata, made up mostly of middle age white men. This is a worthy group, but their appeal is limited. Cannot tell if it is a planned or in place school involvement. A series of emails indicates they are planning it, but the proposal does not say so. There is a proposed collaboration with SFPS and other singing groups, but the makeup of the audience is like the group, 70% elderly and white. This is a problem inherent in a lot of choral music. But if they are going to be viable down the line, that needs to be addressed. Ended up with a muddled impression from the proposal.

Back-Up Panelist – Ms. Springer: Looked at more from the perspective of an all-volunteer organization that exists for the love of this kind of music and the desire to serve the community, and that was the caveat in which I looked at it. There is a lot of outreach in terms of concerts at different locations, collaborations in high schools, free workshops with young singers. Would like to know how many young singers join the group and how does the mentoring of SFPS students happen. The group seems to improve the lives of the elderly by sharing music freely and performing at City events. If they plan to commission new works and record CDs, would like to know how it works. Promotion and marketing seems appropriate for a homegrown community organization.

General Panel Comments: An important point for the commissioners is that we may or may not have personal experience with an organization, and that can be factored into the comments as long as it addresses the criteria. But we are fundamentally dealing with what is actually put down on paper by the organization. What we have heard is the interpretation of many of the things in the application, because there is a lot of speculation about what may or may not happen. Found this a much improved application their last application. There has been an attempt to address the specific criteria to be judged in this process. Do like the outreach component of free concerts, workshops and commissioning of local composers. That is admirable and what outreach needs to be, but it is not specific in terms of what is or is not being done at this point. Almost every organization relies on traditional marketing techniques. Press releases are free and great, but you get what you pay for. Everyone is using a limited kind of advertising. However, with an organization like Camerata, it is a focused audience and their advertising seems to work for them.

This application would rely on the good graces of the commission to make a leap forward. Will not ding an organization because their audience reflects their participants. Their outreach states they are available for private events such as funerals and weddings, but do not consider outreach unless it is free. It is clearly a passionate group of volunteers. However, after ten years would want to see under income some kind of corporate, business or foundation support. Does their board contribute money. It is still a

small budget with large ambitions and would like to see growth happen. It was nice to see mentoring in high schools for male students. Doesn't feel like a strong business plan.

Ms. Garcia y Griego stated that the non-Camerata individual support is to clarify it between that and what is shown in earned income as annuals that the members pay to participate.

Los Niños de Santa Fe (no conflict of interest)
(New Mexico Dance Coalition, fiscal agent)

Sample: Film of dance performances, Mexican costumes, Aztec dancers, sword dance, folk dancers. **Request:** \$5,000

Los Niños de Santa Fe requests funding for the "Quetzal Showcase of Mexican Folkloric Dance," June 22, 2013, at El Museo Cultural de Santa Fe. The showcase will feature original costumes and choreographies through the presentation of various Mexican Folkloric groups over three hours of non-stop performances, focusing on the Huastecas and Jalisco regions.

Lead Panelist – Ms. Springer: Strengths are that the performance builds on year-long classes in schools to over 4,000 students. The website does not have an updated calendar, and there is no mention of the Showcase. Although there are beautiful performance photographs, there is no mention of several Santa Fe schools in the website. It seems that this would be a good event for social networking and fundraising. The program obviously inspires folkloric dancers and outreach opportunities. They work with underserved 5-18 year olds for free. It benefits Hispanics and economically disadvantaged students. Funding is for the culminating student performances after the classes.

Back-Up Panelist – Mr. Lovato: Overall, the program impacts youth in a positive way, reminding all the cultures in Santa Fe of the Hispanic and Mexican-American roots that are valuable and has significant and cultural impact on the community. Was disappointed in their promotion and marketing. Certainly, this group has strong word of mouth and a community reach, but even side by side with some of the other applications there is a weakness when it comes to print promotional material, marketing plans, social media. Would like to see that improved. The educational touring of schools and working with at need students, making their shows accessible, summer workshops are strong components. The organizational budget doubling in such a short amount of time raises operational concerns of how the organization is being run. They are projecting considerable growth.

General Panel Comments: On both cultural impact and outreach, this is a strong application. They have a very minimal social media component and would urge this organization to address that so they can better serve their target audience.

The outreach is the strongest component of the organization and of their application. While it is agreed they need to expose themselves more to the social media issue, my experience with a number students in this population is that there is not a lot of computer access. So it may not be as much of a negative as we might perceive it to be. Know that this community relies on posters and flyers and would like to see that upped.

Sangre de Cristo Chorale

(no conflict of interest)

Sample: Film with live performances from March 2012 and photographs accompanied by singing.

