



# Agenda

CITY CLERK'S OFFICE

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## ARTS COMMISSION

Monday, November 16, 2015

City Councilors' Conference Room

200 Lincoln Avenue

505-955-6707

5:00 PM

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
  - a) September 14, 2015
5. Report of Chair
  - a) Committee Appointments
6. Report of Director
  - a) Introduction of John Tennyson, Program Planner
  - b) Report on National Arts Marketing Program Conference
7. Committee and Program Reports
  - a) Art in Public Places
    - i. Purchase Initiative
    - ii. Community-Based Initiative
  - b) Gallery Committee
    - i. "Narcissus" Programming Update
    - ii. 2015-2016 Exhibit Schedule
  - c) Funding Policy
    - i. Children & Youth Collective Impact Funding
    - ii. Cultural Investment
  - d) Cultural Affairs Working Group
8. Action Item
  - a) Request for Approval of Issuance of Collaborative Marketing Plan RFQ
  - a) Request for Approval of 2016 Meeting Schedule
  - b) Request for Approval of presentation of Arts Marketing Workshop
  - c) Request for Approval of Pop-up Community Exhibit, "Stitching Our Stories," September 2016
  - d) Request for Approval of Pop-up Community Exhibit, "Telling Our Stories," November 2016
9. Site Visits
10. Adjourn

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955-6520 five (5) working days prior to meeting date

**ARTS COMMISSION  
INDEX  
September 14, 2015**

Cover Page		Page 0
Call to Order and Roll Call	Chair called the meeting to order at 5:00 pm in City Councilor's Conference Room, A quorum was declared by roll call.	Page 1
Approval of Agenda	<i>Ms. Campbell-Wells moved to approve the agenda as presented, second by Ms. Perry, motion carried by unanimous voice vote.</i>	Page 1
Approval of Minutes:	<i>Mr. Lovato moved to approve the minutes of August 10, 2015 as presented, second by Ms. Perry, motion carried by unanimous voice vote.</i>	Page 1
Report of Chair	<i>Informational</i>	Page 2-3
Report of the Chair Nominating Committee	<i>Informational</i>	Page 3
Report of the Director a. Program Planner Position b. Americans for the Arts: Community Visions Convening	<i>Informational</i>	Page 3
Committee Reports - Art in Public Places - Gallery Committee - Marketing Committee - Nominating Committee	<i>Informational</i>	Page 3-6
Action Items a. Request for approval for Art on Loan Evaluation Period b. Request for approval. Of Community Gallery Summer 2016 Exhibit Theme	<i>Ms. Campbell-Wells moved to approve the Art on Loan Program Evaluation Period of 6 months, second by Ms. Ritch, motion carried by unanimous voice vote.</i>  <i>Ms. Perry moved to the approve the Community Gallery Summer 2016 Exhibit Theme, second by Mr. Lovato, motion carried by unanimous voice vote.</i>  <i>Ms. Perry moved to approve the nominating committee recommendations, second by Ms. Ortiz-Peña, motion carried by unanimous voice vote.</i>	Page 6
Adjournment	There being no further business to come before the Arts Commission, the meeting was adjourned at 6:15 pm	Page 7
Signature Page		Page 7

**MINUTES**  
**ARTS COMMISSION MEETING**  
**Monday, September 14, 2015**  
**City Councilors' Conference Room**  
**5:00 PM – 6:15 PM**

**1. Call to Order**

The meeting was called to order at 5:00 pm by Chip Chippeaux, Chair. A quorum is reflected in roll call.

**2. Roll Call**

**Present:**

Chip Chippeaux, Chair  
Shanan Campbell-Wells  
Todd Lovato  
Kathlene Ritch  
Ashlyn Perry  
Bernadette Ortiz-Peña  
Sandra Deitch

**Not Present/Excused:**

Penelope Hunter-Stiebel

**Others Present:**

Ms. Debra Garcia y Griego, Executive Director Arts Commission  
Rod Lambert, Community Gallery  
Terry Last, Journal North  
Fran Lucero, Stenographer

**3. Approval of Agenda**

The Chair acknowledged and said thank you to Ms. Deitch for the time she has spent interviewing candidates for the Arts Commission open positions.

