

CITY CLERK'S OFFICE

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Occupancy Tax Advisory Board (O.T.A.B.)

2013-14 Grant Reviews

June 3, 2013

1:00 pm

Santa Fe Community Convention Center

Administrative Conference Room

201 W. Marcy Street

Santa Fe, NM 87501

505.955.6200

- |   |         |
|---|---------|
| I. Introductions—All                                      | 1:00pm  |
| II. Description of grant and review process—Jim Lutjohann | 1:15pm  |
| III. Applications (lead readers) and votes                | 1:25pm  |
| IV. Presentations (applicants) and votes                  |         |
| a. Santa Fe Arts Festival                                 | 2:00pm  |
| b. Global Running Culture                                 | 2:20pm  |
| c. Santa Fe Independent Film Festival                     | 2:40pm  |
| d. Parallel Studios                                       | 3:00pm  |
| V. Review panel vote tally and final recommendations      | 3:20 pm |

Persons with disabilities in need of accommodations, contact the City Clerk's office  
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**OTAB PANEL REVIEW  
SUMMARY INDEX  
June 3, 2013**

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**MINUTES OF THE  
CITY OF SANTA FÉ  
OTAB PANEL GRANT REVIEWS**

**June 3, 2013**

**1:00 pm**

**Santa Fé Community Convention Center  
Administrative Conference Room  
201 W. Marcy Street  
Santa Fé, NM 87501**

**I. INTRODUCTIONS**

**PANEL MEMBERS PRESENT:**

Cyndi Conn, Art Santa Fé  
Cynthia Delgado, Marketing Director  
Sandra Bryce, Railyard Corporation  
Kathryn Erickson, Santa Fé Gallery Association

**MEMBERS ABSENT:**

**STAFF PRESENT:**

Jim Luttjohann, Executive Director

**OTHERS PRESENT:**

Carl Boaz, Stenographer  
Julie Ann Grimm, Reporter

**II. DESCRIPTION OF GRANT AND REVIEW PROCESS —Jim Luttjohann**

Ms. Bryce had a question. She pointed out that the applicant Santa Fé Arts Festival was not a 501(c)3 organization and didn't know if they were eligible.

Mr. Luttjohann said the panel could certainly ask that during their presentation whether they had an umbrella or were a partnership that was eligible.

Ms. Erickson thought that was part of the qualifications for applicants.

Mr. Luttjohann agreed. However, he learned at every turn that since they wrote the application guidelines he realized that the tax code cited here actually referred to the Public Art Fund Tax Code, not to the Occupancy Tax Advisory Code. He never changed the ID number but just changed the language all around it and then happened upon that document one day and realized the difference. The City Attorney's office said he didn't need to cancel the whole process and start over because of that. If the CVB abides by

those terms this year, they could make an amendment in it next year if they chose to do that. But he agreed they were bound this year to funding only non-profit at least as an umbrella or fiscal agent.

Ms. Erickson felt that didn't quite answer the question. She asked what it meant here.

Mr. Luttjohann thought the panel should ask that question during the presentation period.

Ms. Bryce suggested there might be one and they just didn't identify it.

Ms. Delgado recalled they applied last year.

Mr. Luttjohann said it was not through this grant program.

Ms. Erickson asked about the criterion of falling under the occupancy rate percentage.

Mr. Luttjohann said since none of them qualified on that basis, he suggested they score for how closely they came to helping the City fill the occupancy during that period. The recommendation of doing that came from the OTAB Board. It was a really hard one to do because a given week could be skewed by a strong Saturday. So he thought they had to look at the overall pattern.

Ms. Erickson said fortunately this was a better date than others. Then on the chart she asked if the dates in green were the low occupancy rates.

Mr. Luttjohann said maybe.

Ms. Bryce said the low occupancy rates were shown in red. And some of them were also holidays so it was confusing. Mr. Luttjohann agreed.

Mr. Luttjohann said the panel had to consider that moderately.

Ms. Grimm asked if this meeting was open to the public.

Mr. Luttjohann had assumed it would be only the applicants and the panel. But if it was posted, he supposed it had to be open.

Ms. Conn said it was posted.

