



Agenda

CITY CLERK'S OFFICE

DATE 6-5-12 TIME 1:19pm
SERVED BY Tyler Bryson
RECEIVED BY Janet Cole

SANTA FE ARTS COMMISSION
Monday, June 11, 2012
City Councilors' Conference Room
200 Lincoln Avenue
955-6707
5:00 p.m.

- I.** Call to Order
- II.** Roll Call
- III.** Approval of Agenda
- IV.** Approval of Minutes
 - a. May 14, 2012
- V.** Fiscal Report
- VI.** Report of Chair
 - a. Committee Appointments
 - b. At the Artist's Table
 - c. Arts Commission Retreat
 - d. Palm Springs Report
- VII.** Report of Director
 - a. City of Icheon Visitors – July 2012
 - b. Resolution honoring David Lescht - Requesting that the City of Santa Fe Arts Commission investigate, commission and install on or near the plaza bandstand an appropriate commemorative sculpture or plaque in honor of David Lescht, for his contributions to Santa Fe.
- VIII.** Committee Reports
 - a. Art In Public Places Report
 - i. Santa Fe Trails Transit – Tinwork Designs
 - b. Nomination Committee – Recommendations for Recipients of the 2012 Mayor's Awards for Excellence in the Arts
- IX.** Other Business
- X.** Event Evaluations
- XI.** Adjourn

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

**Index Summary of Minutes
Arts Commission
June 11, 2012**

INDEX	ACTION TAKEN	PAGE(S)
Cover Sheet		1
Call to Order	Mr. Kirk Ellis, Chairperson called the meeting to order at 5:00pm	2
Roll Call	A quorum was declared by roll call.	2
Approval of Agenda	Motion to approve as presented by Ms. Sakiestewa, seconded by Ms. Pedersen, passed by unanimous voice vote.	2
Approval of Minutes – May 14, 2012 Corrections: Page 3: Committee Reports, 2 nd paragraph – Ms. Garcia y Griego stated that we are at 1% ineligible rate: should be 15% and under #2, ...70% that was required for funding should be <i>70 points</i> .	Motion to approve the Minutes as amended by Ms. Sakiestewa, seconded by Ms. Springer, passed by unanimous voice vote	2
Fiscal Report	Informational	3
Report of the Chair a. Committee Appointments b. Artist's Table c. Arts Commission Retreat d. Palm Springs Report	Informational	3-6
Report of the Director a. City of Icheon Visitors b. David Lescht	Informational	6-7
Committee Reports 1. Santa Fe Trails Transit – tinwork design 2. Nomination Committee	#1 <i>Ms. Pedersen moved to approve the design concept and move them forward to the Art in Public Places Committee, second by Ms. Sakiestewa, motion carried by unanimous voice vote.</i> #2 <i>Ms. Springer moved to approve the recommendations as presented by the Mayor's Award</i>	7-8

**Index Summary of Minutes
Arts Commission
June 11, 2012**

	<i>Committee, second by Mr. Lovato, motion carried by unanimous voice vote.</i>	
	The Mayor's Award function will be October 18, 2012.	
Other Business	Informational	8
Event Evaluation	Informational	9
Adjourn and Signature page	Meeting adjourned at 6:00 pm	9

SANTA FE ARTS COMMISSION
Monday, June 11, 2012
City Councilors' Conference Room
200 Lincoln Avenue
955-6707
5:00 p.m. – 6:00 pm

MINUTES

I. Call to Order

Meeting called to order by Mr. Kirk Ellis, Chair of the Santa Fe Arts Commission at 5:00 pm. A quorum was declared by roll call.

II. Roll Call

In Attendance:

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

Not Present

Joey Chavez, Excused

Staff Present:

Sabrina Pratt, Director
Julie Bystrom
Deborah Garcia y Griego

III. Approval of Agenda

Ms. Garcia y Griego asked that VII-b, Resolution honoring David Lescht be pulled.

Ms. Sakiestewa moved to approve the agenda as amended, second by Ms. Pedersen, motion carried by unanimous voice vote.

IV. Approval of Minutes - May 14, 2012

Corrections: Page 3: Committee Reports, 2nd paragraph – Ms. Garcia y Griego stated that we are at 1% ineligible rate: should be 15% and under #2, ...70% that was required for funding should be 70 *points*.

Ms. Sakiestewa moved to approve the minutes as amended, second by Ms. Springer, motion carried by unanimous voice vote.

V. Fiscal Report

Ms. Pratt reported that it stays the same since last month. We are at about 2% under last year's report. The City is pursuing hotel's that have not paid their lodger's tax and hopefully by next month our report there will show an increase. In general, we are at the end of our FY and we could use that money. The Councilor's are optimistic these days as the gross receipts tax was up.

Ms. Sakiestewa asked if the Finance Director had indicated if the hotels would pay. Ms. Garcia y Griego did not have an answer. Sabrina did inform the Commission members that the city will file a lean on the hotel's who do not pay.

VI. Report of Chair

a. Committee Appointments

There is a need to appoint a Nominating Committee to seek out names for replacement Commissioners. The Chair and Mr. Chavez will complete their terms at the end of October, 2012. There needs to be one Commissioner and one Member of the community involved. The Chair has asked Gail Springer and Bob Martin of the Lensic to serve with the Chair. A meeting will be held later this month and will submit names to the Commissioners by the July meeting or no later than the August meeting. It is important to have members in place as we progress.

b. At the Artist's Table

From Ramona's presentation last month, the basic parameters of that; Sabrina and the Chair were discussing how we can effectively as a body of Commissioners help to promote it. The tickets are \$250 each, we don't mandate that the Commissioners come to this but we are asking the Commissioners to do is to reach out to your contacts and see about purchasing of tables. The way we can maximize our return on this is that we approach it as any non-profit body would as a fund raiser and sell tables and block the seats rather than to rely on individual submissions.