*Ms. Campbell-Wells moved to approve the agenda as presented, second by Ms. Perry, motion carried by unanimous voice vote.*

**4. Approval of Minutes**

August 10, 2015

*Mr. Lovato moved to approve the minutes as presented, second by Ms. Perry, motion carried by unanimous voice vote.*

**5. Report of Chair**

- a) Appointment of Bernadette Ortiz-Peña to Arts Education/Youth Arts Committee  
Ms. Garcia y Griego informed the Chair that Ms. Peña was not formally appointed and asked for action on this appointment. Ms. Peña agreed and accepted the formal appointment to serve.

b) 2015 Mayor's Awards Table Sponsorships

The Chair as a reminder asked the Committee Members to assist in finding table sponsors for the Mayor's Art Awards. Ms. Garcia y Griego provided a report on who has purchased tables and that the price for a table of 7 would be \$700.00. There are 9 tables left for sale and communicated that she is pleased with sales to date. The invitations will go out next week or beginning of next. The Chair asked if any advertising for this event is being done in the New Mexican and Ms. Garcia y Griego said yes.

6. Report of Director

a) Program Planner Position

It was reported that we are still looking at about 60-90 days before this position is filled, internal candidates are being interviewed.

b) Americans for the Arts: Community Visions Convening

This is a membership organization for local art agencies and community art organizations at the national level. It is an amazing organization and they are responsible for the creation of the NEA who celebrated their 70<sup>th</sup> Anniversary. Last year they launched a program called new community vision (information in packet) which is basically conversations discussing the role of local art agencies moving forward. We are honored to have been selected to host their meeting in May of 2016. It was suggested that the venue be reviewed; there will be 100 invited individuals from around the region who will discuss the topics. There is a book that has been published on topics. More information will follow as it is available.

Ms. Deitch asked, what does hosting actually mean? Ms. Garcia y Griego said it would involve some guidance on venues, identifying leaders in our area, fund raising and networking with people in this area. Ms. Garcia y Griego will send a link to the members for more information which will also list the 10 topics. We will be the main host in the city of Santa Fe.

We talk about PR and Marketing; we need to make sure that we get this in the paper, it is a great honor.

7. Committee Reports

a) Art in Public Places

Presentation to the Art in Public Places committee and reported in the Santa Fe Reporter. The committee followed a slide presentation by Ms. Garcia y Griego detailing information for Art in Public Places. (*Minute entry from Art in Public Places for Arts Commission information.*)

Background: Program established in 1985, it pre-dates the Arts Commission by 2 years. Provides 2% of revenue bond proceeds for acquisition of public art. 75 pieces are in the collection valued at over \$1.8 million. That evaluation is based on the original purchase price so it may be valued much higher at this time.

Types of Projects: Site-specific commissions, Art on Loan, occasionally Third Party Acquisitions and occasional donations.

Purpose based on the Ordinance: Create site of community significance, encourage private and public awareness of and interest in the visual arts, increase employment opportunities in the arts and encouraging art an integral part of local architecture.

Successes: We have well-established, pooled funds, broad support, active engagement of other City agencies, allocates administrative (operational) funds, variety of acquisition methods, diverse collection, strong staff connections, working relationship with Public Works and Parks Department.

For a community of 80,000 we have a strong collection. We have great working relationships with the Public Works and Parks Department in particular.

Challenges: Administrative allocation provides limited staffing resources. The city issues a revenue bond every two years. Historically they are about \$350,000, so there is 2% from there and 20% for operations and staffing which then has to be divided over 2 fiscal years. You are basically looking at \$36,000 a year. Over the history of the program we have exclusively focused on site-specific commissions, time and resource intensive approach limits impact, excludes broad studio artist and gallery participation, limits hands-on community engagement opportunities. No funds for ongoing maintenance – this is a problem throughout the nation for public art ordinances. No allowance for temporary works as they are tied in to bonds, there is a 10-year life span for the bonds.

Emerging Issues: Because of transitions in staffing and limited staff resources we are accumulating cash balances, which isn't a good thing. If you aren't using the money, pushing it out in to the community it could potentially be reallocated. The city is also in the process of coming out with new policies and procedures around bond money that will increase transparency and accountability. That will create a need for staff time and reporting. Growing maintenance issues, some pieces are over 30 years and there aren't really funds for maintenance. As stated the ordinance is outdated in terms of the Public Art field but very generous in the 2% and the administrative allocation.

The ordinance states that funds are only for the acquisition of new art.

Mr. Lovato asked; are some of the ideas dependent on getting positions filled? Ms. Garcia y Griego responded yes and increasing staffing efficiency.