The panel agreed "the light of day" was always good.

One of the panelists asked about tie votes.

Mr. Luttjohann said, given the number of applicants and the funds available, he didn't think there would be a problem with tie votes and could decide not to fund if they didn't qualify on the point values at all. They were more inclined to have a point value discussion than a tie breaker discussion.

Ms. Conn asked if there would be only one award.

Mr. Luttjohann said no. They had \$70,000 for the next fiscal year and approximately \$30,000 in present fiscal year funds. The panel could allocate all of it. If the panel allocated all of it or recommended every one of these applications they would have enough. The process could be reopened if there were insufficient points achieved.

Ms. Conn said since the meeting was open to the public, she had a question about recommending an applicant where the people might be staying out of town.

Mr. Luttjohann said there was one application where that might be the case. He believed it was the intent of the language from OTAB that they were trying to address bringing more overnight stays to Santa Fé. OTAB has no jurisdiction over anything outside the city limits. So the simple answer was that the preference is to strive for overnights.

Ms. Bryce asked if the applicants come in to present, does the panel hold what they already scored for the written part and...

Mr. Luttjohann suggested they provide both sets of scores. Between each applicant, the panel would provide the written and verbal scores.

Ms. Bryce asked then if they would just make their verbal presentation, addressing these things and then the panelists would ask questions or start a dialogue.

Mr. Luttjohann said they would be first asked to make their presentation that would answer those questions and then the panel could ask further questions. When he had been pitching for the grant, he liked if they could answer them then.

Mr. Luttjohann invited any public members to sit at the back of the room.

Ms. Grimm said she was the public and was glad to sit at the back of the room.

### **III. APPLICATIONS (LEAD READERS) AND VOTES**

The Panel just had the applicants present their applications.

### **IV. PRESENTATIONS (APPLICANTS) AND VOTES**

#### **a. Santa Fé Arts Festival**

Mr. Bruce Adams was welcomed to the review and presented his request.

He said this basically started three years ago. He started the Canyon Road Paint Out in October

planned as the weekend after the Balloon Fiesta. The idea was to expand the tourism season one more week by having an event on Canyon Road. It has been very successful and primarily coordinated by the Canyon Road Association.

As of three years ago it has been called the Santa Fé Arts Festival. The Santa Fé Arts Festival doesn't organize any particular event. It is an umbrella for marketing of a number of things for all Santa Fé does. So it is a marketing tool. He started it because there was nothing like that in existence. Regardless of the grant, he would continue to pursue the Arts Festival as a marketing tool. He shared some ads from last fall in Santa Fé Magazine. If awarded the grant, he would move the Santa Fé Arts Festival title off and offer the ads in Santa Fé Magazine free of charge.

Mr. Adams said he would provide material to outside media in surrounding areas over sixty miles from Santa Fé, primarily the feeder states. He worked with many organizations including the Canyon Road Merchants' Association. Listing some of the events was the strategy. In a film related event, he would add the other events in addition to film. The Santa Fé Gallery Association was looking for an event in October. No money would be used for the events but all of it would be for promotion of the events.

Some events to be included were: The Designer Showcase - makeover of a house in early October, Design Week starting at the end of October, SFPS Music in the Schools Program which tried to generate funds to support music in the public schools, the Concert Series and others.

Mr. Adams would continue solicitation of other events that were scheduled prior to the end of October.

Mr. Adams shared the lead pages he was going to send out containing the ads and to local media.

Ms. Conn asked if this was independent. Mr. Adams agreed that it was.

Ms. Delgado, regarding film activities, asked if the sponsor would be OTAB or as an additional sponsor.

Mr. Adams said it would be an additional sponsor. He was trying to jump start the whole thing. He wasn't intending to come back again for money.

Ms. Delgado concluded that the sponsors would pay to be part of ads and on website.

Mr. Adams agreed. The sponsors would take cash and have logos on the ads and website. The various organizations would pay a small fee (\$100) and the other idea was to sell ads on the web site and sell ads to hotels.

Ms. Delgado asked if he would actually get money from ticket sales for premier events.

Mr. Adams said no, that he was marketing only.