Request: \$6,000

Funding is requested for the 2012-13 concert season at Santa Maria de la Paz Church on December 9, 2012, and May 12, 2013. The Chorale will be under the direction of new Music Director, Maxine Thevenot. Included in the project are the mentorship of high school musicians as apprentices for the entire season and the hosting of a high school chorus for a weekend of rehearsals concluding with a free public concert.

Lead Panelist – Mr. Namingha: Their advertising, radio, print is pretty general, *Pasatiempo* and KSFR. Word of mouth seems important to this organization. Went to their Facebook page, and since April 2010 there were only 47 likes. For an organization targeting an age group older than 65, they might need to do something to get more active members. Found it hard to read the small font on the website and there should be a link to their Facebook page from the website. Utilizing Facebook, posting some of their events on the Arts Commission page opens up a broad range of people. Their website needs updating. It listed a job description and search for a new musical director who has been found. They embrace the cultural diversity of the City by commissioning pieces by New Mexico composers. Their venue is Santa Maria de La Paz on the south side. They have a partnership with Capital High that showcases music to a younger generation. Ticket prices are totally fair and they offer free tickets to students at IAIA and members of the church. A benefit concert for St. Elizabeth Shelter raised \$3,000.

Back-Up Panelist – Mr. Chavez: The Arts Commission logo was on their website, which is not as sophisticated as many others are. Appreciated their specificity, but it was not consistent, i.e. which works are used and who they are by; how students to be mentored are selected, who they are, and where did they come from. There was a smaller audience for two concerts, ticket prices are reasonable, free and reduced cost to students are appreciated. They have been around since 1978, encourage them to move forward in their audience outreach and take a step forward to move out into that outreach with a specific school or organization. They have name recognition. They are being honest in saying that word of mouth is their way to go.

General Panel Comments: They can only have at maximum of four interns. Given the size of the organization, they try to do as much as they can. Agree that perhaps they should do a more prolonged association with a school. It is a good organization. Their marketing mix is solid for the audience they are reaching, especially the cultivated relationships with radio stations, like KSFR and KUNM, where the listenerships are more likely drawn. It is no secret that arts and music education have taken a hit. Among their outreach and education activities, they donate scores of choral works to schools, because that can be expensive for the schools. They are making the effort to secure reliable demographic in ways of charting it. As a counter-argument, if it weren't for older white audiences in the city, 90% of the current organizations would no longer exist.

Pomegranate Productions

(no conflict of interest)

(New Mexico Dance Coalition, fiscal agent)

Sample: Film of former performance, *Invaders of the Heart*.

Request: \$6,000

Pomegranate Productions requests funding for the annual presentation of “Invaders of the Heart: Rapture,” in late April 2013 for two performances at the James A. Little Theater. The annual show will feature more than 20 dancers from Pomegranate Productions professional company and Mosaic Dance Company, as well as apprentice companies. Performances will feature a nationally known guest artist. The request includes the Free Performance Series, providing community outreach and education through 40 to 60 free performances annually.

Lead Panelist – Ms. Scheer: Overall a good application. Had some confusion in going through the application and was negotiating between outreach programs requiring funding and this particular showcase. It is a founder driven organization, who is having the greatest creative and entrepreneurial impact. They are getting national magazine exposures, although they seem to be for the organization and not the particular showcase. It is confusing that there is no indication in the application of social media, since this program is so invested in young teenage women. It might even bring more students and/or audience members in. The large full-color advertising poster looks like they went to great expense, but from a personal perspective, there is so much in the poster cannot figure out what it is about. Perhaps more focus would be more successful in their marketing. The budget information does not show substantial connection with business donors and would encourage that effort. Their awareness of the arts and their effort to bring multicultural dance is excellent. The free performance series they are seeking funding for is the strongest aspect of their application. The Seed program for young girls has great impact, and their outreach is achieved through it. Scaled ticket prices and donated performance contribute in a positive way. Their focus on solely young teenage women is appropriate, given their genre and size. They are not overreaching and are in control. A confusion in the application indicates the company develops new choreography and uses new artists and new choreographers. They make that a point but

do not tell who they are and what genre they are in. The hip hop segment in the artistic sample does not seem to fall into anything suggested.

Back-Up Panelist – Ms. Pedersen: Seeds is by far the strongest component of their outreach. But nowhere is there indication of whether the young women in Seeds participate in the show that we are being asked to fund. That kind of specificity would be good to have. They have good foundation support, but would guess that is partially driven by the Seeds program. There is a lot of dance in Santa Fe, and this is different to have this kind of diversity in the arts landscape.

General Panel Comments: It was great to see the Santa Fe Opera and Children’s Museum listed under performances for outreach. They do email blast lists. Agree that outreach is their strongest portion. The list of collaborators reads like a Who’s Who in the social safety net. There is a real effort to reach the community as a whole and not just one particular segment of it.