Ms. Garcia y Griego said this committee in particular knows that the Art on Loan Program takes a lot of time, a lot of energy and it isn't organized over a cohesive theme. One of the conversations we are having is if it makes more sense to try out the loan program as an outreach program in the gallery, make it an exhibit program. The works can actually be for sale through the gallery and support the economy and the artist. There are other municipalities that do this. This would be a nice way to start working with our local art galleries.

A comment was a possibility of getting partners from the Railyard. Ms. Garcia y Griego stated that Railyard is not within our purview, they have the opposite problem; theirs is a prohibition on permanent art.

Opportunities:

Actively support Arts Commission's Policy Plans: The Arts Commission recently adopted the Arts, Culture and Creativity Agenda. Youth Arts; Economic Growth;

Creative Spaces; and community. Embrace role of collaborator, convener and catalyst. Effective use of staff time to maximize return on investment. Engage new partners. Create opportunities for active community participation in creation. Cultivate multi-disciplinary participation. Identify new funding mechanism.

New Approaches:

Loan Program:

- Sculpture Exhibitions and Competition Program – We need to look at the history as it pre-dates this Gallery. There are National competitions that we would need to look at and how we support our artists.
- Purchase Programs – This is how many of our artist made it through the recession.
- Micro Grants – How can we, through providing small amounts see our return, the amounts we see in other municipalities go up to \$10,000. Reference made to government agencies doing the micro grants.
- Aspirational Commissions – Engaging social issues and community and being thoughtful on what we support. Examples were shared with the committee on uses of project and how they tie in to the community.

Mr. Lovato asked; are some of the ideas depending on getting positions filled? Ms. Garcia y Griego responded yes and increasing staffing efficiency.

Question: Where does public performance art fits in and are the musicians in the plaza connected to the City in any way?

Mr. Garcia y Griego responded to the second question 1<sup>st</sup>, the musicians are in no way related to the city or the Arts Commission, they acquire a permit to perform. Right now there is not a place for Performing Arts in the Ordinance. We will continue to look in to an opportunity for grant money that could possibly inter-mingle the lodger's tax money and public art.

Mr. Lovato asked if Art in Public Places Committee play an oversight role of things that are outside of the Art Commission projects. Ms. Garcia y Griego explained the collaborative process followed with other governmental agencies on projects.

b) Gallery Committee – Rod Lambert

Installing Common Ground, 80 pieces have been received. The jurying will be done at 5:00 pm on Thursday and exhibit will open on Friday at 5:00 pm. Arts Committee members were invited to attend from 5-6 pm.

Ms. Deitch extended a compliment to Mr. Lambert and Ms. Bystrom for the outstanding work they do in getting these shows up. Thank you.

c) Marketing Committee

Ms. Campbell-Wells commented on the recent Article, wonderful press coverage. Staff has been doing a great job in following up with social media. From the first two Constant Contact messages sent out, received great results. For those of you who are not on Facebook, we are getting great hits on Facebook. In addition, today's packet includes that talking notes for community interaction. One is for Common Ground and the other is on the Mayor's Awards. The committee is still working on collateral materials.

Ms. Garcia y Griego elaborated on the Constant Contact messages; the marketing committee wanted to be assured that there was an e-mail management system. We have launched two campaigns and results have been great. The first one was to Art Organizations and the second one went to the Arts Commission contact list and e-mails. The first one had a 44.6% open rate and the second one had a 64.8% open rate.

Ms. Garcia y Griego reported on social media (Facebook) endeavors, she has populated the page with pictures and information on the Arts Commission. It is important to be consistent on postings to assure that it is up to date. People are sharing and liking the comments which grow the views of this page. Posts will continue with up to date information and demographics will also be monitored. Right now we have about 6,000 likes.

d) Nominating Committee

The Chair reported that he, Sandy Deitch, Ms. Garcia y Griego and Jamie from the Santa Fe Community Foundation met to review the applications for potential members. The recommendation is for the Arts Commission review and with consensus names will be sent on to the Mayor for appointment. It was noted that every one of the applicants is more than qualified. There were over 20 candidates that submitted their name for interest. Three candidate recommendations were selected to send on to the Mayor.

8. Action Item

a) Request for Approval for Art on Loan Program Evaluation Period

At the last Art in Public Places Committee it was recommended that we select a 6 month period where we don't accept any loans other than those that are in process.