The Chair is working with Ms. Sakiestewa on the Arthur Lopez event and we feel we can add a gentle method of persuasion to a lot of Mr. Lopez' contacts and collector's to assure that at least half the room is spoken for very early. These events are 60 people. Michael Namingha's mom will help to sell the tables.

Tickets are \$250 and they seat 8 = \$2,000. The Artists are donating a complimentary piece of art for those attending this event. Sande is working through Sabrina and will assist with contacts for this event.

Ms. Sakiestewa provided background information for the sake of the new members regarding the Artist Table. She stated that we are also going out to the Foundations to get a Professional PR person to get articles and placement in National Magazines.

Sande asked for the names of the different lists that are available through the Arts Commission. Ms. Pratt said that they have a large list that they have used from the Mayor's Awards Dinner over the years, lists of various foundations that have funded the Arts Commission or involved through the Poet Laureate. Partners in Education have also helped. Thank you to Sande for her help.

c. Arts Commission Retreat

Possible abbreviated retreat in August after the mass of certain markets is behind us to address some of the issues on review of the grants this year and to see how we can improve that process. We can do a better job at defining further what Tourism is, what attracts tourists to Santa Fe and also to use the opportunity to talk about any broadening we can do of the Commission mandate within its Charter from the City Council. Suggested length of time is not a full day, possibly a continual lunch time for discussion. August 4th is the proposed date; the Chair asked for a follow up e-mail if there are any date conflicts for either end of July beginning of August.

d. Palm Springs Report (Exhibit A)

The Chair shared articles from the Desert Sun on the city's revenues, the number of travelers and for that part of Southern California, the news was very good. The Chair was very interested while he was there on how the City does business and if there was a model that was similar to the City of Santa Fe or anything that we could learn. Chair Ellis met with the Mayor and counterpart on the Palm Springs Arts Commission. It is nice to see alternative methods of city governance on how it affects the arts. The first thing the Mayor shared was that when they came out of their particular economic downfall a decade ago is that City's are not financed – many City's cannot be financed as before referencing the public model. What has been applied very successfully for cities the size of Palm Springs which is roughly 45,000 people, is a public-private partnership to bring business owners in and tries to eliminate or reduce the competition that is often developed on an administrative level between business owners and non-profit organizations. The Mayor meets with business owners at breakfast every day, alerting them to what is happening in the Arts Community and getting them involved in an investment of art, working with the Art Museum and other non-profits in a way to enhance the revenue for both. The principal difference between Santa Fe and Palm Springs; we are a city that benefits in many ways from 400 years of history, we also tend to be a little burdened by it

because we see history as the attraction. A younger city like Palm Springs which goes back to the 1930's, it is forced to be very forward. It is forced to create reasons for you to come there, whether it is an International Film Festival, possibly 2 weeks of modern architecture and lectures, maybe a golf tournament, or whether they look at a month and see they have nothing happening, so they collaborate with their hotels to attract the traveler, they are pro-active vs. re-active. The other thing the public-private partnership has done is in working with the hotel owner's they have co-financed Ads for various events that are actually taken out in Vogue, Vanity Fair and other National publications.

One of the most interesting things found from the conversation with the head of their Art Commission was the fact they are chartered differently and although it is something we cannot do; they have a discretionary fund to replace public art. Any individual piece of art that costs \$25,000 or less to commission and install, can be approved by their Art Commission without the approval of their City Council. The City Council appoints the Arts Commission very much like our City Council does and then relies on them to do the work of an Arts Commission so the City Council can actually administer city government. They also have a loan program with the _____ Museum, which is one of the leading repositories of Western and new American Artist in the country. The Arts Commission is allowed to draw on the collections from the Art Museum and place the art in places like the Airport, like the Public Parks, with the proper requirements and returned in a reasonable amount of time. What a wonderful way for City Government to have an on-going relationship with Museum's, not only in the city itself but also throughout the entire valley.

One thing their Art Commission does not do is the dissemination of funds to the various non-profit organizations. There are just about as many there as there are here in Santa Fe. What happens is that the way these organizations are financed is that whenever a Builder comes in on a project, a certain percentage of the cost of that actually goes in to the city coffer's so it can be distributed to Art organizations who are then asked to come in once a year and do their presentation before the full City Council and the City issues requests to organizations seeking sponsorships. The Chair explained the process used by the Palm Springs City Council.

How much money do they actually make from these public improvement projects that are done by private developers? Last year alone, for about 9 months in 2011, hotels renovated 2,000 rooms and all the taxes were charged on the rooms and all this money went in to the public arts project.

As the Chair was leaving Palm Springs, a major RFP went out to Artists for a huge shopping district – El Paseo, two Santa Fe Artist's amongst fifteen Artist's, one from Santa Fe got two pieces of art placement. They were attracting Artist not just from the local area but were actually coming from all over the United States.

This was an eye opening experience in terms of the idea that you could actually engage the private sector in the work that we do.

Question was asked regarding Creative Santa Fe and if we could work with them in some way where we could have collaboration as it seems they want the same thing that the Arts Commission wants.

Ms. Pratt said yes, of course, we can work more closely with them. She commented that she has met with Laura Carpenter and they are still vague in their planning. The idea of having an Arts Commission member attend their meetings would be helpful. This is a good topic of discussion for the proposed retreat.

