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SPECIAL MEETING
ARTS COMMISSION: GRANT REVIEW PANEL

Wednesday, April 29, 2015

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**MINUTES OF THE
SPECIAL MEETING**

ARTS COMMISSION: GRANT REVIEW PANEL

Wednesday, April 29, 2015

I. Call to Order

A Special Meeting of the City of Santa Fe Arts Commission was called to order by Debra Garcia y Griego at approximately 8:30a.m.on the above date in the Nambe Room, Santa Fe Community Convention Center, 201 West Marcy Street, Santa Fe, New Mexico.

II. Roll Call

Gina Browning
Ruthanne Greeley
Jackie M.
Nicole Phelps
John Rochester
John Feins

Others Present

Debra Garcia y Griego, Director, Arts Commission
Anna Blyth, Program Planner, Arts Commission
Bryan "Chip" Chippeaux, Chair of the Arts Commission
Charmaine Clair, Stenographer

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

Introductions were made:

- Gina Browning-Music and Arts Education
- John Feins-Poetry/Literary Arts, Marketing & Public Relations
- Anna Blyth- Arts Commission, Program Planner
- Ruthanne Greeley-Arts Education
- Nicole Phelps- Theater Arts, Improvisation Workshops
- John Rochester-Wealth Management, Nonprofits
- Jackie M.- Nonprofits, Visual and Performing Arts, Arts Education, Arts Consulting

Audience Introductions: Tess Yong with Sacred Body Dance Santa Fe; Shannon Murphy, Executive Director, After Hours Alliance(AHA);Raquel Lopez, Arte de Flamenco de Santa Fe; Clayton Bass, CEO of Santa Fe Botanical

Gardens; Frances Salles, Assistant Director, Creativity for Peace; Chip Chippeaux, Santa Fe Arts Commission.

Ms. Garcia y Griego thanked Ms. Blyth for her hard work in the preparation of the applications.

III. Approval of Agenda

The agenda was approved by consensus of the committee.

IV. Applicant Review Process

Ms. Blyth reviewed the application process. She said a copy is provided at the sign-in table and all applicants received a copy along with a copy of the meeting protocol. She explained the applications are presented in the order of the list starting with the Special and New Projects Program (SNPP) and continues with the Community Arts Development Program (CADP). The discussion begins with the Lead Reviewer followed by the Backup Reader and time permitting, comments from other panelists. She said she would add comments to clarify or add additional information to the discussion and projects are scored at the end of the review.

The panel will start with applications for the Special and New Projects, which will introduce those projects new to the Lodger's Tax funding category. The SNPP projects have to demonstrate the promotion and encouragement of tourism in Santa Fe. The Community Arts Development Program will also be reviewed and are Santa Fe community-based projects.

The panelists will look at the same criteria for both categories: artistic quality, administrative and financial capability, and quality of education programs. She clarified that scoring will be shared between the review panel and the Arts Commission and the eligibility of applicant funding is determined by the total of both of those scores.

Ms. Garcia y Griego reviewed the meeting protocol with the applicants. Applicants cannot engage in conversation with the panel. The applicant may be asked to confer with Ms. Blyth outside the room for questions from the panel. The applicant may respond using the Applicant Response Form, to something they hear from a panelist about the application that a panelist stated that is factually incorrect to the information provided in the application. The form is an opportunity to correct, not an opportunity to provide information the applicant failed to provide.

Ms. Garcia y Griego explained the timing and breaks. She said the panel would be asked to discuss the application process for a few minutes at the end of the application review.

Ms. Garcia y Griego explained that a panelist with a conflict of interest will leave the room before the review begins and return to the room after the scores are compiled.

V. Conflicts of Interest

Conflicts of interest were noted as follows:

| | |
|---------------|------------------------------------|
| Ms. Browning- | None |
| Mr. Feins- | None |
| Ms. Greeley- | New Mexico Performing Arts Society |

| | |
|----------------|--|
| Ms. Phelps- | Arte Flamenco de Santa Fe, Creativity for Peace |
| Mr. Rochester- | Almost Adults, Santa Fe Performing Arts School & Company |
| Ms. M.- | None |

Audience Introductions: Bob Dodge, President of Southwest Traditional Bluegrass Music Assoc.; Frank Rose, Programming Director, AHA Festival.

VI. 2015-2016 1% Lodger's Tax Applications: Special and New Projects Program Applications

SNPP-01 After Hours Alliance dba AHA no conflicts of interest

Lead-Jackie M: the *quality of artistic* samples gives a good idea of the program. This addresses the conversation about what to do for the younger artists and youth community; this is the community itself doing something. The samples in the program gave a broad sense of who is performing and the activities. Creatively the idea of hosting booths for artists to sell their wares and create their art on site, in addition to the pop-up performances, is new and exciting and represents Santa Fe. This should be brought to the attention of the broader public. The breadth of what AHA is doing with the different performing events and the range of multimedia experiences is wonderful. Their art is not static, but alive with the idea of the experience. There has been a movement to the Siler area and there has long been a relationship with the artwork developed on cars; so why not develop that further with a car show. There were no professional reviews, but this is definitely a project that will grow over time. *Marketing:* the timing post-Fiesta is great and the weather is still good for outdoor activities and no competition with the height of the summer season events. The hope is to continue to market through Twitter and Pinterest, etc. and tell their story through social media and people will see the event as vital and plan a weekend around that. Advertisements are well integrated into the program book and are a source of income and the visuals are striking. The *artistic* and creative facet creeps into every aspect of this project. The fact that part of the event is free and income is derived from the Saturday night experience is a great balance in terms of engagement in the community.

Financially: three fourths of the amount requested is to develop more marketing, which is really important. They could also reach out to the lodging community with the event being only for two nights and would be a good way to not only gain support, but comply with '*building the tourist*' aspect. A September festival where people find themselves in Santa Fe or make Santa Fe a destination is possible and has happened with other events. The event will serve the community and is a natural draw with the number of local artists involved and people of all ages will attend. AHA feels it is an *education* effort to complete an application with the artists who lack a lot of experience and help to get them into a program. The *educational programs* are noteworthy, but over time could be even more and the AHA people have the skills to make that happen. With a demographic of about 250 kids there could be more *educational* opportunities and younger artists would enjoy this festival also. The programs of other arts organizations could be used, such as the Lensic and Warehouse 21 to give kids an opportunity to grow their experience. They could work with the festival setting up for the bands or work on sets or construction. Some of the artists have the skills to put educational activities together for parents or teachers or to post on their websites.

Back-up Reader-John Rochester: Administrative/Financial capabilities: the high level of commitment from the directors in the amount of hours and what they give to the organization is extraordinary. The accuracy of the *financials* was not good. The program budget and the overall budget did not match with either the current financial estimated numbers or total income or expenses. There were large deficiencies between the program sectors.

[Staff Clarification: this organization operates on a calendar year budget and this grant is for the City fiscal year budget. There is no way to align the project budget and the organizational budget because they operate with six months difference. The point is taken of the application's lack of clarity.]

Mr. Rochester: The budget narrative talks about their growth from year to year, but the earned income increased by 46% and unearned income increased by 233% year over year, which seems unrealistic for an organization of this size. It is important that three fourths of the funds requested will be used for publicity and promotion and fits the criteria. The overall budget represents 25% of the organization's overall expenditures and it would be nice to see that the City is not the only one paying for the expenditures. The in-kind donations show incredible commitment.

Administratively: an expansion and diversification of the board would be good since AHA has three board members.

Educational: the organization does amazing work with the postsecondary organizations in the community, especially the local colleges and is outlined nicely in the grant. Over 10% of their projected audience is under age 18, yet there is no direct outreach to organizations, schools, etc. and would be nice to see more. Regarding their demographic study, guessing is hard. It is difficult to say there were x amount of people attending when the event is open to the public and people are coming and going.

General Panel Comments: there is a small intern program and the potential to use interns in the community for projects such as this. The predominant age is 80% of attendees are under forty and AHA's focus on nightlife is a needed element. Their *artistic* significance is superb and well thought out and has many prongs and is both interesting and connects to the community.

[Staff Clarification: the organization does a survey at the free festival.]

John Rochester left the room due to conflict of interest on the next proposal.

SNPP-02 Almost Adults conflicts of interest: John Rochester

Lead-Ruthanne Greeley: artistically: the key artistic personnel are strong and highly qualified and the plays and other materials are high quality with original material that gives voice to new artists. The vision to provide a safe and secure place for the LGBTQI2 population in Santa Fe is good. The applicant will present documentaries, films and literary works on civil rights and other important issues, which will be a great education for the whole community.

Administratively: the board and advisory board is strong. There is a lot of volunteer and in-kind, and wonderful that the organization puts on events like this that has the potential for high impact with such a small budget. The fundraising potential is very high and can be maximized in the future along with the strong collaborations and partnerships and the applicant has a good list started. *Financial:* it is hard to tell if the budget is realistic, because there is no track record, but they should be able to accomplish the project. *Education programs:* the program is an education program and integrated into Almost Adults arts mission. That they serve an underserved, at risk population is notable and things are affordable and there is good outreach. The outreach materials are well designed and easy to read and provide good information and the organization is providing an important and safe venue for the community. Creating a resource guide for the community is extremely valuable. Warehouse 21 as Almost Adults fiscal sponsor provides a known face in the community and a connection to those they want to reach. Almost Adults will be able to reach out to not only the LGBTQI2 community, but any other interested community members and should be a big attraction in Santa Fe.

Back-up Reader-Nicole Phelps: Santa Fe is extremely diverse and there is a need for youth to have a place to express themselves and feel safe and celebrated. *Educationally:* having a place that offers handouts and materials and where discussions can be started for families and friends about respect and integration into the community. The people involved have a real passion for what they do and are reaching the young adults and teens and the younger kids starting to identify with who they are, now at a younger age. Kids need to be able to look in the mirror and see someone looking back who is like them and understands their needs and feelings. Santa Fe has many youth who are homeless because of their families' rejection and lack of understanding. The project is direly needed. There is huge potential for support for this type of program in Santa Fe and the project has incredible potential.

The *tourism* draw is incredible and the surrounding population will want to be a part of this and have their projects

presented and their voices heard. *Financially*: the budget is diverse and having a marketing budget outside of the Arts Commission is important.