*Ms. Campbell-Wells moved to approve the Art on Loan Program Evaluation Period of 6 months, second by Ms. Ritch, motion carried by unanimous voice vote.*

c) Request for Approval of Community Gallery Summer 2016 Exhibit Theme

Rod Lambert said that the summer exhibit would focus on Fred Harvey in New Mexico. It is broad enough to where we could include how the West was sold or the train must be fed, that kind of angle and how Fred Harvey created curio and tourism and same southwest cliché iconography, whether accurate or not. It could also address the Harvey Girls and their legacy here and have left their own legacy. Kirk Ellis, past Chair of the Arts Commission has interviewed the Harvey Girls for one of the shows that he is writing. There are a myriad of topics that can be researched and I feel that Artists will be happy to respond. The Harvey Girls have already expressed an interest to participate. A call to the Artist will also be made to encourage them to send information on that legacy or portfolios.

*Ms. Perry moved to the approve the Community Gallery Summer 2016 Exhibit Theme, second by Mr. Lovato, motion carried by unanimous voice vote.*

d) Request for Approval of Nominating Committee Recommendations

Forward on to Mayor Gonzales.

*Ms. Perry moved to approve the nominating committee recommendations, second by Ms. Ortiz-Peña, motion carried by unanimous voice vote.*

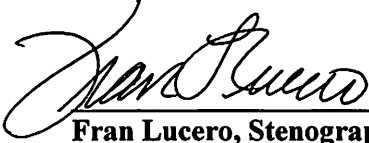
9. Site Visits  
Ashlyn Perry  
Bernadette Ortiz-Peña  
Sandra Deitch  
Chip Chippeaux, Chair  
Shanan Campbell-Wells  
Todd Lovato  
Kathlene Ritch

10. Adjourn

**There being no further business to come before the Arts Commission, the meeting was adjourned at 6:15 pm.**

**Signature Page:**

\_\_\_\_\_  
**Chip Chippeaux, Chair**

  
\_\_\_\_\_  
**Fran Lucero, Stenographer**





THE CITY OF SANTA FE  
ARTS COMMISSION

**Officers, Committees and Advisory Groups**

Officers

Chair: Chip Chippeaux  
Vice-Chair: Todd Lovato

Committees

**Funding Policy**

This committee makes recommendations to the Arts Commission concerning: policies and guidelines related to the funding programs; funding allocations; and any other issues that arise within the funding programs. The membership of the funding policy committee consists of the current Chair of the Commission and two additional Commissioners.

Term: Concurrent with Commission terms.

Meetings: As needed

Current Members: Chip Chippeaux (Chair), Todd Lovato, Kathlene Ritch

**Art in Public Places**

Established per the Art in Public Places ordinance, this committee oversees the purchase, commission and donation of work that becomes a part of the City's public art collection. According to the ordinance, the committee ideally should consist of at least one Arts Commissioner with additional members from the community including: community representative, art historian, visual artist, sculptor, arts professional such as curator, critic, appraiser, area historian and architect, landscape architect or urban planner for seven members total.

Term: Four years

Meetings: Monthly

Current Members: Sande Deitch, Matthew Chase-Daniels, Henry Muchmore, Katelyn Peer, Brian Vallo, Ann Weisman, Vacancy

### Community Relations and Marketing

Provides marketing and public relations activities on behalf of the Arts Commission including promotion of specific events/programs, social media/networking, and one-time promotions. The committee may consists of both Commissioners, former Commissioners and community members for a total committee members of five to seven, with no more than four Commissioners serving at one time.

Term: Undetermined

Meetings: Monthly

Current Members: Ashlyn Perry (Chair), Monique Anair, Shanan Campbell Wells

### Nominating Committee

Appointed by the Chair, this committee solicits and reviews applications for vacant Commission positions and submits nominees to the Commission for approval. The recommendations are forwarded to the Mayor for review and possible action. The committee is composed of two Commissioners—one of whom is outgoing—and one arts organization representative. The Executive Director is ex-officio on the committee as well.

Term: Three to four months prior to the end of the regular terms or as needed

Meetings: As needed

Current Members: Chip Chippeaux (Chair), Commissioner, Grantee rep

### Advisory Groups

Arts Education/Youth Arts: Kathlene Ritch, Penelope Hunter-Stiebel, Bernadette Pena

Community Gallery: Sande Deitch, Penelope Hunter-Stiebel, Ramona Sakiestewa

Mayor's Awards Selections: Two Commissioners and a former recipient appointed during nomination process.