Ms. Sakiestewa said that another topic to discuss at the retreat is the mandate they all follow; for example the lodger's tax in some way is a great idea but in many cases it is not enough money and it would be good to research if there is a possibility to pull money from another city source. The Chair said in closing, there is a big economic difference between Palms Springs and Santa Fe. The majority of people there who are individual donors to Museums and Art organizations are extremely committed and they make annual donations in the mid six or low seven figures.

Thank you for taking the time to share this information with the Commission members.

VII. Report of Director

a. City of Icheon Visitors – July 2012

Mayor Cho of Icheon will be visiting Santa Fe in July and he is bringing one of their city councilors and staff members. We are not sure what type of events will be happening but we would like to have a panel discussion as Patty and Rose just came back from Icheon and they interacted with Mr. Han who will be participating in the Folk Art Market this summer. Mr. Han adopted Rose and speaks highly when referencing "his adopted daughter". This is very significant bonding. Rose thought it would be nice to have a public session about their work.

Ms. Pratt has done interviews with Heidi and Rose and they will be providing pictures that will be shown on Channel 28 this month.

Ms. Pratt attended the Creative City Network meeting in Montreal in May. The development of that organization is in an interesting place. UNESCO is this entity in Paris that has appointed all these cities but there is not a formal relationship amongst the cities. Now the cities are coming together, created a working group to create more of an Association. What kind of legal format this will have is not known at this time. It will create a committee with a Chair which will be the communication point from all the members of UNESCO. Finances will be one major topic of discussion as all cities have been asked to contribute. They had asked for \$300,000 to support staffing and whatever they have been doing. We will contract out for a new dynamic website for the Creative Cities Network instead of working through the bureaucracy.

There is a group out of Ft. Collins is creating Arts Incubator of the Rockies. They will be doing Artist Training in 10 states.

Ms. Pratt announced that she will be leaving the Santa Fe Arts Commission at the end of July. Ms. Pratt will continue into her future on a free lance basis by consulting and working on projects. Ms. Garcia y Griego will be the Interim Director until the City does the hiring. The transition to Debra will create consistency in the program.

Ms. Pedersen asked what the process is to replace a position of this caliber. It is within the Department Head's purview to do the hiring. After meeting with Mr. Bradbury and the City Manager it is highly expected that the City Manager will be involved. Further information is not available as to the human resources process. If the Commission has strong feelings what can be done? It was recommended that the Chair be the central point for communications to the City Manager and the Department Head? If the Commission members feel it important to send letters of support it is recommended and reiterated that they be sent through the Chair. Ms. Pratt stated that her position is a classified position. The Chair will follow through on what the requirements are and share that information with the commission members.

- b. Resolution honoring David Lescht - Requesting that the City of Santa Fe Arts Commission investigate, commission and install on or near the plaza bandstand an appropriate commemorative sculpture or plaque in honor of David Lescht, for his contributions to Santa Fe.

VIII. Committee Reports

a. Art In Public Places Report

i. Santa Fe Trails Transit – Tinwork Designs

The Transit Department is going through a process to design new transit shelters. One of the ideas that the Architect had and it

was early in the design process was to include something that is evocative of traditional tinwork. (Description of what is planned was shared with the Commission – three conceptual designs.) Two were very traditional and one is more contemporary. Approval requested is to have the three designs to go forward to Art in Public Places.

Ms. Pedersen moved to approve the design concept and move them forward to the Art in Public Places Committee, second by Ms. Sakiestewa, motion carried by unanimous voice vote.

The Chair requested that Ms. Garcia y Griego inform the Commission on the work being done at St. Francis and Zia. Work is basically done on the St. Francis Drive underpass; this is the underpass north of Zia Road and connects one trail system to the other. Leroy Pacheco came to the city nearly 3-years ago with this opportunity because of all the concrete work and his concern for graffiti and he thought for this project artist work on concrete would be desirable. Ms. Garcia y Griego referred to the work by Bobbie (last name not audible), who took on this project as a design only and continued work with the Public Works Department, Leroy and the Contractors and came up with a beautiful piece. A project that is patented by Lafarge in Albuquerque was selected which is an aggregate with concrete and the reason for that was that the detail on the design is so fine that the smallest piece of aggregate would be larger than the smallest detail. Debra will send the commission members pictures to review. There will be a dedication when it is publicly open.

b. Nomination Committee – Recommendations for Recipients of the 2012 Mayor's Awards for Excellence in the Arts

Mayor's Award Committee met on May 22nd to review nominations. That Committee was comprised of the Chair, Ms. Sakiestewa and community member, Steve Schwartz. There were 21 Individual applications, 5 organizational applications and 7 youth applications.

Nominees were listed by the Chair for discussion and request to move for acceptance of the recommended nominees.

Ms. Springer moved to approve the recommendations as presented by the Mayor's Award Committee, second by Mr. Lovato, motion carried by unanimous voice vote.

The Mayor's Award function will be October 18, 2012.

IX. Other Business

The Chair will be interviewed by Rod and Arthur Lopez on community television tomorrow.

X. Event Evaluations

Anne: In Spain for 2 weeks. Attended the Alzheimer's project event which was wonderful. Attended Joan Logghe event and it was great and well attended.

Ramona: Attended Wheelwright Museum and Folk Art Museum. The Museum shop has been remodeled.

Todd: Preparing for the Bohemith Summertime – Marimba Festival had it debut. Met a lot of the International Artists that were from Croatia, China with a wide mixture of classical jazz and other marimba sounds. Very busy trying to make Santa Fe Bandstand more dynamic in terms of live streaming the event via the internet. Santa Fe Bandstand starts on the 5th of July.