Ms. Delgado asked if that would come off the web site. Mr. Adams agreed.

Ms. Delgado asked who would serve as fiduciary.

Mr. Adams said Partners in Education would hold the money.

Mr. Luttjohann asked if there was an overall admission ticket.

Mr. Adams said no. They finance their own event.

Mr. Luttjohann said that was clearly articulated on the web site.

Mr. Adams said he didn't want to collect other people's money but there were links to their web sites. He acknowledged that he needed to be more specific on his web site.

Ms. Delgado asked if he had a letter from Partners In Education for the panel.

Mr. Adams said he had one but not with him.

Ms. Delgado asked why he was best suited to do this.

Mr. Adams said because of his position with Santa Fean he could put that perspective in the magazine. He saw the whole arts and culture scene.

There were no other questions.

Mr. Luttjohann explained the process to Mr. Adams that the panel would make recommendations to the OTAB and it was his belief that the Board would accept the panel recommendations.

Mr. Adams left and the panel discussed the application.

Ms. Delgado said this was a highly valuable service but was an advertising campaign, not an event. And perhaps by leveraging, it was better than giving each group a thousand dollars. But she questioned why this wouldn't just come to CVB. It was what CVB was going to do for Winter wonderland at the holiday time.

Mr. Luttjohann explained that because this fund was designated for this purpose it couldn't come to CVB.

Ms. Delgado said she felt the community didn't need to be doing more highlighting of existing assets. She wasn't sure this was what the funding was for.

Ms. Conn said if we want to attract tourists to Santa Fé she was not sure these were the strongest events to present to those outside the community.

Ms. Bryce thought Santa Fé Arts Festival was a great idea but couldn't imagine anybody being attracted because they were all just local events.

Ms. Delgado asked if any of these events were going to drive people who might not have come, to attend them or whether there was enough regional or local or a big name to be a draw.

Ms. Conn suggested the events were not fitting together.

Ms. Delgado said CVB knew that if you put events together, it does draw people but she asked if the panel was going to do a yes-no vote first.

Mr. Luttjohann said this was a new committee and had new procedures. He had no problem with a yes-no vote. He was not voting because that could skew the vote perhaps. And it would use averaging anyway.

Ms. Delgado asked if this application met the spirit of what these funds were for.

Ms. Erickson said he obviously markets things well and it is a variety so she would say yes.

Ms. Bryce would say no because of what the panel just discussed. It doesn't come up to the greater whole although Mr. Adams has a good concept

Ms. Delgado noted these were for a key event.

Ms. Bryce said they had great band (at the Paint Out) and it was a waste of that band. It could draw a national audience. The film festival was doing a great week but behind Design Week.

Ms. Delgado suggested one could say during Design Week the Paint Out is a growing event and all of these events need marketing help. But Mr. Adams admitted he doesn't do events.

Ms. Conn noted that he listed the Gallery Association (Ms. Erickson) as a reference.

Ms. Erickson said she didn't benefit from the marketing Mr. Adams does. There is enough going on.

Ms. Bryce asked if other than the Paint Out, whether there were other things going on.

Ms. Erickson said the Gallery Association would be doing a series of lectures in all three districts during this festival period.

Mr. Luttjohann asked the panel to be careful to evaluate on what he said.

Ms. Delgado listed them again. He also mentioned the house tour for interior design week.

Ms. Erickson offered to step out of this vote if the panel wished.

Mr. Luttjohann was okay either way. There was no exchange of funds involved.

Ms. Conn felt a little uncomfortable with her voting on it.



Ms. Erickson said she would keep the conversation confidential.

Ms. Conn didn't feel these efforts were what would draw people to Santa Fé. She felt it was not a strong enough proposal and was just marketing that he was proposing and she didn't feel it was appropriate for an education grant. This was better supported by a business but not as a grant from OTAB.

Ms. Bryce agreed. Mr. Adams co-writes grant proposals with the Railyard. The whole proposal felt like he had a good idea but it wasn't well thought out. The film festival wasn't thought out. Just a little more clarity on how it is to be promoted and who the partners are would have helped. What is necessary to get a good audience? There were some great partners but so many more that could be packaged together.