General Panel Comments: A lot of the discussion is around the impact to the community, but the category is Lodger's Tax and the panel must look at the *tourist* draw. The LGBTQI2 is a tourist market that was targeted for Santa Fe because of the community's tolerance and that market could be extended to families. Even with a small *budget*, the organization could start with social media, Facebook friends, etc. A concerned parent might bring their children, because they can't find support in their own community or they might come to provide support, because of their interest in what Santa Fe is doing. That could put Santa Fe in a leadership position that they become known for and that the applicant can build on. This could be a very impactful program. That the outreach extends to the rural areas where people have no voice or opportunity is great. Some of the applicant's PR and digital outreach includes specific groups and not just media, which is an important way to get easy traction. The applicant mentioned that the Tourism Santa Fe website features a dedicated LGBTQI2 page, but has nothing listed for *tourists*, and that has nothing to do with Tourism Santa Fe. That is with the groups who take advantage of the free opportunity to list their businesses.

Mr. Rochester returned to the room at this time. Ms. Phelps left the room due to conflict of interest with the next proposal.

SNPP-03 Arte Flamenco de Santa Fe conflicts of interest: Nicole Phelps

Lead -John Feins: the application is impressive overall. *Artistically* the videos, pictures and materials and program information, etc. are attractive and engaging. The applicant talked about tying the event to the City's Spanish heritage, which is on target. The biographical materials speak to the artistic director and others in the program. *Wonderful educational programs*: whether classes, talks, lessons or other opportunities are directly related to the program, in addition to the concerts, they are valuable to the community. The ample transportation and parking is appreciated. The audience is small and largely confined to Santa Fe and the state. The applicant addressed interest in attracting out of state *tourists*, which is possible with the excitement of tourists in Santa Fe about Flamenco. The project is a holiday series and Santa Fe as a capital of Christmas, is an astonishing destination at Christmas time. The applicant is cautioned that although a delightful opportunity to experience Santa Fe in the holiday season, attracting tourists the week before Christmas to a specific event, although doable, will take care and targeting to achieve. The event is not listed on *Santa Fe.org.*, which is free and very tourist focused and has a lot of SEO (search engine optimization). The social media is limited to one channel and the applicant is encouraged to use the material developed for Instagram, Pinterest and Twitter to build local awareness as well as around the globe. The use of YouTube, the second most powerful search engine, is a great way to reach people and is strongly recommended to show the power of Flamenco in video. Likewise there is a strong Instagram community in Santa Fe, which is another booming social media channel to let the beauty of this art speak for itself in photographs. The Flamenco artists in other parts of the world could be tweeting or posting your pictures or your YouTube video on their website. There is a lot of potential. Marketing savvy is obvious in addition to the artistic excellence, since ticket sales increased 63% in 2014.

Back-up Reader-Jackie M: *artistically*: the fact that José Valle is leading this effort and is not only a recognized name, but a very respected artist, is very important to understand the potential quality for this relatively new venture. This is dance and movement and disappointing that the video was not of the artists who are proposed for next year. A suggestion is video clips of the artists the applicant will be working with, even if they are not performing in the video for Arte Flamenco de Santa Fe. *Financially*: the budget has a large jump of 50% in the earned income estimate with the idea that moving to a bigger house will allow more tickets to be sold. That is sometimes not the case. Many people like the intimacy of space when viewing Flamenco and the increase in ticket sales may not happen immediately, even if there were sold out performances the previous year. The applicant is cautioned that the holiday season while great for tourism could be affected by the weather and is a factor of who shows for performances.

Educational Programs: it is assumed the applicant meant the Santa Fe Community College since there is no *Santa*

Fe City College and important that the applicant be accurate in the titles/names, etc. of the organizations they work with. The raffle idea is great for someone who wants to participate and will make learning the art form accessible and available to those who want to be engaged in the art.

General Panel Comments: Educational: the application states there are free classes, but there are only three classes for \$10,000 dollars and there are no class locations. The application does not include the partners or if outreach to the schools is through postsecondary institutions, etc. and there seemed to be a lack of commitment to the three programs. The nonperformance outreach idea of a costume exhibit and talking about the history of flamenco and the tie to the Spanish and Hispanic heritage of Santa Fe is great. The lectures and free classes are a gift to the community. The amount of income derived from tickets sales is a concern. A suggestion is to develop more funding.

Mr. Rochester: Financial: the budget numbers appear to pay approximately \$10,000 to the same three people during a three-day period of time. A suggestion is to expand the board to be more professional administratively and avoid the inherent conflict. The partnerships with the hotels and the discounted tickets are amazing and the audience numbers are realistic. That the organization went to the Points of Light website, one of the nation's best organizations for helping people learn how to work with volunteerism, is impressive. The *economic impact* was confusing because the applicant did not explain how they arrived at the number. Regarding the accuracy of names and titles, that also applies to the Santa Fe Performance Exchange listed as a partner. Stating that the "*Santa Fe Performance Exchange is responsible for ticket sales*" is not an accurate way to utilize that section of the application.

The scoring of this proposal was delayed while information provided by the applicant was reviewed. The information was determined to be additional information based on the panelists' feedback and was not shared.

Audience Introductions: Amanda Neiter, Program Director of ARTsmart; Kira Randolph, Development and Communication's Director of ARTsmart.

Ms. Phelps returned to the room.

SNPP-04 CENTER

no conflicts of interest

Lead -Nicole Phelps: overall the application is strong and impressive after 20 years without a gallery space. The project proposed is clear and has a wide audience and the potential to reach Santa Feans, the state and internationally. A strength is that CENTER has their own space in Santa Fe and collaborates with the UNM (University of New Mexico) Art Museum and has the capability to collaborate with many other organizations and galleries throughout the City. *Financially:* a deficit in their budget narrative was explained as loss of funding from the NEA (National Endowment of the Arts) that had been anticipated. CENTER should have a contingency plan if funding does not come through. *Educational programs:* the programs are comprehensive and offer a wide range of opportunities to amateur and professional photographers as well as community members. The industry professionals offer many ways for photographers from varied backgrounds to improve their skills through the organization. They positively promote Santa Fe as a destination for photographers and photography enthusiasts by their global reach. Santa Fe has many opportunities for photographers and packages with local hotels and restaurants could further CENTER's reach. The marketing plan is good. The use of a YouTube channel would be great and could show past workshops and interviews for participants from amateurs to professional. New and original work is presented and is important to give artists an opportunity to showcase their work. The community has opportunities to attend free events; receive free tickets and scholarships and even workshops are available, especially for college students trying to further their art education without much financial backing.

Back-up Reader-John Feins: CENTER could develop a slide show as an effective way to show the photographic excellence and that could possibly be presented on a YouTube video with music. The work could be extended to Instagram, although some photographers might not think that is the best way to see their work and Tumblr's social media site would be superb for the work. The *tourism component and economic impact:* the mention of the 100 room

nights and the additional rooms for VIPs is directly in target with the Lodger's Tax and tourism. *The Crusade for Your Art* is very impressive and best practice for fine art photographers. It would be nice if other arts groups would go that extra mile to help artists be effective artistically and financially. That one of their artists had a *Today Show* interview is a feather in the applicant's cap and is not easy to do. In *attraction of tourists*: the applicant mentions a catalog was mailed to 8000 people in the region and a printed mail piece sent to 18000 photographers with "*buying power and travel funds*". Postage is expensive and although mailings have value, that should be measured. That expenditure might be leveraged more on-line with a bigger ROI (return on investment); nevertheless, as long as it is working, that is impressive. Some nonprofit discounts on administrative contracted fees and services are received, but there could be the potential to contract at more affordable rates.

General Panel Comments: the *educational program* is impressive and the opportunity for emerging artists for portfolios and to receive information on how to expand their careers is invaluable and hard to find. The national level of CENTER in Santa Fe is very impressive and allows the local emerging artist to connect with national/international photographers. That can be inspirational and possibly support a local photographer's move into that arena. Viewing the portfolio of work can be powerful and shows the work beyond an introduction of one or two pieces. It is exciting that the project is free and open to the public. The range of activities taking place and the exhibitions of the past award winners provides a sense of being able to follow the artist's work. The applicant talked about creating a mailing list for the catalogs. Although there may be some people on the list with a Santa Fe interest, the application does not state that and the information could have provided a clue as to why CENTER does the mailing. Statewide marketing and collaboration with 516 Arts is strong with potential to go beyond Santa Fe and build on the pioneering work of 516 Arts. The networks are possibly broader because some of their programming is national and makes it stronger than just mentioning the name of a gallery. *Educationally* this is a rich experience and the breadth of the experience over a weekend points to Santa Fe as a tourist destination for photographers. In regard to showing the work on social media; those who have worked with high-end visual artists, such as the photographers listed in the biographies, know about major copyright issues. Most distinguished artists at that career level refuse to be published on those sites. Performing or visual arts groups should take advantage of the concierges, because the personal one-on-one with visitors can be valuable and there could be a lot of people sent to the project. The application mentions the next generation as college level in outreach and *education* to youth, but there is also fine photography work at the high school level. There may be interest to middle school kids and a way to do outreach to them as well. The Google Ad is impressive and shows in the applicant's online presence, and is a very affordable way to be found by search engines. Regarding the social media sites, there are some things that can be put on the sites that do not have the danger of copyright, such as ways to communicate and can be one way of several to do outreach.

Mr. Rochester: *administratively & financially* is outstanding along with the strong history of the organization and the use of an impartial jury is great. The applicant states the audience demographics are extrapolated numbers from prior years, but when there is a door to go through it is not that hard to put a volunteer at the door to count. The reference to the *catalog* language should be clarified as to whether it was a brochure or a *catalog* and a sample should be included. The difference between an arts catalogue and a brochure for someone involved in visual arts is important; a catalog is a published item and generally extremely expensive to produce.

Applicant Note: the applicant reported a loss in the last fiscal year and no Santa Fe Arts Commission funds may be used toward deficit reduction, as that is a funding restriction.

[*Staff Clarification*: in response to Mr. Rochester's comment, he would like the applicant to clarify the brochure versus the catalog in the language and include a sample so the panel is clear which it is.]

SNPP- 05 Concordia Santa Fe, Inc. no conflicts of interest

Lead -John Rochester: the program is different than anything else in Santa Fe. The qualification of professional reviews and the high quality of the conductors' biographies were extremely impressive, but a video of the artists or a recording of what they have done in the past or plan to do in the future would have been nice. There were no

samples and was disappointing, because what Concordia does is incredible.