Michael: Ice cream social at Art Barns. Hosted the Opera poster unveiling at Namingha Family Gallery. Was a Judge for the business proposal finalists for the young artists trying to start something new in Santa Fe. Attended the NM School for the Arts Inaugural graduation. Attended the LA Film Harmonic in Albuquerque.

Donna: Visited the New Mexico Museums with friends and family. She has a connection with the San Jose Arts Commission and will meet with them during her time in San Jose.

Sande: Joan Logghe's poetry.

Gail: Enjoyed the art as she travelled.

Kirk: Attended concert at the Lensic by Gillian Welch. They did two standing ovation encores.

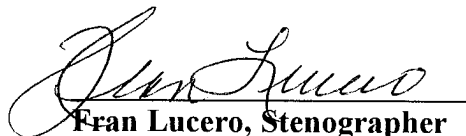
Announcements: Policy Makers in the Arts is scheduled for June 25th at 6 pm. Gallery Exhibit Opening – June 22, 2012 (Calendar of Events Handout)

XI. Adjourn

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

Signature Page:

Kirk Ellis, Chair


Fran Lucero, Stenographer

2010-2011	Transferred to 2112	2011-2012 Outlook	Transferred to 2112	
July	\$ 114,087.17	July	\$ 104,914.96	-8.04%
August	\$ 137,469.42	August	\$ 143,624.24	4.48%
September	\$ 150,054.77	September	\$ 144,475.03	-3.72%
October	\$ 101,816.08	October	\$ 111,936.59	9.94%
November	\$ 119,827.30	November	\$ 109,416.67	-8.69%
December	\$ 56,213.42	December	\$ 53,389.49	-5.02%
January	\$ 62,666.71	January	\$ 67,369.76	7.50%
February	\$ 47,821.41	February	\$ 43,561.93	-8.91%
March	\$ 47,076.17	March	\$ 39,370.44	-16.37%
April	\$ 68,857.41	April	\$ 66,686.90	-3.15%
May	\$ 63,780.12	May	\$ 63,487.16	-0.46%
June	\$ -	June	\$ -	
Total	\$ 969,669.98	Total	\$ 948,233.17	

Total Same time last year \$ 969,669.98 Current Total \$ 948,233.17

% Comparison of total current vs total previous same time

-2.21%

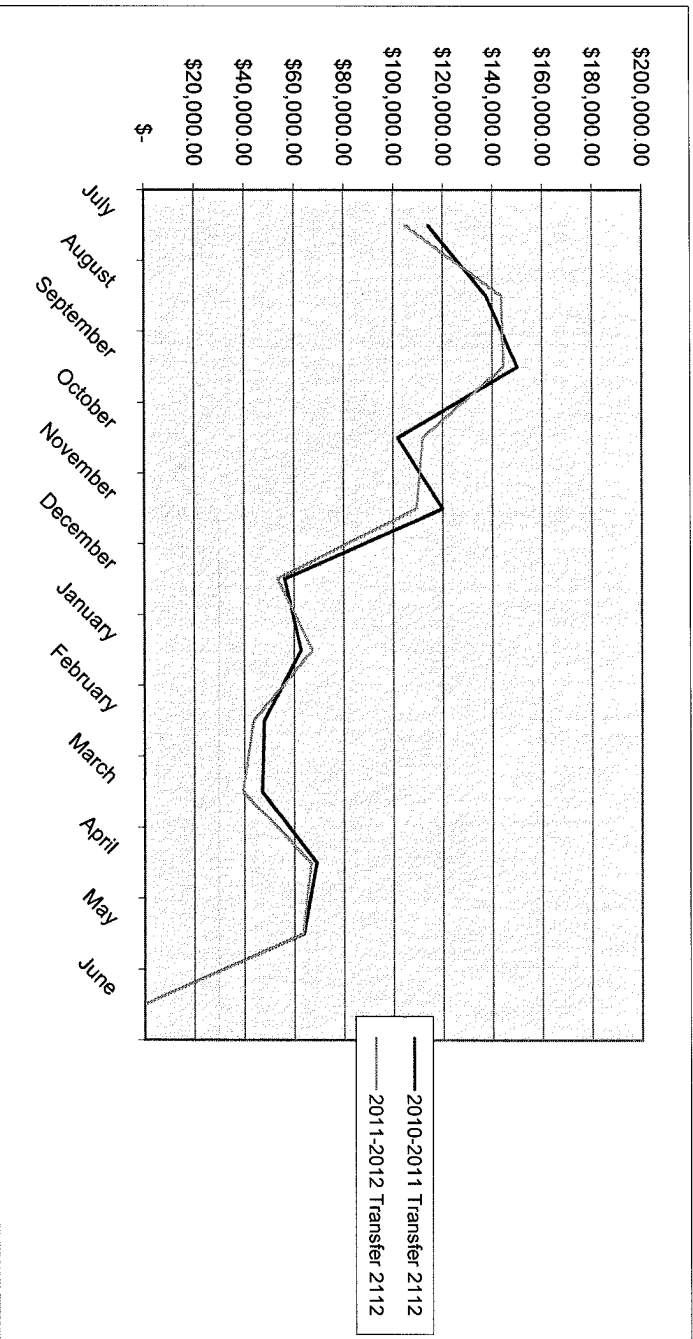
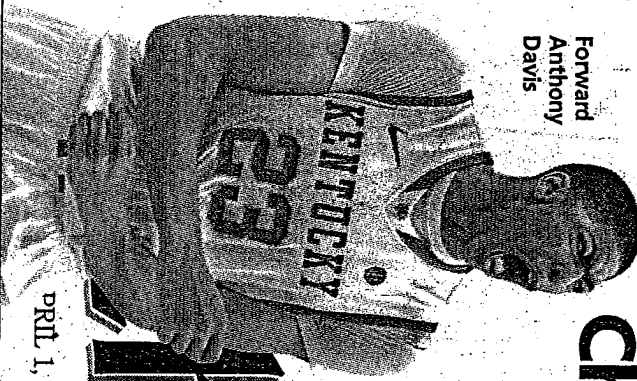