Ms. Delgado didn't think it was a festival event and didn't meet the criteria.

Mr. Luttjohann summarized that three panelists were saying no. He asked the full proposals to be turned in along with the score sheets.

Mr. Luttjohann explained to Ms. Grimm that this funding was to provide something during the fall period where hotel occupancy was below 50%. No applicant fit the dates precisely but all of them addressed why they believed their event dates were appropriate to raise occupancy rates.

Ms. Grimm asked if OTAB would consider doing more.

Mr. Luttjohann said that was yet to be determined.

This application was eliminated from the evaluation.

## **b. Global Running Culture**

The panel pre-scored their evaluation on the written application for Global running Culture.

Mr. Joseph Kames came in with two others: Abraham and Jennifer.

Mr. Kames said he and Abraham and Antonio López formed the nonprofit in 2010 and this was the third year for the event. Abraham and Governor Rivera from Pojoaque held the race at Buffalo Thunder and he saw an opportunity to transform the race into a much larger event. In Monterrey California was on the board for the Big Sur Marathon as the first destination marathon. It could be combined with a vacation as part of the event. A few years ago it was rated #1 in the world and brought in millions to the area.

Santa Fé is one of the few places that could host such an event and has never had a race like that. He said they were three people with no money but an idea. In 2011 they had 700 runners from 17 states and 81 from New Mexico. They did well last year and got an ad in Runner's World last year. The ad cost \$49,000 and he got them down to \$9,000 for the half-page ad. They eventually cut Global Running Culture that good deal. They were carrying out other nonprofit things. He got emails for 400 running clubs and sent emails to each of them. That was free. We are not the City or Pojoaque Pueblo or Buffalo Thunder

although we have worked with them. He passed out the billboard they had.

Abraham had no idea when he came eight years ago about the running culture here among the pueblos or the Hopi and Zuni Tribes. We worked for two years with the Tarahumara Indians and they came last year and came back in January for an event and will come back again this year. Part of what we are trying to do is bring in well-known runners. Last year was Billy Mills who is a Sioux and was in a movie called Running Brave. Billy Mills gave 4 talks before the race and was a big hit.

They were working to get Christopher McDougal this year. We had a six time hoop dancer at the awards ceremony last year. There are 14 age groups and we had 160 runners who won a handmade art piece from pueblo artists. So we are trying to add more than what might be expected. We had bands and African drummers at the finish line last year.

As part of charitable mission, we brought 100 disadvantaged youth who participated in a relay event on the day before the race. Three teams covered as much ground as possible. They covered 180 miles. We are moving the Saturday event to Fort Marcy with t shirts, food and other vendors. A special attraction is the Special Warrior - a motivational speaker from Nambé who will talk to the kids and attend the pre-race dinner in the courtyard here.

Building a large race is all about advertising. Abraham and Joseph went to Boulder where they have 50,000 runners and we handed out our brochures in our t-shirts to those runners. The table there cost \$1,050. We clicked on the Hot Chocolate Albuquerque race and got 8,000 people to attend.

We are prepared to go on the Active.com - the largest sports web site. We are trying now to reach outside in Colorado, Texas and to bring people to Santa Fé. People who run 13 miles at sea level have trouble here but our course is from 7,000, up 200 and then down to 6,000. Our goal is 5,000 runners. Buffalo Thunder sells out at that time. So the rest stay in Santa Fé. We will put a link for the hotel that offers a block of rooms, on our website.

Jennifer said they also have a 5k race for kids or a mile walk to try to tap the family market. For the half-marathon we have a built in crowd from the 5k race. We have a cool finish line at Buffalo Thunder.

Ms. Delgado noted in 2011 they had 3,000 and in 2012 they had 1,097 coming.

Mr. Kames agreed. He said the stats were in the application towards the end. There were 190 from out of state last year. He had a charts showing where runners came from. They went from 80 to 190. So the percentage coming from out of state were increasing. Half marathons are the most popular in the country right now. There are a number of half-marathon web sites.

Jennifer said she had completed five and four were vacation related. .

Abraham added that they were close to the low end of the scale on fees.