[Staff Clarification: The video is of guest conductors and Mr. Rochester would have liked a sample of the artists that work for the organization.]

Mr. Rochester. Financially: the organization has a clear understanding of their budget limitations and when a nonprofit knows where they excel and where they do not, it is impressive. There is a lack of separation between the administrative and the board that does not provide the appropriate governance for a not for profit. A suggestion is to create diversity by either adding board members or having administrators who are not on the board, to avoid a conflict of interest. The *quality of educational programs* is outstanding and the high school exposure to High Desert Winds of which 30% are educators is extraordinary. It would have been good to see the specifics class wise of what is planned. Concordia asked for a program-specific type of reimbursement from the Arts Commission and by limiting themselves to a little over \$4000, missed out on a funding source. Given what they do and their application, they should have asked for the full amount. The collaboration with individuals is wonderful, but organizational cooperative collaboration would be good as well. The demographics are explained exceptionally well. *Financially:* the project budget was okay, but the overall budget did not reflect any unearned income and created a discrepancy. The organizational chart was meaningless because there is no separation of the board and the administration and they do not answer to anyone except themselves. The reason for the chart being included in the application is to show the responsible parties and the end fiscal product. The *artistic* samples could have had more on the recording side and was a missed opportunity to earn a higher score. The publicity and promotion demographics and local ads are interesting: the *Pasatiempo*, the *Albuquerque Journal*, the *Los Alamos Monitor* and 200 radio spots is great.

Back-up Reader-Gina Browning: she is impressed with the organization. They are important in the community because of the number of youth they affect *artistically*. There are many music organizations in Santa Fe and Concordia has a clear definition. Bringing in nationally recognized bandleaders is great, as is the free concerts to introduce the public to this type of music and allowing kids to attend. The *educational program* is superb. Not only are they developing young musicians, but future audience members and they bring the audience into this type of band music. The samples were very good and showed a high *artistic* standard. The organization *artistically* and *educationally* is top-notch.

General Panel Comments: the *marketing* efforts appear locally-based and some who come to Santa Fe, who are not necessarily art goers, may decide to experience the free concerts. Even without a large budget they could market to the experience of tourists. The orchestra participants are students and studies have shown they can become role models to kids who attend, whether they play an instrument or not. The event is free for families and affordable and they can build on marketing in publications such as the Children's Museum, etc. for family and family oriented types of activities. The high school outreach is incredible, but kids start band in the fourth grade and outreach to the elementary school level would be wonderful. A suggestion is to offer those students in band in the elementary schools the opportunity to meet the musicians after a show. The earlier they start with the kids, the more opportunity for youth.

Ms. Greeley: Concordia's niche, which is new and unfamiliar music, fills an important space that can be capitalized on in marketing. It is amazing and obviously a labor of love that Concordia puts on nine concerts with such a small budget and notable that one of the pieces ties into a current art display at the New Mexico Museum of Art. The interdisciplinary approach is wonderful. The applicant mentioned they will put rack cards or brochures at the museums, but the museums are not mentioned in any other promotion and marketing plan. There are a lot of opportunities there. The applicant mentioned a tactical strategy to get visitors who are not planning to see a performance to take advantage of the free opportunity via a concierge, etc. and the tourist season and spring break is mentioned. The application cites the *Albuquerque Journal* and the *New Mexican*, media outlets, newspapers, radio stations and websites, but they should also get the rest of the state tied to the spring break concept. Social media is recommended because young people are involved and with a small budget, provides a free way to have participants and audiences share in the excitement.

[Staff Clarification: regarding the organizational budget versus the project budget: this applicant listed one concert as the proposed project and showed their match for that and the panelist encouraged the applicant to apply for the entire season and show their match with their whole organizational budget. The Arts Commission is not funding the educational programs. They are funding the one concert and the students from their program are encouraged to attend that concert.]

For the Record: lead reader Ms. Gina Browning recused herself from the next proposal.

Ms. Greeley left the room due to conflict of interest with the next proposal.

SNPP-06 New Mexico Performing Arts Society conflicts of interest: Gina Browning, recused, Ruthanne Greeley, conflict of interest

Co-Lead -Ms. M: Administrative & Financial: the qualifications and backgrounds of key artistic personnel are strong and NMPAS is capable of presenting within their budget. The applicant greatly expanded their program including funding for administrators, due to a surplus last year. There is a question as to why the applicant receives 501 (c) 3 status in July of 2014, but uses a fiscal agent.

[Staff Clarification: applicants are required to have 501 (c) 3 status for two years prior to the application deadline and the applicant is working with a fiscal agent until they meet that requirement.]

Ms. M.: a third of the budget is from individual contributors and a third is from ticket sales and is important to build that level of support. *Education:* the New Mexico School for Arts Santa Fe Flute Immersion Program and the collaboration with Chatter [Albuquerque] and the John Donald Robb Trust appear to be programs that have value. NMPAS also does the Renesan Program for adults, a lifelong learning experience that many will participate in that is affordable. Most applicants have *education* programs that focus on youth, as opposed to the entire community. A suggestion is to expand prior to performances and make that part of marketing. Outreach to partners and to hotels to talk about their music and art and future presentations could draw more audiences or extend the reach to people visiting Santa Fe.

Co-Lead: Mr. Rochester: NMPAS has an incredible history. *Administrative & Financial:* the overall financials show excellent *budgeting* skills. The board and administration lacks diversity and the quality of the background of key educational personnel and the educational materials could have been expanded upon. That made it difficult to judge and created an issue as to what their educational programming is. A strength of the application is the exposure to the specific music and their outreach. Their outreach and education listed collaborations with other organizations, but only one is listed in Santa Fe for a public educational institution: the New Mexico School for the Arts. Because the outreach is so specific, NMPAS is limited from providing *educational* outreach to the younger public education system. A suggestion is to do more in the underserved parts of the community and pre-post elementary or high school sector. The reference to concerts was not clear whether the Arts Commission was asked to fund one concert with ticket sales, or *all* of the concerts.

[Staff Clarification: the project description lists a November Winter Solstice concert; a 2016 Valentines Concert and a 2016 May Finale concert and at the end of that section notes: 'the full 2015/2016 programming will be available in the spring'. The applicant is planning their season of programming for a series of Santa Fe concerts.]

Applicant Note: the applicant should keep the application focused to the program for which they are seeking funding during the contract year.

Mr. Rochester: The mention of local hiring was wonderful and a plus and was not mentioned by many applicants,

however it is very important from the 1% Lodger's Tax that the dollar flows from tourism through local hiring. The examples online did not list the sponsors in regard to promotion and sponsors were only listed in the program. Organizations that seek funding should be aware of the importance of recognizing the logos of those regularly providing funding at the bottom of the page. The Santa Fe Arts Commission requires their logo to appear on all promotional items, not just the program. An artistic and bio' sample was to be provided and the key bios listed two people, but no administrative personnel. He likes to see the people responsible for how the organization operates. Also, two of the board members are also members of the organization, which is a governance issue.

General Panel Comments: the applicant should highlight their outreach to youth more in their promotions of free rehearsals open to the public through high schools. The next year's project budget was used in the budget overview, instead of the current fiscal year.

[Staff Clarification: the applicant is following the City's fiscal year, but their program is in the next fiscal year. The funding is for the Santa Fe activities, which may not be the organization's entire activities.]

Mr. Feins: advertising, PR online and social media have a lot of detail which is good and the use of Hootsuite is a terrific tool for managing social media. NMPAS seems to be on the verge of an enhanced IT (Integrated Technology) and social strategy and to mention that in their application is great. On the email side MailChimp was mentioned and it is great that the applicant is tracking who is opening their emails and clicking on links. That will help them improve in a targeted fashion. SEO (search engine optimization) is mentioned in terms of their website and is impressive that it is cited in the application. SEO makes their website a great hub and is virtually a free tool to manage their website, add valuable content and be proactive. The application mentions moving into Spanish folk music, Shakespeare and jazz, which are all positive; if nothing else in the understanding of how to bridge something like Bach and classical music into other traditions and disciplines and the power of engaging people in that way.

[Staff Note: the biographies that were provided indicate artistic titles for each staff person for the performing arts series and they are also listed as taking on administrative duties.]

[Staff Clarification: the applicant stated their full season will be firmed up in the spring of 2015. At the time of any approved contract, the Santa Fe Arts Commission will need a comprehensive list of the activities for which funding is being requested.]

Applicant Correction: websites are considered a venerable part of the application and a correction was received from the applicant that notes to Mr. Rochester's point that the sponsors are listed on the website and the logos are included. Ms. Garcia y Griego added that the applicant however, may have missed the larger global point made by Mr. Rochester that there should be appropriate recognition on *all* printed and promotional materials.

Audience Introductions: Norman Johnson, Treasurer of the New Mexico Dance Coalition and fiscal sponsor for two of the applicants, Sacred Body Dance Santa Fe and Pomegranate Productions.

SNPP-07 Sacred Body Santa Fe Dance conflicts of interest: no conflicts of interest

Lead -John Feins: he was struck by the lifelong dedication and commitment in the biographies of the principals. The performances in November tie to Santa Fe's position as an art and wellness and healing capital and are valuable and a nice nexus point that is a strength of Santa Fe. The *educational* component as stated is that the performances are an education unto itself. The application mentions some of the dancers actively mentor in a healing art therapy for underserved young adults, but the *educational* component could be enhanced in other ways. The blogging is a powerful marketing tool. Targeting the Farmers' Markets is an interesting idea, particularly in reaching *tourists* and finding people who are interested in wellness and mentioning Whole Foods is smart. The press release distribution could be widened. Strong local reach such as Richard Eeds and the report from the Lensic were mentioned. The outreach to the hotels and to the Tea House and boutique hotels was a savvy touch and shows the organization

thinks about specific opportunities for outreach. He would like the applicant to widen their reach into the state and perhaps beyond. The applicant cites Tumblr, which is great, but Instagram and YouTube were notably absent. When talking about dance, the beautiful clip presented as a sample was also a powerful opportunity to provide visuals on the social media channels. Pinterest and LinkedIn were mentioned and are also good tools that are not typically seen. The events were not listed on the Tourism Santa Fe site *Santa Fe.org*, which is free and a great way for everyone to find them. The *artistic* background and shamanic and yoga training is excellent and the sample presentation of the chakras as part of the dance program *Moving through the Chakras*, was engaging and underscores the great wellness tradition being tied in with the arts.