Exhibit A

Forward
Anthony
Davis



Championship game face-off set

Forward Thomas Robinson



TOP-SEEDED
KENTUCKY WILDCATS
(37-2)



SPORTS

NO. 2 MIDWEST SEED
KANSAS JAYHAWKS
(32-6)

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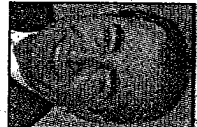
SERVING THE COACHELLA VALLEY SINCE 1927

THE DESERT SUN ECONOMIC INDEX

Economy in best shape since 2007

By Mike Perrault
The Desert Sun

The surging tourism business continues to strengthen the Coachella Valley's economy. Airline passenger traffic rose 11.3 percent, and hotel occupancy was up 9.5 percent in the fourth quarter. The Desert Sun's latest quarterly Economic Index shows.



Adibi

"The improvement in hotel occupancy and airline passengers is more than offsetting the weakness in construction and home prices," said Chapman University economist Esmail Adibi, who compiles the quarterly

economic index.

The latest reading of leading economic indicators for the first quarter of 2012 jumped to 110.4 from 101.7 in the previous quarter, Adibi said. Anything above 100 indicates job creation.

It's the best reading since the second quarter of 2007.

The index, which dates to 1995, gauges the valley's economic health based on payroll figures and spending on tourism, construction and housing.

Still, it's not a 120 or 130 reading, which historically has meant job growth of 3 to 6 percentage points and is the level needed to make a significant dent in unemployment, Adibi said.

About 712,000 travelers passed through Palm Springs International Airport from November through February, up from 611,000 during the same period a year ago.

A combination of factors led to the upturn in tourism, said Tim Ellis, general manager of Palm Mountain Resort and vice president of the Palm Springs Hospitality Association's board of directors. "The convention business has been pretty

good, and traffic from Canada has gone through the roof," he said.

Add "killer great weather" that lured winter travelers and favorable exchange rates that brought international visitors, Ellis said.

While median home prices fell 4.4 percent and construction spending dropped 2 percent in the fourth quarter, both improved over the previous quarter.

"At least there is some stabilization in construction spending," Adibi said.

Read more about the valley's economic improvement in today's Business Plus.

Business Plus



CLOCK IS TICKING ...
If you haven't finished your taxes yet, time is running out. Get some last-minute advice from Sabby Jonathan's 'Talking Taxes' column.
Page D4

SECTION D

SENIOR EDITOR/BUSINESS JAMES MEIER (760) 778-4623 or business@thedesertsun.com

DESERT SUN ECONOMIC INDEX

Healthy quarter for tourism helps valley economy take flight

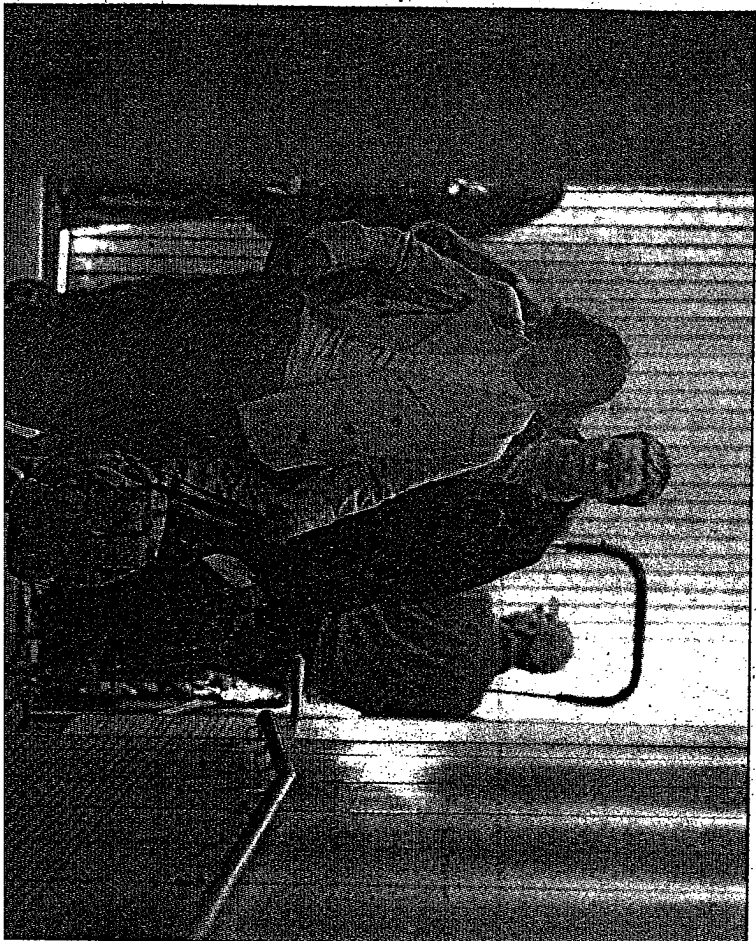
By Mike Perrault
The Desert Sun

The Coachella Valley's long-sputtering economy appears to be picking up speed in fits and spurts, with tourism recently providing the main engine for recovery, the quarterly Desert Sun Economic Index shows.