Mr. Kames said their fee is \$55. Lots of folks come to race and then find out about Santa Fé.

In response to Ms. Bryce, Mr. Karnes agreed that they were validated.

Ms. Delgado asked who paid for the highway bill board.

Mr. Karnes said Pojoaque paid for four of them along the interstate. The balance between print and on-line was changing more to on-line.

Jennifer said at this point they didn't have the money or the skills to manage it all on-line. They were all volunteers.

Mr. Karnes said the lead time for Runners' World is three months.

Ms. Delgado said it can be targeted online.

Ms. Bryce asked what the Pueblo provided.

Mr. Karnes said they provided the finish line, billboards and VIP rooms. It is combined between Hilton and the Pueblo. Last year they had a 50% discount for tribal members. Last year he also toured the pueblos and handed out brochures. Mr. Herman Agoya from Ohkay Owingeh is their outreach coordinator.

Steve Ackerman who ran in the 1960 Olympic trials was their feature runner model for Native American communities. It is something we can do to better our culture.

Jennifer said all the pueblo runners came in as groups and some of their tribes paid for their entrance.

Abraham said everybody wins with that process.

Mr. Luttjohann thanked them for their presentation and they departed.

Ms. Bryce liked it very much and thought they were very proactive in targeting the audience. She wondered if they had any concern about rooms.

Ms. Delgado said they had plenty of rooms up there. In terms of impact, she gave it a six - not that great. Regarding creative activity, it was not something that sets Santa Fé apart. It was a pretty small event.

Ms. Bryce countered that they were growing their exposure.

Ms. Conn said it is unique for Santa Fé and northern New Mexico and it is bringing back the focus on Native Americans and education.

Ms. Delgado agreed but didn't think it would bring people to New Mexico.

The scores were 41, 45, 41, and 37 on the written proposal.

The scores on verbal presentation were 40, 39, 48 and 47

Ms. Bryce said they have planted a seed and need to get the fruit. It is a cultural flavor you wouldn't get anywhere else.

Ms. Delgado thought Runners' World was a great exposure.

Mr. Luttjohann said the average combined score was 82.

### **c. Santa Fé Independent Film Festival**

Jacques Paisner and Jeannette Paisner came in to present.

Mr. Paisner said since they submitted, they had received two summer screenings - Rocky Horror and one with the Lensic. Last year they doubled ticket sales. They had 24 states and 24 counties represented. The 2012 Festival opened with Bless Me Ultima. They had a Special Q/A with Judy Blume that sold out at the Lensic.

This year they expect 10,000 attendees with half million dollars' impact. They were focused on a wide and diverse audience.

He compared the Santa Fé Film Festival with the Little Rock Festival, Telluride and Sundance. He quoted Utah stats from Sundance. He expected many to drive from Albuquerque. He said the ratio for them was for every \$1 spent, the impact was about \$8. With the new theater, the reopening of Jean Cocteau and others here he believed Santa Fé was set to emerge as a leader.

Ms. Delgado asked what the difference was in how he positioned the independent film festival with the Santa Fé Film Festival. Secondly she asked why they picked Santa Fé from the others.

Mr. Paisner said that film festival was in December and he wished them the best. But he said this Festival offered something very special - new artists to hear more about in the future. He compared Santa Fé with Sedona as being more exciting and Sedona a little bland. He said the "imaginator" is also competitive.

Ms. Paisner said a film maker got their package and decided to film one here.

Mr. Paisner said Santa Fé Studios and Greer Garson had a lighting package with ??

Mr. Paisner said they didn't have to pay for the green screen.

Ms. Bryce asked if they had any plan in the future to have funding for other projects.

Mr. Paisner said they had 3-5 part time and the others were full time. They would have about \$400,000 budget next year. A lot of us gave up their salaries to make it the best it could be but we've struggled.

Ms. Paisner said they would like to pay salaries.

Ms. Bryce asked how they planned to generate increased revenue.

Mr. Paisner said through ticket sales and more small grants,

Ms. Paisner said they really depended on fund raising.