Eldorado Children’s Theatre (conflict of interest – Donna Scheer)
Sample: Film from productions of The King and I, Wizard of Oz, Fiddler on the Roof,
Spelling Bee Request: \$6,000

The Eldorado Children’s Theatre seeks funding to produce a professionally-coached musical production in December 2012 at the James A. Little Theater, preceded by year-long musical training for youth. Titles under consideration include “Peter Pan” and “Beauty and the Beast.”

Lead Panelist – Ms. Sakiestewa: Their marketing is appropriate and includes everything, word of mouth, social, conventional. It is good and multiple times a year. They hit it all in a cross section and variety of mailings. They do full productions with professional musicians. Good outreach to Indian School. Have a wide demographic and high adult attendance. Good affordable ticket prices. Do a tremendous amount of exchange with other groups to effectively disburse the tickets. They have a big demographic component in their participating students and audience members. They have a specific targeted audience, very big and diverse.

Back-Up Panelist – Mr. Namingha: Their Facebook page only had 82 likes. Then went to their site again that said they have peer-to-peer discussions, but there were no posts from students. There was no Twitter page or feeds. Videos could be added to the website to show the important part of what they do.

General Panel Comments: Their shows are well attended. Would like more social media. They talk about 75% of their students from Salazar and Alvord are eligible for free and reduced lunches, which is a real indicator for Title I schools and students who

may never see a show without this opportunity. The outreach opportunities are one of the greatest strength this organization has. They go into the schools and bring students to see the performances on a field trip to James A. Little. Appreciate their reduced ticket prices and scholarships for students.

Found it interesting that the audience is about 70% Caucasian in their figures. Whoever does their media relations needs to refresh their contact list. *Crosswinds* is listed and has been out of print for a good while. If they are wasting time and funding sending press to defunct publications, it is not a good use of our money. That goes for this organization and others.

Institute for Spanish Arts

(no conflict of interest)

Sample: Video of past performances featuring Flamenco's Next Generation, "La Joat" Spanish traditional dance, solos by former members.

Request: \$6,000

The Institute for Spanish Arts requests funding for year-round programming including professional Spanish dance performances, workshops, classes and outreach activities. The request also includes public performances of youth flamenco at the Lodge at Santa Fe in August 2012, as well as at various community events.

Lead Panelist – Mr. Lovato: Liked the overall strong submission. Generally speaking, there is a good balance in the organization of exploring specifics and educational outreach of the higher art form. From that, we get a strong cultural impact on the community. Is something powerful about classical Spanish performance of flamenco that resonates with locals from Mexican-American backgrounds and with visitors. There is a lot of intrigue in their public performances and with their outreach. Their printed materials are all very strong. Their Facebook presence is also strong, had under 1,000 followers or likes, which could top the list of all the grant applications. They are moving into public schools as a nice addition to their growing community impact. That has been some of the direction of their growth, a positive thing. Look forward to seeing the school mentorship programs grow. Have good financial health from the application. When touting social media like Twitter, Google Plus, etc., need to make sure are not just saying it but that the accounts are active. While Facebook was strong, the others seemed to be slapping on labels.

Back-Up Panelist – Ms. Scheer: An excellent, thorough, clear, focused application. Knew what they were after and what they do. The quality of their marketing is excellent, including use of the internet. That is especially important, given they have a target audience of younger students. Their presence in the school is a major cultural impact. Impressed with their use of having older graduates coming back. That strengthens the organization, brings it forward and keeps it cycling around. Important for outreach to the

community, they use multiple accessible locations and have scaled ticket prices. The teacher training component that implements the ISA and NEA curriculum is strong and is a miracle in the world of dance. Training the younger students to become teachers is part of a great cycle. They are the absolutely appropriate sized program for the number of current staff members. They have a significant presence in the schools and I would be hesitant to tell them to grow some more. They would need to add staff to add programming, but the balance is very smart for what they have and what they are doing with it.

General Panel Comments: Loved the language and the honesty of the grant. It listed schools and dates did not have to divine information. When they go into the schools, their curriculum focuses on the study of the variety of styles of Spanish dance and music, but also on the history and culture of Spanish dance, providing youth with an opportunity to relate to their heritage through the performing arts. They do not identify with textbooks and subjects, but getting on stage and perform gets viscerally in their body. That is a strong part of the cultural outreach and opportunities. The grant never listed if funding sources were proposed or confirmed.

Nice to see they are working with Santa Fe Indian school. The multiple venues are very important. Appreciate the high quality of work. The most important thing in the application, the idea it is not just about getting kids on stage dancing, but they are getting an immersion into a whole tradition and culture that informs what they do. Would say to the Arts Commission staff when they are asked, what can we do to better our position. Show them this application. Hands down this was the best application in the entire category.