Back-up Reader-Nicole Phelps: the wellness and healing and the arts piece is a tight niche and can go global. There were 45 artists in the 2012 event and is a lot of artists that have the opportunity to show what they do and share their original works in the community. Sacred Body is bringing together a wide range of artists in one event that is incredible and many of the performers and artists are locals that understand the population and the community. The opportunity to reach out to youth on nontraditional paths about the alternative healing arts and show them that opportunities are available is so important. Marketing is to the bigger spas and hotels, but could also be to the healing arts practitioner entrepreneurs who could give materials to clientele. Some may have out of town connections that further expand the tourism reach and boost tourism and bring people to Santa Fe.

General Panel Comments: the application mentions Spanish radio stations, which is not mentioned by many applicants and there are a lot of Spanish language media groups they could take advantage of. *Administratively* it is important to check your budget before submitting it; there was a small error. It is excellent that in addition to youth, the applicant talks about serving seniors. That type of healing movement can be beneficial to that segment of the community. The new outreach program for young adults suffering from various addictions and trauma is an excellent program that deals with real life issues. The organization with the healing arts is the perfect candidate for their own YouTube channel and the outreach could be unlimited.

Ms. M. – Educationally, many of the dancers have practices where they teach and would be easy to develop a program utilizing those skills. *Financially,* the budget deficit is a concern with a small budget. More video samples would be nice and could be edited to show a range of performers that might grab more audience support. Many dancers have video footage and a clip of their work could be used. It is suggested that the applicant show the breath of what they do and that could also be used as a marketing tool.

Mr. Rochester: loved how out of the ordinary the application is; it tugged at the heart. There is huge and broad community support as exemplified by last year's program. *Financial:* the budget numbers add up and the applicant is commended for catching and self-correcting their errors in advance of the meeting. The applicant uses the New Mexico Dance Coalition for all of their organizational and board lists. When an application is done by another organization it should at least attach a list of the applicant's advisory committee and/or board and not rely solely on the fiscal agent. There are issues with the *educational* program in that the application states the *educational program* is provided by people in their own studios on their own time, but there is no detail on how. The application could be stronger if the people who will be utilized for the *educational* program had the programs listed. A concern is that the applicant said the Greer Garson would be used in November, but that venue is under renovation and is not signing contracts. The applicant should be certain when stating a venue. That the event is also used as a fund raiser is great, but what the funds will be used for should be indicated with a list of the programs.

[Staff Clarification: this presentation has been a fundraising event in the past; however as presented in this application it is not a fundraiser as that would be a restriction of Santa Fe Arts Commission funding.]

Mr. Rochester- there are multiple organizations listed as partners, but most of the space in that section was used to list individual supporters. A list of the partners would have been preferred and the individual supporters could have been placed on their bio' page.

Applicant Note: there was a small loss reflected in the last fiscal year and if approved for funding, no Arts Commission funds can be used toward deficit reduction, as this is a funding restriction.

[Staff Clarification: regarding venue, if approved for funding the Arts Commission could at the time of the approved contract, ask for a revised schedule if the scope of the project remains the same.

Ms. Garcia y Griego thought Mr. Rochester's point was that the venue impacts reach and other critical areas of the applicant's review. The applicant is suggested to note if the venue is pending in the application.]

SNPP-08 Santa Fe Botanical Garden **no conflicts of interest**

Lead -Jackie M: the *quality of artistic* samples of the artists is very high quality and the artists are well known, primarily Native American artists. The title of the project *Power of Place* might have been more specific for marketing to those who are not familiar with the Native American artists by name. The *Power of Place* works are not site-specific and were designed for the garden, placement and relationship with the natural surroundings is important. Key artistic personnel *qualifications* are strong and they have had many exhibitions, the curator of the Botanical Gardens and Leticia Chambers on the board are from museum art experience, which is important when putting an exhibition together that includes sculptural pieces. Three-dimensional sculpture outdoors requires more stabilization and the safety of the artwork and of the public; those qualifications should be ensured when the organization is not primarily an art exhibiting organization. That the exhibit will be up for a year is nice, not only because of the amount of effort, but seeing the work in different seasons is rich and can speak to different audiences throughout the year. The organization has had extended exhibitions in the past and should have a sense of the maintenance required for a piece outside for a year.

Galleries may be sending people to the exhibit and maps could be helpful. Botanical gardens are seeing more relevance and richness of showing artwork within the garden and that marriage between art and nature has become a draw. *Financial:* a leap in the budget increase of earned income of more than 35% over the previous year and another 15% over that was due to product sales and rentals. The Botanical Garden probably has a good handle on the number of requests for facility rentals; however it is hard to predict sales because the market can be unpredictable.

The marketing is good in terms of visitors' guides and publications and the collaboration around the Santa Fe Summer of Color should work this year in terms of building audience and repeat visitors. The garden is a process over time and takes a while to come to fullness. The programmatic idea for artists to give tours will draw people who want a connection to the specific notable artist. The concept to use QR codes throughout the garden is relatively new and provides opportunity for people to learn about the sculptures and artists.

The established and extensive *education* program is impressive in what is being done in combination with the general programming and use of the arts and science component. Especially important is the use of the STEM programming (science, technology, engineering and math) and the added creativity. The offer of several youth guided tours in addition to the artist tours is an opportunity for leadership experience. The applicant should be aware their reference *'to include Native American artists because it could increase Native American visitors* will require a specific plan and does not come naturally. That could be accomplished by outreach to schools and through various organizations and partnerships. The primary audience is non-native in many markets in town for Native American art, other than vendors, but on the other hand, marketing that is a draw to Santa Fe could be beneficial for the Botanical Garden. The free Saturday admissions will make the garden more accessible, but seems that Saturday could be a higher traffic day and possibly a loss of revenue. In social media, a great tool like Pinterest could be something where people post pictures of themselves in the garden and could draw more people to visit the venue. There could be an opportunity for a rich quote and a way to take a one-time experience and build on that during the tour of the garden when artists are speaking about their work, especially since the exhibit will be up for a year.

Back-up Reader-Ruthanne Greeley: The board is strong and the *education program* is top notch and they are working within the State guidelines. That the galleries are also promoting these stellar artists is a plus.

General Panel Comments: the applicant has the 2016 Visitors' Guide as an advertising vehicle, which is impressive and a perfect connection to reach visitors. Great to see that the applicant stood out in overall understanding of national press releases, but seeing specific citations listed would have been nice. There is quality programming and an enormous attendance that obviously draws from locals and *tourists*. There is potential for national and possibly international resonance with the program. The grant was refreshing to read and exceptionally well written and covered everything without flaws. A suggestion is to show an example of what a person will see with the QR scan code. Also explore if the program could tie in to the Arts Alive program at partner museums. One possibility is to include a sculpture project for kids and adults. Parents are even more impassioned by art projects their kids are able to do and Tumbleweeds would be a great place to advertise.

Applicant Note: the organization showed a loss in the last fiscal year and no Santa Fe Arts Commission funds may be used toward deficit reduction, as that is a funding restriction.

[*Staff Clarification: the applicant indicates under Printed Collateral they will do garden signage, a map and a brochure.*]

SNPP-09 Southwest Traditional & Bluegrass Music Assoc. dba Southwest Pickers no conflicts of interest

Lead -Gina Browning: the application is very well written. The organization is a real addition to the music community in Santa Fe and the traditional Northwestern music and bluegrass represented is wonderful. The organization is in its 41st year and that says a lot for their longevity. The *artistic samples* were excellent and showed different aspects of what the Southwest Pickers do. The *qualifications* and backgrounds of personnel were excellent and they know what they are doing artistically. The project offers many wonderful opportunities for professionals, amateurs and student musicians to jam with the organization's musicians. The competitions for emerging artists through songwriting, instruments, singing, etc. and then featuring the performance winners is great. The event brings together a large number of professionals, amateurs and students and draws an enormous audience from all over.

There is concern about the deficit, because of the loss of a sponsor last year. That the organization is taking measures to take care of the deficit is good, but more information about how they plan to seek new funders would be better. The *education program* is strong with all of the facets of professional musicians and opportunities for performance. The *education piece* is impressive and provides an audience education in the different kinds of bluegrass and southwestern traditional music. The organization gives advice and support to emerging artists, which is important and a valuable education.

Back-up Reader- John Feins: *artistic excellence* is apparent with their 41 years. The headliner this year is Frank Solivan and Dirty Kitchen, nominated for *Bluegrass Album of the Year* in 2014. Bluegrass is one of the only true new American music forms in the last century and an important treasure and the music should be represented in New Mexico. Having cross-over artists like Steve Earle or Bella Fleck who have performed with traditional bluegrass outfits, enhances their audience and the goal to move in that direction is admirable and correct. The *education* is great and provides a lot of opportunity for people to play music with artists and there is a high school student program and workshops. It was good to see the applicant note their accessibility and ADA compliance in the educational and performance opportunities. *Marketing/administration:* the application notes press releases and interviews on NPR which is great, but could have been expanded. There is an advertisement in *Bluegrass Today*, but outreach and PR to traditional music publications would be nice, whether bluegrass specific, traditional or acoustic/folk related. The audience is very New Mexico specific and the organization might consider how to attract people from Texas, Oklahoma, Arizona and Colorado; a press release strategy might be one way. The bluegrass community goes from festival to festival and the extra free press never hurts. The website has no contact person designated and there should be a contact. Bluegrass is tremendous musicianship and world class on par with classical and jazz artists and

should be demonstrated in video. That the Academy for Technology and the Classics is included is appreciated, but the Santa Fe University of Art and Design whose contemporary music program has a strong Americana component was missing and would be a perfect partner.

General Panel Comments: The Santa Fe Symphony Orchestra has a free concert series all summer on the bandstand that features all genres and if the organization could leverage the acoustical festival atmosphere, that would be good. There is also the Youth Symphony and the New Mexico School for the Arts, because “*inside every violin playing kid is a fiddler bursting to get out and they have a natural audience*”. The late summer event is a great time for promotion and could be an opportunity to maintain *tourists* when many other events have shut down. There could be support and promotion of the event from print organizations, building on the newspapers publicity of events happening in Santa Fe. The Grammy Award nominees and the New Mexico Special Orchestra performing is a wonderful and broad range. It is a great experience for people to see the special musicians demonstrating the sheer joy of making music. Support could be capitalized from other organizations that support persons with disabilities such as the Kennedy Center Very Special Arts, by including the orchestra in with the regular performances and that could be another level not accessed in the past. A reference in the application is to the *Santa Fe Cultural Arts Grant*, it is important to know the *actual* name of your funder and not deviate.