Mr. Paisner said tickets do bring in money and there was a way to have the crowds there. It pushes us beyond a charitable event. With Vital Crown coming up and Jean Cocteau we see Water Street could be packed. Santa Fé is better than Park City in almost every way. Offering people something they couldn't see elsewhere makes it exciting. Most of the people come from Los Angeles and New York City but they got a spike from Colorado and Oklahoma last year.

Ms. Delgado asked how many people were outside of Santa Fé County. She assumed they were keeping track of that.

Mr. Paisner agreed they could do that. He would say a little more than half are from Santa Fé and Albuquerque - so roughly 3,000 from the outside.

Ms. Delgado asked how they got ticket sales.

Ms. Paisner said they had sign-up sheets and questionnaires to find out where they were and an audience voting on it.

Ms. Delgado asked with Ticket Santa Fé if they were the same people who bought multiple tickets.

Mr. Paisner said they were individuals. The Lensic sends us the physical addresses of buyers. She thought their estimates were very conservative but they more than doubled their attendance last year.

Ms. Delgado said it would be helpful to provide that next level of detail. She was interested in how we market.

Mr. Paisner said they would reach out to Jay again this year. They could get off the Rail Runner and walk to the Jean Cocteau with a discount.

Ms. Delgado pointed out that this was a big jump in income.

Mr. Paisner said the Arts Commission noted that too. There was a typo that didn't include the in-kind.

Ms. Delgado asked where they were on raising income.

Mr. Paisner said they were far ahead of the projection in this budget. They were happy to be there and have proven this could help generate funds for the city.

Mr. Luttjohann said they were close in the schedule. He explained the process and thanked them for their presentation. The applicants departed.

Ms. Bryce was very impressed with them and felt they have grown exponentially the last three years.

Ms. Conn agreed they do really good work. They are attracting synergistic energy vibes.

Ms. Bryce said they had good collaboration.

Ms. Conn thought the group does very well.

Ms. Delgado said financially they seem to be making big jumps.

Ms. Erickson was very optimistic.

Ms. Bryce was impressed they were measuring against other film festivals.

Ms. Delgado noted they were looking to double income. That's a lot. Last year was \$40,000 and this year it is \$85,000.

Ms. Bryce agreed but they were ahead of ticket sales.

Ms. Delgado disagreed. That was entry fees. She thought it was hard to believe.

Ms. Bryce wondered how many years they could forego salaries. They've been at it for a while.

Ms. Conn had no doubt they would pull it off even if they couldn't meet their budget. She recommended giving them the grant.

Ms. Bryce liked the mix of marketing that they had undertaken. They are really savvy with social media.

Ms. Conn added that they had good local celebrities behind them.

Ms. Bryce commented that with simultaneous theater openings they would have a theater district. That will have a positive impact.

The panel scored the written application at 43, 50, 43 and 36.

They scored the oral presentation at 44, 36, 47 and 37.

Mr. Luttjohann said the average combined was 86.5.

Ms. Bryce thought the printed materials were very good.

#### **d. Parallel Studios**

Maryellen and John - co executive directors for Parallel Studios came in.

John said they had worked on this since 2010. This was the fourth year on the festival. They were putting on exhibitions in 2002 but felt they should have a festival. There were others in California and New York but were very scattered. We lag behind Europe in this area. We are having really good success

He mentioned the partners they had. They were using Warehouse 21 for screenings and projections would be at the Railyard.

Maryellen said they would have satellite events and also official partners. They would get spontaneous response which was an opportunity for people to get involved.

She said they were on a curve with real interest in media from young people in technical industry and out of doors convergence. They have a website on our phones and using it now as a portal.

John said it showed a sidebar with rooms, restaurants, etc. with discounts.

Ms. Delgado noted they didn't have SFCVB on their site.

Maryellen thought they did have some things scheduled when looking for resources and found them on the CVB web site. But she agreed they should highlight CVB.

John said their demographic target was ages 20-40. We feel we have a resource for them. We pitch it as "come to Santa Fé where you can have outdoors and latest in technology."

Maryellen said it was really fine art.

John said it was for families as well as sophisticated art lovers - all across the board.

Maryellen said they did a lot of print in the past and were shifting to social media now. We will hope to find a balance here. We were in Arts and Culture Magazine last year.