Pandemonium Productions, Inc.

(no conflict of interest)

Sample: 2011 productions of *Narnia* and *Wizard of Oz* – kids singing, dancing, solo and groups, munchkins.

Request: \$6,000

Funding is requested for the presentation of “The Adventures of Tom Sawyer,” during fall 2012. In addition to the student production, Pandemonium will conduct drama residency programs in four elementary schools and provide 200 free tickets, as well as bus service to the theater to students from Title I-designated public schools participating in the residency program. Grant funds will also be used to create an education study guide.

Lead Panelist – Ms. Pedersen: Found the application basically well written and clean and deeply appreciate the specifics. A small point was some confusion between 200 free tickets versus 300 kids in the drama residency program. Their website is comprehensive and lively and is enterprising with a store. Wondered about Youtube presence. The advertising and promotion was standard in terms of outlets utilized. Live theater is

always a plus with kids. Free tickets to schools and drama residency program is good. A huge fan of study guides, something Pandemonium does that nobody else seems to do. It is one thing to see a live production but it is very important and a huge plus to then go into what is the cultural milieu that gave rise to this and mechanics of theater. The partnership with the Opera is commendable. They have been invited to perform at Big Brothers, Big Sisters, Green Expo and others is good. Struck that 40% of students in each production is Hispanic. It has been my unsubstantial impression that a lot of youth theater is skewed towards white. Exemplary to include kids with disabilities and autism. Wanted hard statistics about what their graduates do. Like the specificity about the fact that they awarded \$25,290 to 41 students in 2011.

Back-Up Panelist – Ms. Sakiestewa: Clarified that 48% is Hispanic, plus Native American. They also do KSWV radio. Have free admission for 100 students and have live events at shopping malls and stores to promote themselves to reach a different audience. The study guides are good for children and also demystifies it for teachers and gives them backup. A good application.

General Panel Comments: Mr. Ellis clarified that the grant would largely go to the study guides. Ms. Garcia y Griego replied it is for the production itself and for the study guide also. Mr. Ellis added this is not done by everybody and the fact that they get into the schools in a citywide manner is fantastic.

Materials are bilingual on request. Their financial information page is clear, with plenty of information. They let us know what is proposed and secured funding. They mention DVD sales and tuition in the programming, which is honest and often does not happen with such organizations.

Outside In (conflict of interest – Ms. Springer)
Sample: Promotional video of comments and artist performances
at various social service settings **Request:** \$6,000

Outside In requests funding to present free professional-quality monthly live performances to seniors, Alzheimer's patients, homeless, those with physical and mental disabilities, and their friends and families at various facilities. The project includes at least 70 performances by a core group of local performing artists.

Lead Panelist – Mr. Namingha: They do not do much under promotion and marketing. They are unsung heroes. The Facebook page has 1203 likes and seems pretty active. Perhaps they could pursue a fundraiser to gain awareness for the organization, which I was not familiar with until the Arts Commission. The website information was simple, with a donation button on every page. The bios of board members were outdated. This organization is the paradigm of outreach.

Back-Up Panelist – Mr. Lovato: A lot of new research has been correlating the impact of music and arts on Alzheimer's patients. We are learning things Outside In has known for years about the efficacy of this kind of programming impacting on some of our community's most needy and underserved. More awareness to the community that these services are happening would be great because there is value in these patients being served. A strong proposal.

General Panel Comments: There is no question this organization provides a valuable service. In outreach it has few competitors. However, for the last several sessions they have pushed the tolerance of this commission with an application that reads identically and have used the same video for almost four years. The organization is resting on its laurels and not making an effort to get out to the public at large. There is no real marketing plan. They take out one full page ad during the summer and send out weekly and monthly press releases. Everything about the application is sloppy. The video does show that they bring music and culture to those who are least equipped to get it on their own, but they need to do better in future in presenting their case to the commission, let alone the publications.

Unlike some of the other commissioners, have not seen this application for several years. They are they not marketing and promoting their work because they have too many requests already. A follow up question would be, why not market to people who would further support the organization. They have excellent foundation and private support, but do not see business or corporate. Did not know of Outside In before reading the application. It is an incredibly valuable service.

Wanted to see more specificity in actual performances. The video gives the impression it skews towards folk and traditional music. A lot of our aging population grew up with rock and roll. Want to see they have addressed a breadth of performance options.

Thought it was a poor application. My mother lives in an assisted living facility in Albuquerque that pays for people to come in on a daily basis. It is like living on a cruise ship with no end of entertainment. It appears that most of their promotion is in-house and goes to family members. They have 70 performances and a core group that is not listed. Feel they are resting on their laurels and need to step it up in the future.