Mr. Rochester-the outreach and education was difficult to judge. That there is a reduced ticket cost for age 16 and under accompanied by a paid adult is great, but what about kids without family members or sponsors. Those are the majority of the kids that should have outreach. A suggestion is more outreach, specifically in that sector and a free program for *all* students regardless of whether accompanied by a paying adult. The applicant mentions ATC as a school the organization does outreach with and is a great place to start, but there are many places for outreach to youth in the community. The *education* process could be enhanced through more school programs and outreach into the community outside of the event. The applicant explains why they have no records for demographics, but their venue has a door. Future grant applications would be strengthened if a volunteer was at the door to count and get actual numbers. *Financial:* The overall budget was less than their project budgets and confusing as to why their revenue source project budget is 25% greater. Their volunteer base, administration and diversity of their board and separation of those, is extremely impressive.

[*Staff Clarification: regarding Mr. Rochester's comment: the applicant has a fiscal year calendar versus the project budget which runs July 1 through June 30, so there could be some discrepancies. However, Mr. Rochester's comment still stands relative to that.*]

Applicant Note: if the applicant is approved for funding, because there is a deficient reflected in the last fiscal year, no Santa Fe Arts Commission funds may be used towards deficit reduction, as this is a funding restriction.

SNPP-10 The Film Festival dba Santa Fe Film Festival no conflicts of interest

Lead -John Rochester: standards of artistic excellence: clearly a huge strength is programming, but it was difficult to judge the artistic samples unless familiar with the board. The only examples provided were publicity and listings, etc. Edited clips from independent filmmakers in a promotional reel would have been nice and would help panelists understand if unfamiliar with the Festival, exactly what people would see. The *quality of education* programs: they have incredible outreach programs with the post-secondary institutions and colleges and internships, specifically with SFUAD, which is amazing. There are high school students and a strong coalition of artistic children in the community that do photography, video, etc. Outreach to educational institutions like high schools, etc. would be nice. The grant is well written and their budget adds up. Free tickets as outreach to children would be good. The festival has an incredible impact on the City as far as tourism and hotel rooms, house rentals, restaurants, etc. The organization appears to be well run with a diverse and strong *administration and board*. A suggestion for future grants is to provide pictures of audience, filmmakers and stars during the event to show what happens during the event or provide video presentations of the process with college students.

Back-up Reader-Gina Browning: this is a huge draw for *tourists* and has the comprehensive offerings of everything in the film industry, emerging talent and offers to buy film, casting calls, headshots, etc. This organization impacts every aspect of Santa Fe from the film industry to the audience, to tourism, to businesses, to emerging artists. The *finances* are excellent. There is a very significant *education* program and wonderful that it is year round. A suggestion is to look into collaboration with the Lensic with their *education program*, that has a competition in film and photography and the winners are produced in the spring.

General Panel Comments: *artistically* the new category for gaming aimed at younger people is impressive and smart. It was good to see SEO and MailChimp cited in their marketing, but mystifying why a film festival does not have a video and YouTube strategy. People come from Albuquerque and California, but there is room for a greater pull, particularly from Texas and Colorado. A suggestion is to give a taste to people who might drive in from nearby states to enjoy the event. The program for veterans is very impressive and a great opportunity. There were typos and the applicant should have someone proofread the application. There was also comment about a typo in the promotional material. A suggestion is a possible documentary component to the festival to highlight some of the challenges and successes of the youth, especially at risk youth and the LGBTQ12 population.

VI. COMMUNITY ARTS DEVELOPMENT PROGRAM APPLICATIONS

This category does not have the tourism requirement. The nature of the applications tends to focus more on education, human services, the local community and underserved populations. Marketing plans are more appropriately aimed at local communities.

CADP-01 ARTsmart

no conflicts of interest

Lead- Ruthanne Greeley: this is an amazing organization with a long, well established history. Although it does not have the tourist component, their fundraising is a destination event. Strengths include their highly qualified instructors, the scope of their program and their outreach to schools. There were a lot of pictures of happy kids, but a video of the quality of the instruction would be nice. Their *administrative* strengths are that a large surplus last year was very well used in supplies and scholarships. Their merger with FACT (Fine Art for Children and Teens) and partnership with Meow Wolf has great potential. They *are* education and *education* is integral to their organization. The organization is diversifying their location and moving to the south side. Their *education program* has a strong and established methodology and the scholarships, art supplies and public exhibitions all provide needed opportunities for kids. The materials and advertising is extremely attractive and there is a good use of social media. A strong point is the inclusion of developmentally disabled adults in their program.

Back-up Reader-Jackie M: the slide show could have been done with a voiceover and would have been an opportunity to give information and show how the instruction happens. In the past, the organization gave funds to teachers for art supplies and she wondered if that is still done. Art takes place all of the time and is important to have materials in the classroom at all times. She assumed the \$84,000 budget for art exhibitions and public events includes art instruction and instructors. Meow Wolf anticipates an attendance of 100,000. Clarification is needed if that will be a series of classes or after school type of program for tuition, as opposed to visitors that do hands-on activities. Their fundraising is a strong model that works with for profit galleries and what is planned in terms of arts education is exemplary. The income sources are diverse. A note on the reference to '*disabled*'; the term is no longer used and should be a *person with a disability*.

General Panel Comments: the applicant mentions SEO and their PR reach is commendable, and they mention the number of followers they have in social media. There are postings twice a day on Facebook and they maximize their reach by leveraging and creating content on Facebook and automatically pushing that out to Twitter. They recently started Instagram and have a lot of followers and are encouraged to take that to the video space as well. A young person whose life was touched and changed by the program could be a powerful tool. Their work is highlighted with

the youth detention center that gives kids the opportunity to express themselves. Exhibitions are held at the public libraries; one was at Southside Library. That gives kids the opportunity to see their work displayed, which is part of being creative and being an artist. It is especially important for youth to have the experience of showing friends and family their work in an exhibit. A question is how they can be funded 99% by earned income in the organizational budget given that their project budget is 100% unearned income. Funds are extremely well utilized. A suggestion is to show slides of the actual exhibits in their *artistic* samples.

CADP-02 Compassionate Touch Network **no conflicts of interest**

Lead -Nicole Phelps: the organization is proposing a performance called *Minds Interrupted*. The *quality of artistic* samples submitted were professional and includes photographs of past productions. It would have been great to see clips of stories or the impact on those with mental illness, or their families, or to hear the conversations that come out of sharing their stories to a large audience. The personnel is qualified and shows extensive experience with years of dedication to advocacy for individuals and families facing mental illness. A stigma still follows mental illness and storytelling could be used as a modality to open conversations, and would be an incredible gift not only to the family members of those living with mental illness, but also the individuals that struggle and live with a mental illness every day. *Financial:* funds from the grant will go toward administrative fees or artistic services and advertising and the income sources appear diverse. *Education programs* create opportunities for community involvement. A strength is their outreach to agencies that provide services for clients facing mental illness and many of these organizations can benefit from storytelling and dialogue. Outreach to first responders and members of the police/fire department, etc. is important and education is needed in the community. The applicant highlighted that the access to the theater is inclusive for community members and reasonably priced tickets are offered to seniors and young adults. The applicant could enhance their *educational program* by more outreach to younger audiences to help children see that they are not different and their family is not unique. Breaking the stigma of mental illness is important to show that anyone can be affected and living with mental illness.

Back-up Reader-John Rochester: the great diversity in the *artistic samples* provided should be commended. *Administrative and financial capabilities:* many times in social services organizations it is all about expansion and doing more. This organization never tries to do anything beyond what they do or know how to do, which is commendable. The *quality of the education programs:* the organization is all about the education and there is nothing else to say other than what a great community partnership they have. They are leveraging it incredibly. The applicant's policy is "no one will be turned away regardless of their ability to pay" and reemphasizes what this type of grant program is trying to do. A suggestion for future grants is to create more diversification and differentiation within their administration and board, but like most nonprofits it is increasingly hard to attract people because of the limited resources.

General Panel Comments: a key piece could be to include something for younger children in *education*. The detail of preparation leading up to the person's presentation and the DVDs created around that are appreciated. Mental Illness Awareness Week is a best practice and the organization is on top of that. The appeal seems much wider than 300 people and is unclear if there should be a bigger venue. The organization might be short changing themselves with their limit. *Education:* most of the services are direct services to the students. To educate the educator in process, behavior or the manner in which children act out, or by having behavior development classes. Something that is written by teachers/service providers about their experiences of working with persons with mental illness could be powerful

Ms. M. – we cannot underestimate the national lens placed on issues around mental illness and the need for greater understanding and comprehension. That makes this work timely. This could be spotlighted as an example of something happening in a creative, artistic community to deal with issues that face communities throughout the United States. Possibly that can be framed as a *marketing* tool to bring in *tourists*, but is the kind of work that also can be meaningful in any community to raise awareness and understanding and tear down the social stigma of talking about mental illness that sometimes plagues society. Special marketing efforts could be made with outreach

to the first responder community for interaction with a person with a mental disability in a time that is not of duress. That would enhance more understanding of various situations as told in the words of the mentally disabled person and lead to more compassion and effectiveness in dealing with issues occurring outside the home and community.

Nicole Phelps left the room due to conflict of interest with the next proposal.

CADP- 03 Creativity for Peace conflicts of interest: Ms. Phelps

Lead - Jackie M: the organization has been doing powerful work for years. The project will take the dialogue of participants and do workshops with students in northern New Mexico. There will be discussion about intercultural communication and the differences among people to help others see a mirror of self, which is then put into performance. The *artistic* sample makes her look forward to what will happen when students perform the dialogue of the voices. The performance can be potent in looking at barriers in schools and communities and can bring global awareness of the conflict and that model can be powerful and used in other areas of a person's life. The examples given were of what has been done in the visual arts with the hope that a similar quality will be produced in the performing arts. Utilizing an award winning program embraces and engages a broad audience and ability as an example of the nature of the artistic performers leading the experience. This is a great example of social change through art and dialogue. The project has the opportunity to draw audiences of adults and student performers as well as their families, friends and peers; the ideal of who you want to reach to affect social change. The applicant talked about the relationships with schools and agencies and networking with the current program and those relationships can possibly grow. *Financially* the budget is not large and they offer a 50% cash match. The overall organizational budget seems to be strong and large enough to meet their cash match. The program is 1% of their annual budget and taking on an expanded program should not be a problem.