John said they had full page ads in national magazines like Juxtapose that has the largest distribution. They got it cheaply as a nonprofit. They had a full page in Art, Ltd.

Maryellen said they had regional exposure also in Los Angeles and Denver.

John said they had four spots a day at KUNM for drive time. So they were pushing hard on marketing and hired a company to handle the social media, posting twice a day on all of them. They had 300 likes on Facebook. Our requests for international submission has great response.

Ms. Bryce asked how many artists were from outside the US.

John said they had 3-4.

Maryellen said they had about two artists outside Santa Fé and three outside the country. They didn't bring them to town. About 1,300 total were represented.

Ms. Conn knew they hadn't been able to track in the past but asked if there were others in the US that they could compare with - other models that can help you estimate you would grow.

Maryellen thought Zero One was probably the best. They do a bi-annual and have staggering accumulated numbers.

Ms. Conn said it was important information.

John said Zero One has probably 34,000 but they are in a big community.

Ms. Brice asked if they didn't sell tickets.

John said Zero One didn't sell tickets nor does Sao Paulo. It is the idea of open source. A big problem here is not having a sponsor. Zero One has Google in their neighborhood. Intel only wants to support education. We are not like Austin with a lot of rich young entrepreneurs.

Ms. Delgado said Santa Fé's source table is impressive.

John said it was hard to do set up tours.

Ms. Delgado didn't like touring shows unless they bring the tours to the big extravaganza.

John said they wanted to expand involved people. They had 6 partners involved now.

Ms. Delgado asked if Site Santa Fé was involved.

John said they had offered equipment.

Maryellen said they wanted to welcome everybody. They loved being in el Museo because it is not intimidating. Site has been supportive in the past. We have a good relationship.

Ms. Delgado asked if the money award was conditioned on sampling attendees to determine the attendance if they would comply.

John said they could try. People were reluctant to stop to give information. We have sign in books but they are sometimes illegible.

Ms. Conn suggested having a give away was good to get them to sign in and then have a drawing.



Ms. Delgado said there were about 4 questions to ask the people like how many are in the party.

Maryellen wanted to see software that would make it more like a game. They were looking at an interactive table with a map so they could push it where they were from.

John said they knew of a company here that makes them.

Ms. Delgado thought that was logical.

John said they never liked to mislead people. The reason they didn't ask for \$30,000 but just \$15,000 was because he was listening to the comments at City Hall. They were building to that point but were not there yet. They wouldn't fill 500 beds next year but they were on their way over time. So they asked for what they thought the OTAB would consider for it.

Maryellen added that they have been a mom and pop act for several years. And now were reaching a point where they couldn't handle it all three days. They would like to hire a good marketing person. Social media is less expensive but we need to graduate into professional help.

Ms. Conn really liked the brochure.

Ms. Bryce asked if "committed" and "pending" were grants written.

John said in "pending" now there was only one or two left. These are all for next year.

Maryellen explained that the 185 is in-kind. We put it together in four hours on the last day.

Mr. Luttjohann explained the process schedule.

John said for their event opening weekend had submissions for performances and installations. Opening night goes from 6 to midnight usually with several hundred people and closing night is a big concert at Railyard Plaza.

Mr. Luttjohann thanked them for their presentation and excused them.

Ms. Bryce asked about June occupancy rates.

Mr. Luttjohann said he followed the criteria given to the panel. Weekly was going to be a challenge so it was imperfect.

Ms. Conn said it is not strong right now but acceptable. It doesn't mean it won't be a great event.

Ms. Bryce said it is a spectacular event.

Ms. Delgado added that they had support from great organizations.

Ms. Erickson was worried about their sustainability. They are always dependent on grants.

Ms. Delgado said Spanish Colonial Arts is an example that must rely on grants. International folk Art is the same. There is no big corporate support here.

The panel deemed this application eligible.

The panel scored their written proposal at 44, 43, 37 and 46.

They scored the oral presentation at 36, 42, 46 and 39

The combined average was 83.25

Mr. Luttjohann said with their smaller request, it would leave money on the table.

Ms. Bryce asked if it could be dependent upon exceeding their numbers.