The latest reading of leading economic indicators jumped to 110.4 in the first quarter, reaching a level not seen in nearly five years.

That first quarter 2012's estimate bests a 101.7 in the previous quarter, said Chapman University economist Esmail Adibi, who prepares the quarterly economic index in which a 100 reading indicates job growth.

"It's much better," Adibi said. "Total airline passengers and hotel occupancy improved significantly, and negative numbers in home

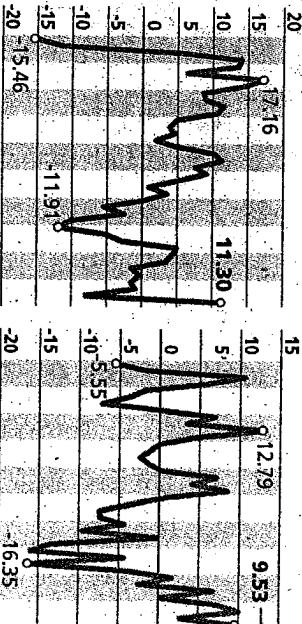


Desert sectors all rise

The Coachella Valley's leading indicators, particularly tourism areas such as hotel occupancy and airline passenger traffic, improved in the fourth quarter of 2011. Tourism is performing well this quarter as well, with Palm Springs International Airport breaking traffic records.

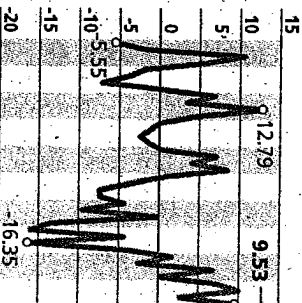
AIRLINE PASSENGERS

Year-over-year percentage change



HOTEL OCCUPANCY

Year-over-year percentage change



MEDIAN HOME PRICES

Year-over-year percentage change



CONSTRUCTION SPENDING

Year-over-year percentage change



Healthy quarter for tourism helps valley economy take flight

By Mike Perrault
The Desert Sun

The Coachella Valley's long-sputtering economy appears to be picking up speed in fits and spurts, with tourism recently providing the main engine for recovery, the quarterly Desert Sun Economic Index shows.

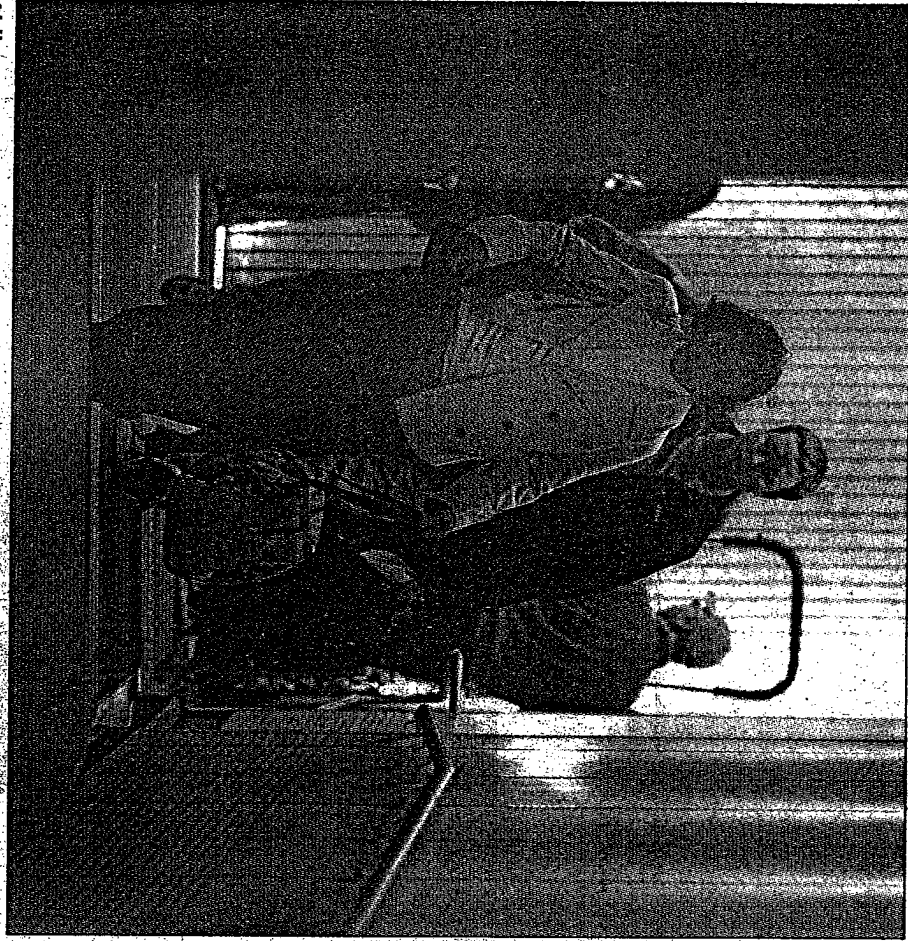
The latest reading of leading economic indicators jumped to 110.4 in the first quarter, reaching a level not seen in nearly five years.

That first quarter 2012's estimate bests a 101.7 in the previous quarter, said Chapman University economist Esmail Adibi, who prepares the quarterly economic index in which a 100 reading indicates job growth.

"It's much better," Adibi said. "Total airline passengers and hotel occupancy improved significantly, and negative numbers in home prices and construction spending got smaller."