The expansion of the work to create a teaching unit for schools that can be used across the United States is supported. That voice and impact in the community, state and at national level broadens the impact of the program and promotes Santa Fe as well. Programs out of Santa Fe of an artistic nature are often more powerfully received and people want to access and utilize those more. The idea of intercultural communication is not taught by schools, yet the source of the conflict on the playground and the community, the judgments, stereotypes, bullying, etc. is often a lack of understanding of others, whether an immigrant community, Native American, etc. This addresses those issues in our schools and provides an opportunity for teachers to facilitate understanding. The performances at Warehouse 21 will help with student attendance and broaden the audience in terms of the desired age for this performance. A suggestion is to list more partners that can immediately be targeted that could make the new program effective right away.

The City of Santa Fe involvement with UNESCO (United Nation Educational, Scientific and Cultural Organization) Creative Cities Network is saying this is not just about creative *tourism*, but how cities address issues through creativity. There is a link between creativity and peace to address change and broaden the impact of their overall work and an example of working locally to deal with issues and is a great thing for Santa Fe to embrace. The issues are huge and will become larger as the stereotypes and prejudice seep into the students. Creativity for Peace is another way that creative goes beyond a learned experience that lead to conclusions that create barriers.

Back-up Reader- John Feins: this is a centuries old problem being addressed and you quickly realize the two cultures on both sides of the fence want the same thing. They are like the rest of us; they want peace, they want food, they want family and the statesmen foul it up and that is where the artists can come in. High marks are given to the mission of the *artistic* vision and strong *educational program* in the presence of young people. The price points and discounts make the program very accessible. It was exciting to see a note about crowd funding and Kickstarter and the paid advertising on Facebook, which is another targeted audience. Although this category does not have a tourism requirement, this is talking about one of the most famous international issues in the world. The applicant is encouraged to share this with the Palestinian and Jewish papers and to keep the peace groups and the bigger picture informed and let the UN (United Nations) know about the program. The organization should generate that

interest and give themselves and Santa Fe the credit for what is happening, in addition to the great work happening in the community.

General Panel Comments: the applicant has a strong backing and an e-blast for a short number of performances that is not in the outreach category, but more those who would support purchasing a ticket. Tiered ticketing could be done with students and friends of students, etc. The expertise of the program director and assistant director is striking. That the applicant included a lesson plan in their materials is appreciated. The governance was excellent and the biographies for the board and administrative are good. *Financially*, there were issues with the lack of earned income; a nonprofit that is mainly financed by unearned income raises a question of longevity and whether they can continually self-support. Funding sources change and dry up and the organization is cautioned to look at other sources of funding to create more stability. The Arts Commission frowns on paying bricks and mortar; a question on the project budget rent category is assumed to be theatrical rent and not a bricks and mortar charge.

[Staff Clarification: that rent is for the theater.]

Education and outreach programs: outreach-based performances should be free. A suggestion is to look at other ways to fund the \$2000 in ticket revenues. *Promotion and marketing* has nothing about print and with this type of performance there should be some print advertising. There will be no audience if they do not list in *Pasatiempo*

[Staff Clarification: there appears to be press releases to some of the publications mentioned, however the suggestion is that the applicant clarify if that is paid advertising.]

Ms. Phelps returned to the room.

CADP-04 National Dance Institute NM, Inc. no conflicts of interest

Lead - Ruthanne Greeley: NDI has an excellent program and highly *qualified artistic* personnel and offer levels that are appropriate for all ages and skill levels. They have a long history and an appropriate growth of program. They are fiscally sound and growing and have huge volunteer commitments. They do outreach to bilingual and underserved groups and their reach is huge in the Santa Fe Public Schools and aligns with the common core standards with a rigorous evaluation component. It is obvious from the application and work samples that the kids are joyous and the word *joyous* is used a lot and comes through. NDI insists on a curricular tie-in for public schools, which is important and in addition to being dance they make learning fun. Their program is long-term and features a live band with local musicians. Low income students and local senior centers attend dress rehearsals and can interact with the children. Students with disabilities are dancing beside their peers and the performances are always sold out. NDI partners with a large number of schools and even the fire department participates.

Back-up Reader-Gina Browning: NDI is exemplary and when talking about education, they *are* education and that is what they do. Everyone knows who and what the organization is and their programs are superb. They reach every element of the community possible and are doing more and more outreach. This is a superb organization. The year-end program is hugely attended with tons of kids and brings in many aspects of the community.

General Panel Comments: NDI has it all, including YouTube videos. They identify that they teach specific styles of dance and do not teach personal choreography for the school program, but they have other opportunities for the kids who want that. They have incredible outreach, demographics, collaboration and curriculum. A preference is to categorize the Santa Fe Arts Commission expenses under Contracted Artists, or Promotion or any other category than *Artistic Staff*. This is based on the fact that their internal cost is roughly \$1300 per kid served, which is extremely high for a not for profit organization.

Ms. Greeley added although the cost is high, it covers 30 weeks of instruction.

CADP-05 New Mexico Literary Arts**no conflicts of interest**

Lead-John Feins: this is a positive arts event that deals with health concerns and the use of art as a healing mechanism. The organization has a lot of experience. Their artistic biographies are strong. Notable is the *Creativity in Aging* citation and the NEA recognition of their *Alzheimer's Poetry Project* as a best practice and estimated that only 20 or so groups have received that distinction. Specific examples of their teaching, such as beating pentameter against the chest and tapping feet was cited and is noteworthy that they have found a physical way to teach metrics. The use of *dichos* in the programming is a strong piece of local heritage and is wonderful. *Marketing*: they have their own YouTube channel and a Facebook group and somewhat of a focused audience in national literary publications. There is however, an opportunity to share what they are doing and show the artistic world how we as artists can apply what we do in important and extra artistic ways. The use of online communities to contact the Santa Fe Poetry Meetup Society is a good example of finding ways to let people know what you do. That they have a new blog is great for SEO and telling their story and the organization has a lot of strong digital components. *Financial*: there is interesting earned income where the applicant sold 50 APP Sparking Memories Anthology for \$10 and that made him wonder about Kindle or Amazon programs where people put their works online. That could be an interesting way to get digital sales and extra reach. There were a surprising number of typos, particularly for a literary group. A general suggestion for all grants is to have an extra set of eyes on the application.

Back-up Reader- John Rochester: the *artistic* strengths of the project are extremely strong and the video reiterates what the program is trying to do and how effective they are. The end product of a sample of poems would have been nice, because they talk about the poems created by people they serve. *Administrative & financial*- the application was well presented with the exception of the financials. The applicant did not include unearned income in the overall budget and there is no mention of in-kind donations and/or support. With so much of their expenses being detailed, that was incomplete and disturbing. There are 24 workshops with cooperative organizations, which is outstanding on a limited budget, so there must be in-kind donations. There was a lack of publicity for the public performance in publications like the *Pasatiempo*. This is a Santa Fe community grant and you want your community to attend and there has to be advertising; expensive or not.

General Panel Comments: Ms. M.: a budget workshop for basics might be helpful. When an organization gets NEA support it is a question why that would not appear. Alzheimer's and dementia is a growing social issue and in working with Alzheimer's patients anything that can be put to rhythm is used to trigger memory and is therapeutic. The applicant is on to something by including words at a time that is frustrating to caregivers, family members and the people themselves, to have an enjoyable activity is noteworthy and uses the arts in a positive way and is a type of social change and an important contribution to society. The number of workshops in the varied venues is extraordinary and the list of partners and collaborators is great. It is wonderful to see a program that targets the elderly with dementia and Alzheimer's. Outreach could be done to medical journals, Alzheimer's newsletters or other organizations, etc. Although the focus is on the community, the group should not be shy about sharing their success and their work with the national media. It would be great if Santa Fe could have physicians and other groups replicate this in other places. The Department of Health has an ad about services for Alzheimer's and professional development and this arena might be helpful.

[*Staff Clarification: the applicant lists cooperation/outreach through the New Mexico Aging and Long-Term Services Department and their work with the local chapter of the Alzheimer's Association.*]

Audience Introductions: Andrea Poole, Manager of Sangre de Christo Chorale; Mari Angulo, Executive Director of Santa Fe Youth Symphony; Art Tucker working with nonprofits and artists in Santa Fe.

CADP-06 New Mexico School for the Arts-Art Institute **no conflicts of interest**

Lead -John Rochester: this was an easy grant to review and difficult to find anything to criticize. The *artistic* samples were incredible and the key artistic personnel bios were well done and they are *highly qualified* on many levels. *Administration/Financial* capabilities were accurate. The budget narrative talks about the foundation support and the

utilization of that and is highly commendable on the broadness of the spectrum. They do not rely on any individual grantor, which is a key complement to their stability and speaks margins. The *quality of education* programming speaks for itself. Their community availability is strong with multiple venues within the programming and “*no one is turned away*”.

Back-up Reader- Jackie M.: the school does master level training for high school students more similar to college level and high academics and quality training. It is important to have the ability and experience to present your work outside of your school for public review and for people to realize the work being done at the NMSA.

General Panel Comments: excellent organization and superb project and presentation. It is simple to recommend this organization with three ‘A’ grades from the New Mexico Public Education Department and a 96% graduation rate and a designee of the *US News and World Report* as among the top 5% of high schools in the country and their receipt of the *Exemplary School* designation from the national Art Schools Network. Although the video showcased great work by the students, the quality was very poor. With such a story to tell the organization should invest in either better video equipment or hire a videographer.

CADP-07 Pandemonium Productions, Inc. no conflicts of interest

Lead - Nicole Phelps: funding is for the artistic production of *Into the Woods*. The *artistic sample* included photographs and the programs were professional and thoughtfully arranged. The *artistic* personnel have extensive experience in theater arts and work closely with Santa Fe Public Schools and the Santa Fe Opera. A strength is their outreach to other schools and patrons of the arts and opera and exposing Santa Fe youth to the joy of theater, involving the kids in every aspect of producing a musical. Many lessons can be learned through theater such as social skills, teamwork, creative thinking and problem-solving, etc. and the afterschool project can enhance learning in a classroom setting. Theater nurtures opportunities for dialogue and curiosity, whether learning about Grimm’s Fairy Tales or the characters in the stories.