Ms. Delgado said the only one not close was the international film festival. We didn't ask them if they could accept less money if we didn't have enough.

Ms. Conn said they could have A, B, and C budgets.

Ms. Delgado thought it was interesting now that they had gone through it, to sit down with OTAB and talk about this issue of fund raising for sustainability. If they don't have a board that raises money or other successes....

Ms. Conn agreed. They needed another criterion.

Ms. Delgado said they should show the panel over the next 3 years how they were going to bring in \$30,000 without this grant.

Ms. Bryce agreed.

Ms. Delgado clarified that the vision of this money was to seed events that would bring in thousands of people. And they would be staying in our hotels because that is where this money comes from. We'll have to have discussions about that.

Ms. Bryce asked if that should impact our decision - maybe one or two of them don't meet that level. Should that be rolled over?

Ms. Delgado suggested for improvement of the process, to have them show their sustainability weaning plan. We didn't ask that but it is part of the OTAB process. They can only come three times.

Ms. Delgado thought it would be helpful to require them to go to an informational session before applying for it. Then it could be clarified what the mission is and makes it clear for everyone. New Mexico

Tourism also requires that they have additional partners. If you are by yourself, you only get \$3,000. With New Mexico Tourism, you have to say what the partners are going to do. CVB has applied for grants that made us look at what partners would gain from this as well.

Ms. Delgado commented that it was interesting that two of them were in the Railyard. That was another shift.

Ms. Bryce added that for the first time they had the showcase from Indian Market at the Railyard and for Zozobra, Friday night was at the Railyard. People were buying in at diverse efforts.

Ms. Bryce asked Julie Ann Grimm if this was anonymous or if the panelists would quoted.

Ms. Grimm didn't know what she was going to do with the OTAB grants but it was on the record so there was not an anonymous.

Mr. Luttjohann said since OTAB will not have voted yet and we were publicly noticed it was public.

Ms. Grimm said she would write about seeding and then when applications were being requested and only four organizations applied.

#### **V. REVIEW PANEL VOTE TALLY AND FINAL RECOMMENDATIONS**

Mr. Luttjohann said the panel could make a recommendation.

Ms. Bryce said the 10 and 15 were appropriate but thought the \$30,000 request was too high for their impact. It might be important to send that message - this is the first year. Ms. Erickson agreed.

Mr. Luttjohann asked what amount should be recommended.

Ms. Erickson thought \$15,000.

Ms. Delgado observed the perspective was interesting - big event = people staying here. Bigger events = bigger amounts. She didn't have a judgment but an observation.

Ms. Conn asked if with the fact of people being qualified, maybe the OTAB shouldn't be one big grant this year bringing hundreds of thousands of people but to provide seed money. But no one applied to really fit with this.

Ms. Delgado said this was to look at it as a city and understand the dynamics of these events.

Ms. Conn asked who might be able to help with that.

Ms. Bryce thought what they did was in keeping with the goal. We would like to have the potential so keep it growing but we're not there yet. She asked if that was right.

Mr. Luttjohann thought that was fair and thanked Ms. Delgado for bringing the panel back to that perspective.

Ms. Delgado said as they went forward, to Ms. Brice's point, we need it to build muscle for these folks so before we sign the contract, they have to say how they will track the demographics. That was not too burdensome but they had to have a plan in place before we give them money and the numbers will come back in the final result.

Parallel came the closest to understanding that intent and said they weren't sure they could deliver that. People think it is easy to put on these events but it isn't. Having their board members identified would be important next year.

Ms. Bryce agreed - to really get to the level they need for the future.

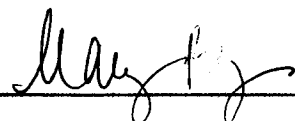
Mr. Luttjohann said he could go back to a lot of these details.

The panel agreed to recommend \$15,000 for Parallel Studios, \$15,000 for Global Running Culture and \$25,000 for Santa Fé Independent Film Festival.

Mr. Luttjohann thanked the panel for their work and the meeting was adjourned at 4:35 p.m.

Submitted by:

  
Carl Boaz, Stenographer

 4.3.11