Airline passenger volume climbed 11.3 percent in the fourth quarter after falling 8 percent in the previous quarter, the index shows.

Palm Springs International Airport saw 712,000 travelers from November to February, a 17 percent in-

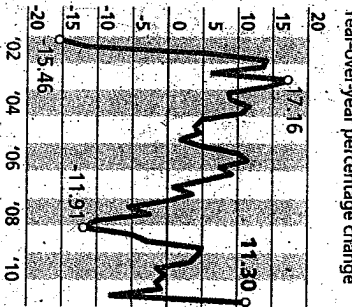


Airline passenger volume climbed 11.3 percent in the fourth quarter after falling 8 percent in the previous quarter, according to the quarterly Desert Sun Economic Index. RICHARD LUTHE/DESSERT SUN

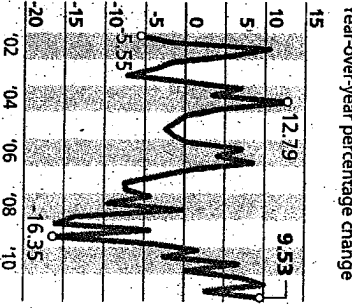
four-month period the previous year, said Tom Nolan, airport executive director. More nonstop flights to and from Palm Springs helped boost passenger traffic, Nolan said.

Desert sectors all rise
The Coachella Valley's leading indicators, particularly tourism areas such as hotel occupancy and airline passenger traffic, improved in the fourth quarter of 2011. Tourism is performing well this quarter as well, with Palm Springs International Airport breaking traffic records.

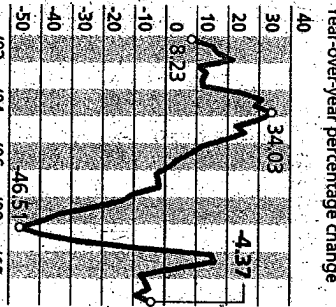
AIRLINE PASSENGERS



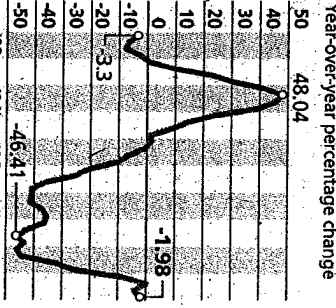
HOTEL OCCUPANCY



MEDIAN HOME PRICES



CONSTRUCTION SPENDING



SOURCE: Chapman University's A. Gary Anderson Center for Economic Research in Orange

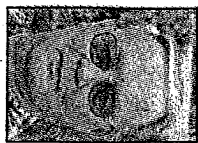
fourth quarter following a 2.7 percent increase during the previous quarter. Stephanie Berry arrived in town this week from McKeesport, Penn., with friend Joslyn Jergesen of

The two "twentysomethings" are here for Dinah Shore Weekend and plan to see entertainers such as Chaka Khan and Porcelian Black. "This is our first time here

INDEX

Continued from D1

"This is our first time here and we plan on making it memorable," Berry said with a laugh as she waited for a rental car at the airport.



Friday

The influx of tourists and snowbirds appears to be having a positive impact for some desert retailers.

"I think there are more people coming back to the valley now, for whatever purposes," said Robert Fliday, general manager of The Gardens on El Paseo and El Paseo Village.

"We've seen a gradual comeback in sales," Fliday said. "March is a really big month for us."

Scott White, president and chief executive of the Palm Springs Desert Communities CVA, said several factors account for improving hotel occupancy numbers.

Along with the increased airline seating capacity, desert hotels have invested

in renovations to entice travelers. Noted events such as the Palm Springs International Film Festival and Palm Springs Modernism Week have brought new visitors.

In February, the number of rooms sold in the valley jumped 8.5 percent, far ahead of markets such as San Diego with a 2.5 percent increase and Tucson, Ariz., with a 1.3 percent gain.

More building

Construction spending fell 2 percent in the most recent quarter, but that was less than the 4.3 percent drop the previous quarter and much less significant than the consistent, double-digit losses the valley saw from mid-2006 to late 2010.

The construction payroll across Riverside and San Bernardino counties fell to \$6,100 in February from more than 123,000 in 2006, the state Employment Development Department reported.

But that's still a bit higher than the \$5,200 in January, EDD reported.

"Indications are on the horizon that the housing market is continuing to show signs of improve-

ment," said Gretchen Gutierrez, CEO of the Desert Valleys Builders Association based in Palm Desert.

"2011 continued to be a challenging year in the homebuilding industry," she said. "However, the continued improvement of permit valuation figures at year's end, while only a small portion of the overall housing market picture, are trending toward more positive growth as we move into 2012 and beyond."



White

Median home prices, meanwhile, dropped 4.4 percent during the fourth quarter, but that, too, was an improvement from the 9.1 percent decline the previous quarter.

The median price for homes in the Coachella Valley fell 8.5 percent year-over-year in October, rose 2.9 percent in November and dropped 7.6 percent in December, San Diego-based DataQuick reported.

The median price range in the valley was \$166,000 to

\$180,000.

In January, the median price fell 9.7 percent year-over-year to \$165,000, and in February was \$195,000, a 2.5 percent drop compared to February 2011.

"The slight upsurge in median home pricing is also indicative of the growing interest from buyers and investors to re-enter the market, purchase housing and will aid in the overall recovery of the region," Gutierrez said.

Looking ahead

Inland Southern California will likely lag behind California's overall recovery based on a pattern seen over the past year, said Jerry Nickelsburg, a senior economist who helps compile UCLA's quarterly Anderson Forecast.