Financial: the project budget was realistic and appears to have a diverse income stream and is sustainable year-to-year. The project is entirely *educational* with students participating as audience members and having an opportunity to see the production. The use of the teaching guides is also an educational benefit for students. Providing 200 free tickets to children in the community and bus service from area schools is a strength and gives the kids an opportunity to participate. More outreach to youth could be provided by taking a portion of the production to the schools. A strong diverse *marketing* plan includes television, radio and print, social media and a website. They collaborate with many other theater companies and this is an opportunity for kids to see what is available and experience working with other organizations and open other doors.

Back-up-Reader-Ruthanne Greeley: the *artistic samples* show high quality not just on the performances, but on sets, costumes, etc. That their inclusivity focus is on residency programs and bilingual classes is important and they offer scholarships and free or reasonably priced tickets. There is an incredibly high level of parent involvement.

General Panel Comments: it can be a real learning experience for children to act with adults. A plus is that ages 6-16 are worked within the production, but *Into the Woods* is very different than the previous Disney programming and the choice of programming is questionable. The organization plans to list on the *Tourism Santa Fe* website, which is good. The demographics and audience numbers of 3,250 is realistic, with 9 performances, including four student shows.

Mr. Rochester: more detail could have been provided on the schools served. It is clear that the audience demographics are those of an annual program and not specific to the funding request. Given the number of shows, it is questionable that Pandemonium can accommodate the number of people they state. Although there is some funding from local organizations, there was a severe lack of corporate and/or foundation funding and if that could expand it would be nice. Suggestions for future applications: three scenes of three different shows shown are the

same children and in each case the same person was the star. The request is sponsorship for *Into the Woods* this year, but every prior example and listing is Disney and this is not a Disney show. There is a missed opportunity on the *educational* side to expand into broader productions than just Disney related.

CADP-08 Pomegranate Studios no conflicts of interest

Lead - Gina Browning: although small, the organization has a big impact and is obviously dedicated to the art form. The product is high quality, but disappointing that a video was not included, because this is a performance organization. A suggestion is to add video; this is a dance form even though the pictures were fabulous. The extensive free outreach programs are sensational and their *education* program is large and impactful and includes the SEEDS Program. They are now training teachers so the programs can go national. Their *artistic* quality is maintained because professionals work with the students and an important aspect is their work with young women with an emphasis on self-esteem. The sliding fee is important to allow those unable to pay to participate and is evident of the company's dedication and commitment to the community. Middle Eastern dance and American tribal dance is performed, which is different and an important aspect of the incredibly rich tapestry of the community. There is a large audience base of 5000 people.

Back-up Reader- Nicole Phelps: the SEEDS Program is an incredible opportunity for young women which she has heard about from participants, about the incredible learning experience and awareness it brings. The program incorporates the body and self-esteem using dance and movement, which is excellent. The project not only gives the dance company a way to express themselves, but also includes the apprentice companies that are part of the organization. The free performances are needed in the community and if that could also go to the south side that could give those kids an opportunity to see something inspiring and beyond their reality.

General Panel Comments: the collaboration and programming as well as the 40-60 free performances each year, is notable. Their use of national publications stands out and is excellent that they use national advertising in their trade programs and magazines. *Financial:* under Expenses for the Arts Commission nothing is listed for the use of the funds other than artistic. The reimbursement categories could have more diversity. That the organizational budget shows 100% surplus every year is shocking and the board and advisory committee should be included in their organizational chart. The teacher and administrative bios make clear that there is only one teacher for the entire organization, which could be an issue if the person becomes ill, breaks a bone, etc. Biographies for the board members were good, but the executive director is also the vice president of the organization and is a conflict in governance. The narrative mentions a loss of funding and then a \$10,000 increase for unearned income that the applicant did not say how was made up. Names of some projects that no longer exist are listed under collaborations. A suggestion is to clarify when something is "*current collaboration*" for the purpose of the grant. A video would have enhanced the panel's experience and knowledge and narration could be added for the different aspects of the organization's work. There is a lot of misinformation about the Middle Eastern culture and delightful that this is in Santa Fe. Sharing what they do and a broader PR with Middle Eastern papers and media in the United States and groups advocating for Middle Eastern rights, would be great and would let them know that Santa Fe "*gets it*" and is tolerant and celebrates the culture. The organization could do more with their Facebook page.

CADP-09 Sangre de Cristo Chorale of New Mexico dba Sangre de Christo no conflicts of interest

Lead - John Rochester: it was difficult to understand the demographics. A total audience of 600 was indicated, but demographics state 350 which is \$10 per cost per participant from the Arts Commission and is a concern. Demographics show 50% is over age 65 and although free to children, only 67 children are served. Their *apprenticeship program* is amazing and the *artistic* quality of the work tied to their apprenticeship program is wonderful, however it is difficult to justify community involvement with only one mentor workshop. The application mentions their community involvement through the donation of scores to high schools, but there is only one set of scores donated to one school. The Spanish cultural heritage performances are great and it is good that they mention the collaborations in the past, but insight regarding future collaborations would be nice. Collaborations with other

organizations to provide *outreach and education* to the community can sometimes take care of that issue, but listing the future or possible collaborators would make him feel more positive about the *educational* outreach.

Financially, the budget narrative mentions an incredible donation and they paid their budget deficit with reserves from prior years and that is commendable. There is 50% of their income based on private donations, which can go away. A more diverse income with less reliance on donations is advised. The design and production does not have a match from the budget of what SFAC is being asked to fund. He prefers the program budget show that the organization is responsible for some of the expenses. Key personnel heavily rely on the board of directors to get things done and the lack of governance and crossover is an issue for long-term funding.

Back-up-Reader-Gina Browning: the organization is *artistically* strong and has longevity. The search for a new director skews the application and should be considered. The *mentor program* of high school students is excellent and the *artistic* product is kept high by holding auditions. The choral program, the larger of the programs is very impactful and the smaller program is mentoring. She disagrees with Mr. Rochester regarding the *education* program. This is not a band group, it is a choral program with an underserved school and that they work with and present a performance with the kids is impressive. The organization is small and the *outreach* should not be diminished for their size.

General Panel Comments: this is a time of transition for the organization and a strategic plan and exploring outreach by providing free concerts on the south side is mentioned. The applicant also mentions a new business model that would spread the duties of a small number of board members, among the membership.

Mr. Feins: that 45% of the singers have 10 plus years and 20% have 20 or more years with the Chorale and that there have been only four directors in 37 years is impressive. The free tickets for youth and the programs for seniors in retirement homes are notable. A sign of excellence is the attention to the acoustics at First Presbyterian and the wheelchair accommodation, the commissioned works of Spanish folk hymns and the Native American poetry and shows community awareness. *Outreach* is through radio interviews, ticket giveaways and concierges. There seems like there should be larger audiences given the longevity, and maybe more ability to get more attention and funding with the number of people in the organization and the solid outreach and appropriateness of their repertoire. Social media could be an opportunity to stream media or a YouTube video to create extra awareness. The December concert is a traditional and wonderful time for chorale, but there is a tremendous amount of competition for performances. Extra steps should be taken to get awareness at that time of the year.

[Staff Note: if this organization is approved for funding, no Santa Fe Arts Commission funds can be used towards deficit reduction, as this is a funding restriction.

John Rochester left the room at this time due to conflict of interest with the next proposal.

CADP-10 Santa Fe Performing Arts School & Company conflicts of interest: John Rochester

Lead- Nicole Phelps: funding is for 10 shows with local actors and professional companies. The *artistic* samples were very professional and well written. The organization brochure highlighted their strengths and history. The project description is wide ranging in-types of theater. The strength of the project is the diverse programs that speak to many audiences and ages on many different topics. The project lends an opportunity to start a conversation. A new original play is proposed that will bring equity productions to Santa Fe and the performances are culturally relevant.

Education: the organization works with Santa Fe Public Schools and collaborates with other area theater companies, which is important. The audience demographics are wide ranging and serving many income levels. The touring company addresses *cultural* diversity, peer pressure and bullying; all are difficult topics that can help open avenues of conversation and provides teachers and adults an opportunity for discussion with kids. Their *marketing* strategy seems well thought out to reach audiences and encompasses a wide range. *Financially* the company has been around for 27 years and is very sustainable and the project budget is realistic. Funding would be used for artistic

salaries and artistic contracted services.

Back-up-Reader-Ruthanne Greeley: the new play production is in its 15th year and brings from Hollywood a lot of new work and star power, which is impressive and good for Santa Fe. There is a dedicated staff for bilingual programs and the applicant addresses youth issues and provides scholarships.

General Panel Comments: Lambda Literary is mentioned as a collaborator; a national organization primarily addressing the writings of LGBTQI2. The applicant maintains a good performing arts space that is used by other venues in the community. This multifaceted company is doing something right to be in the Santa Fe theater community for 27 years. There is a focus on schools where funding was cut and there are 8300 audience members including 500 from outside New Mexico. There is national theater media in their PR and awareness plan; the *American Theater Magazine* and the *Writer and Dramatist Guild Resource* is excellent. The mention of SEO and specific key words for their Google ad' campaign is great. They disseminate educational brochures to 5,000 local youth through the public school system. There are over 200 submissions from 35 states in their play contest, which is great. Some applications struggle with the demographics, but this organization has a Wintix box office software system that provides accurate demographic data with great detail. There is a science to the arts and this is a good example.

Mr. Rochester returned to the room at this time.

CADP-11 Santa Fe Youth Symphony Association, Inc. no conflicts of interest

Lead - Ruthanne Greeley: this is an excellent program that has a high level of audience rubrics and program diversity of classical, mariachi and a "smoking hot jazz ensemble". It is great that students are required to attend concerts in different styles and students are given the ability to perform with a large number of professionals. SFYSA have strong, highly qualified key personnel. *Administrative & financial capabilities:* the organization has stability and the application mentions their crowd funding and a large donation that caused a surplus. The specific advertising in Spanish is excellent outreach. Their budget is stable year to year and the quality of *education* is a plus and very comprehensive, including not only performance, but composition and various styles of conducting. SFYSA offers master classes. Kids are given numerous opportunities to perform and master their skills, while the organization at the same time is doing outreach. Performances are done at Capital High School on the south side. The use of online and social media is good and the SFYSA has an "all hands on deck policy" so all of the staff uses social media and website. The materials and photographs were beautiful, clean, eye catching and well designed and the person doing that does an excellent job. The SFYSA is an amazing resource for kids in the community.

Back-up-Reader-Gina Browning: *education* is what they do and they do it excellently. There are three genres of music at a very high level. The video was well done and indicative of what SFYSA does. The cultural impact is huge and if you are a family moving to Santa Fe with a musical child, to know there is a youth symphony with this many irons in the fire that reaches so many different ages of children, is very impressive.

General Panel Comments: getting kids involved in something they are passionate about will keep them in school and connect them to the community and with that they can become strong leaders and great community members. Playing music is beneficial for the time kids are in the program and immeasurable in science, math and creativity and how they view the world and learn to listen. This is a skill that involves listening that goes beyond the music training to how they interact in the world. The typographical errors in the application are about the only negative thing. The organization received the Piñon Award and is confirmation of their excellent program and community recognition of their work. The budget was troublesome in that the program states the whole concert season is funded by SFAC. They were fiscally smart to bring their numbers back to reality and move forward. "*I love this organization and what they do*". I found myself writing "smart" while reading the application and examples of that is their work with youth and offering side by side programming with the Santa Fe Symphony; a real opportunity for the students. They trade space for students for lessons at Santa Fe Public Schools. Their students represent more than 40% of area schools, which

is incredibly diverse. They come together for the love of music, which is an amazing way to build community. An *educational* component of playing in an orchestra is the collaboration in ensemble. They learn to work with others and not only appreciate what they are playing and what others are doing, but what they are doing together that creates something even greater. Learning is through positive and negative experiences; frustration when someone does not play a piece right and joy when you play well together. That lesson can then be applied to other aspects of life.

Mr. Feins: getting instruments into the hands of young people and master classes that have the likes of Mark O'Connor and Dave Grusin and requiring students to attend performances in genres outside their own, is excellent. The applicant notes studies that prove music education aids in academic performance, which is critical in a city where the graduation rate is about 65 percent. Also powerful was another recent study the applicant cited that playing music has an effect on the brain's ability to learn. *Promotion and Marketing*: this group is on it with ads, banners, radio, comprehensive press releases, targeted Facebook ads, a notable blog piece, SEO, and a comprehensive newsletter *and* they understand the importance of hash tags and the currency of online communication. They use Flickr and Robo-Texting and even cite their Bit.ly account that shows who is linking to what. It is wonderful to see the simple and free tools used and the use of VIMEO, a kid brother of YouTube; if posting on one, you should post on the other. This is a solid example to others of how to achieve this type of excellence and support.

Closing Comments:

Ms. Garcia y Griego said part of the strategic plan for the Arts Commission is to look at the grant programs over the next year. The primary source of funding is the 1% Lodger's Tax, which has restrictions in the City ordinance and State law on the use of the money.

She said this is an opportunity for the panel to add their thoughts on what they found difficult and what information specific to the application, would be better to have. She said the panel has reviewed the two smaller categories of the three categories of grants. The major cultural institutions are in a separate category and probably where most of the tweaking will be done. She explained how the largest organization the Santa Fe Opera and the smallest organization Teatro Paraguas are both in the same pool, which might not be the most effective way to do that.

The Panelists discussed their thoughts on the process and made recommendations. A summary follows:

Ms. Greeley said the panel experienced that with NDI that had a budget of \$5.3 million and other proposals with people who worked with a \$20,000 budget. She said some with larger resources had a much better application, but many of the smaller programs stood up to that. She thought having NDI in the bunch did not hurt the smaller programs. Ms. Browning concurred.

Ms. M. said she put comments about Marketing and Social Media under Administrative and Financial Capability, although that was not the criteria. She asked if that could be added as criteria.

Ms. Garcia y Griego said she and Ms. Blyth had discussed this silo approach and having the Commission look at either Tourism or Community Impact and the panel look at Artistic and Administrative. She said the Commission is full of artistic and creative individuals and their not being able to discuss freely the artistic quality is painful for them as well. Ms. Garcia y Griego said they have discussed whether the two bodies should be combined.

Ms. M. said that would allow an applicant to hear everything at one time and would give a more global perspective.

Mr. Rochester said he loves the Arts Commission process because so much comes up through the interaction of the panelists. He said New Mexico Arts has comments from the lead and the second, but panelists do not add anything unless something is needed.

He suggested adding a line on the mid-year organizational budgets if possible, that could be checked when the budget is mid-year. That could be explained to the panel in orientation. He said other granting agencies require the budget numbers be translated to their fiscal year so they are comparative year to year. He thought a simple balance sheet with assets, liabilities and owners' equities would be a huge help from a fiscal point of view.

Ms. Garcia y Griego thought that playing with the categories would make it clearer for applicants and easier for reviewers. That would achieve the long term goal to ensure the City makes a good investment in a Lodger's Tax related item that is clear for everyone. She said in some cases that could be just a project budget, not a balance sheet.

Mr. Rochester suggested the CADP and the 1% Lodger's Tax have balance sheets but not the SNPP. He suggested setting a precedent with applicants on the SNPP projects and an option to submit their application early for review prior to the final deadline to help the organization avoid submitting an incomplete and ineligible application. He said many of the applications were incorrect and should not have been submitted to a panel.

Ms. Garcia y Griego said pre-reviews have been discussed. The low bar that municipalities have to meet is the State procurement, but they can exceed that bar. She said in previous discussions with the City Procurement Office the view is they cannot require mandatory pre-application workshops. They can write that an applicant must attend into an existing contract, but someone who comes in cold cannot be required advanced interaction or an advanced review and the SFAC cannot comment on pre-proposals.

Ms. Browning asked if there could be more specific guidelines.

Ms. Garcia y Griego said in the Public Arts Program there is first a review based on qualifications and past applications; *'yes we are interested or no we are not'*. She said then contractors are selected who develop the proposal. She said a phased proposal process could be a way to deal with that, but would require a group like the panel to determine whether the proposal should be accepted and to offer feedback. She thought that looking at a summary of programs and a list of personnel and a board and a financial statement might be kinder to an organization. The panel could quickly say whether the organization is ready.

Ms. Garcia y Griego said organizations can be invited for training, but cannot be required to take training. The organization receives a copy of the minutes and sees the reviews and Ms. Blyth reaches out to organizations that failed last year when the application is coming up. She said specific training could be set-up around marketing and PR and nonprofit 501 (c) 3s that would allow SFAC to have programs within the larger community when an applicant is turned down. The need to work on governance structure or marketing could be explained and they could be told they should attend the workshops. She said they are looking at how to work across silos to build healthy organizations and make it not just about the grant, but the process of learning.

Ms. M. said in the museum world the accreditation form is mirrored by the changes in the arenas of professional development offered and if you attend the professional development, you get the information. The AAM (Alliance Accreditation of Museums) is an effective model for that.

Mr. Rochester said having criteria for artistic excellence is not applicable, because there are no professional reviewers in this community except for music and the visual arts. He said if the applicant provided proof of exposure and publicity such as flyers, pre-show articles, taped radio interviews; he used it more as proof of publicity than a professional review.

Ms. Garcia y Griego agreed it is not applicable to the new categories, only to major cultural institutions.

Ms. M. said she looks at what is of value in an event. Some previews are from a perspective of trying to find what you can say about a project that makes the event worth seeing/doing.

Ms. M. said related to the Arts Commission and the community; she was thinking about how education is one of the first things looked at when trying to woo a business into the area. She wondered if because of the bad reputation of New Mexico education/schools, there could be a project that looks at what organizations offer that is low cost that might supplement education. She said panelists repeatedly said that the proposals were phenomenal for a community of this size and putting that together for economic development to pitch would mean it would not be lost. Many people look at the cultural enrichment type of learning outside the public school system and that is becoming valued as a critical component to success for students in school and in a career. Ms. Greeley also added the contribution for the number of people employed in the community.

Ms. Garcia y Griego said that hasn't been looked at for about 10 years and had been included in asset mapping. She said it would be easy to get the information into the hands of economic development and also fits the objective of being able to *'tell the story'*. She asked how can the Arts Commission take a more active role and be more of that voice in those stories to the community. She said Santa Fe is not just about the Santa Fe Opera, we are about a project working with mental illness and that story needs to be told too.

Ms. M. suggested the Santa Fe Arts Commission could oversee a weekly radio, television or online program that highlights one or two organizations. The organization could tell their story and the Arts Commission could aggregate the information, and put it on their website and podcast the stories.

Ms. Garcia y Griego said there is an incredible multimedia department and a great in-house videographer and they have discussed a weekly segment about the arts. She said SFAC is on Instagram, Facebook, YouTube and Pinterest.

Ms. Browning said that would be a great resource. The intangibles in Santa Fe *are* the arts. Mr. Lambert added that all of the organizations could also use the videos that are made to promote themselves.

Ms. Garcia y Griego said Mr. Lambert has been a part of that conversation. She said when there is a new exhibit in the gallery they also try to do a video. She said there are incredible stories, but it boils down to staff time with only four of them.

Ms. M. suggested there might be a group that would take the education project on for the community.

Ms. Greeley mentioned the problems with the typos on applications.

Mr. Rochester said it would be helpful for panelists to have an opportunity for a workshop and micro training in sections such as budget, artistic quality, social media, etc.

Mr. Feins said it would have been nice to have that knowledge going into the reviews that the panelists received after listening to Mr. Rochester break the bios down and assessed the financials, board members and the administrative staff.

Ms. Blyth thanked the panelists. She commended them for being well prepared and said their comments would be very beneficial to the applicants.

Ms. Garcia y Griego thanked everyone and said the discussion was very helpful. She said they will look at the micro training, but you cannot replace the depth of knowledge that each panelist has in facts, background and the knowledge that they brought to the table. She said that is what made this an incredible panel.

VIII. Adjournment

Having completed the agenda and having no further business, the meeting adjourned at 4:13p.m.

Approved by:

Bryan Chippeaux, Chair
Arts Commission

Submitted by:

Charmaine Clair, Recorder