A dearth of construction work and the loss of some government jobs have been drags for the inland area, Nickelsburg said.

The UCLA forecast calls for 1.9 percent job growth in California this year, followed by 2 percent next year and 2.6 percent in 2014.

Looking ahead, there are some factors that could neg-

WHAT IS THE DESERT SUN ECONOMIC INDEX?

The Economic Index, prepared by Chapman University's A. Gary Anderson Center for Economic Research, is tied to job growth. When it is above 100, jobs are being created. When it drops below 100, it flags job losses.

The index fell below 100 in mid-2007, signaling recession. It bottomed at 78 in mid-2009. The valley's recession ended in the second quarter of 2011. But job creation has been minimal.

actively affect the economy.

"If for some reason oil prices go even higher than they are now, then we know the negative impact it's going to have on tourism," Adibi said. "If the situation deteriorates in Iran, it will affect oil prices, and we'll get higher gasoline prices. That's a big worry."

Tim Ellis, general manager of Palm Mountain Resort in Palm Springs, believes the high gas prices could work in the valley's favor based on conversations he has had with customers.

"I'm a big believer that we do well when the gas prices go up," Ellis said. "Of all the (day-trip) destinations — Los Angeles, Orange County, San Diego — we're a tank of gas there and back. Versus destinations like Las Vegas, Phoenix and Scottsdale,

They'll make the trip on a tank of gas, but they don't want to do it if it's two tanks."

Adibi said if mortgage interest rates rise significantly, that could dampen new-home construction.

Other concerns are potential state budget woes and the prospect of higher state taxes, which could hurt consumer confidence.

Daemon Haas waited outside the Palm Springs International Airport terminal on Wednesday for a ride into downtown Palm Springs.

The Berkeley resident said he's feeling better about the economy, and a trip to the valley to see a friend would only make him feel better.

"Let's face it, you can only let it all worry you so much," the 36-year-old said.

Coachella Valley economy improves

EverIndicator, that's part of The Desert Sun's quarterly economic index improved in the fourth quarter of 2011 compared to the previous quarter. Tourism — in terms of hotel occupancy and airline passenger

The City of Santa Fe Arts Commission
Community Gallery Annual Programming 2012
“bringing the community to art and art to the community”

The City of Santa Fe Arts Commission’s Community Gallery’s thoughtful programming offers inspiring exhibitions for the public, educational and professional development for local artists/artisans as well as exciting activities for the community. The Community Gallery promotes and exhibits the work of New Mexico artists and artisans through exhibitions, professional training and community involvement in the arts. As a result, the gallery is a hub for viewing and exhibiting exciting artworks and brings the community to art as well as art to the community.

Exhibit Series 2012-

High-quality themed exhibitions result from collaborations with community organizations and offer educational opportunities and culturally significant topics/events. The themes are community-generated and designed to foster the wants/desires of the community in a fully inclusive forum.

In 2012 the Gallery will feature numerous exhibits of social/cultural significance to residents and visitors alike:

- **ArtWorks Works!-** Friday, February 17- Friday, February 16
Opening, Friday February 17, 5:30-7 pm
An exhibit of work from students of Santa Fe Public Schools.
- **Odes and Offerings-** Friday, March 23 – Friday, June 8
Opening, Friday, March 23, 5-7 pm
36 New Mexico artists collaborate with 36 New Mexico poets, incorporating the written word into their visual art pieces.
- **Elements-** Friday, June 15th – Saturday, August 18
Opening, Friday, June 15th, 5-7 pm
An exhibit featuring New Mexico’s finest ceramic and glass artists.
- **Common Ground-** Friday, August 24 – Saturday, September 15
Opening, Friday, August 24, 5-7 pm
The City of Santa Fe’s annual art competition that showcases the talents of local artists.
- **Accolades-** Friday, September 21 – Friday, September 28
Opening, Friday, September 21, 5-7 pm
An exhibit paying tribute to the annual awardees of the Mayor's Recognition Awards for Excellence in the Arts.
- **Fine Folk of New Mexico-** Friday, October 5 – Saturday, January 5
Opening, Friday, October 5, 5-7 pm
An exhibit exploring the influence of New Mexico's place, people and culture in local art.. Exhibit programming will include a panel discussion on the significance of the local arts and culture in New Mexico and a lecture on collecting New Mexico art for both collectors and artists.

“Insight” Workshops/Demonstrations Series 2012-

Connect, consider and consume art at the Community Gallery. Residents and visitors are invited to participate in FREE hands-on-workshops and observe demonstrations. Local artists. share their passion for both historic and contemporary traditions.

- **Odes and Offerings Programming:**
Writing Workshop with City of Santa Fe Poet Laureate, Joan Logghe
Saturday, April 28, 12-4 pm

Collage Workshop
Saturday, May 5, 1-3 pm

Tuesday, February 7th

- Have no fear: Using social networks for your business
Tuesday, February 14th
- The Northern New Mexico Cultural Corridor Presenter: Alice Loy, Director of Programs
for Global Center for Cultural Entrepreneurship
Tuesday, February 21st
- Developing content for your website and blog
Tuesday, February 28th
- Monitoring your online presence and search engine optimization
Tuesday, March 6th
- What is Creative Tourism and how can I participate?
Tuesday, March 13th
- Setting up Twitter, Facebook and LinkedIn (for beginners)
Tuesday, March 20th
- Vertical Response, Constant Contact, and Mail Chimp: Creating an e-newsletter
Tuesday, March 27th

All events will be held in the Santa Fe Arts Commission Community Gallery located in the Community Convention Center at 201 W. Marcy, Santa Fe, NM 87501.

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