THE CITY OF SANTA FE

ARTS COMMISSION

**2015/2016 Meeting Schedule**

**Monthly Meetings**

Meetings begin at 5:00 PM and take place in the City Councilor's Meeting Room in City Hall, 200 Lincoln Avenue, unless otherwise specified.

The following are the meeting dates for the 2015/2016 calendar year.

- Monday, December 14, 5:00 PM
- Monday, January 11, 5:00 PM
- Monday, February 8, 5:00 PM
- Monday, March 14, 5:00 PM
- Monday, April 11, 5:00 PM
- Monday, May 9, 5:00 PM
- Monday, June 13, 5:00 PM
- Monday, July 11, 5:00 PM
- Monday, August 8, 5:00 PM
- Monday, September 12, 5:00 PM
- Tuesday, October 11, 5:00 PM
- Tuesday, November 15, 5:00 PM
- Monday, December 12, 5:00 PM

*All meeting dates, times and locations are subject to change.*

**November 2016**

### **Telling Our Stories**

With the sudden interest being generated by the media around gender identity recently, from Caitlyn to Hedwig and as transgender rights is being hailed as the new civil rights frontier, the fight for Transgender Rights has finally arrived in the mainstream of America's political discourse not unlike Gay Rights did 40 years ago. While the LGBTQ community has made great strides in Gay rights legislation, even gaining the right to marry in New Mexico, Civil Rights for Transgender people lag far behind.

The Trans\* community is still struggling for even the most basic of Civil Rights, particularly rights to equality in employment, education, health care and their right to become a member of the US armed forces. Following, some sobering statistics:

- If you are born Transgender you have a 40% chance of taking your own life.
- Transgender citizens have an 85% chance of being harassed or attacked at school and because of that harassment 20% may never graduate.
- Unemployment in the Transgender community stands at 40%.
- Every thirty hours somewhere in the world a Transwoman is murdered simply because she is Trans.
- Polling shows that nearly a quarter of Americans don't even know what the term "Transgender" means.
- In a recent survey conducted by the Public Religion Research Institute, 87% of Americans said they personally know someone who is lesbian, gay, or bisexual, while only 9% said they personally know someone who is Transgender.

When the media portrays a stereotypical or defamatory image of someone who is Transgender, the public automatically accepts it as fact. Discrimination and violence follow in the wake of such disinformation and ignorance.

In order to combat this discrimination, Transgender people need to tell their stories unfiltered by the media and those stories deserve to be heard by the cisgender population. Those stories can show the diversity of thought, character and identity in the Transgender population so often misrepresented and stereotyped by American media. Hearing our stories can humanize us and when people have points of reference that are humanizing, it demystifies the difference between us and increases the chances of our finding acceptance and belonging in a larger, more diverse American culture.

This proposed Pop-Up Exhibit aims to create a dialogue about the Transgender experience through the art, poetry, ephemera and objects belonging to Trans people who live in New Mexico. This kind of material, if supplemented by the owner's words, can (and will) tell a very powerful story.

## **City of Santa Fe Arts Commission**

### **Community Gallery**

#### **2016 POP-UP Exhibit Proposals**

**September 2016**

##### **Stitching Our Stories**

##### **Connecting Immigrant and Local Communities Through Story Cloths and Conversations**

Stitching Our Stories is a series of community events that serve as catalysts for meaningful conversation between immigrant and native-born residents.

At the center is an exhibit of the art of Holocaust survivor Esther Nisenthal Krinitz who told her moving story in a narrated series of 36 fabric art pictures/tapestries. Accompanying the exhibit is an award-winning film about her work *“Through the Eye of the Needle”* (Available in Spanish.) Community engagement is offered through *HeART and Story* workshops that will inspire participants to create story cloths depicting their own immigration stories, inviting them to share them with the larger community in exhibits and facilitated discussions.

In the midst of ongoing political debates over immigration, the human dimension is often lost. Immigrant stories are rarely seen and heard, creating suspicion and fear instead of sympathy and understanding. The first-person stories of immigrants teach us about the consequences of prejudice and xenophobia; indifference to their stories endangers our community's well being. As research and experience have shown, art and personal narrative allow individuals to transcend differences and discover their shared humanity. Esther's art links a Holocaust story, with its universal theme of fear and hatred of the "other", to the current plight of immigrants providing a context for some of the challenges that today's immigrants may also have experienced. We will create a shared community experience for both immigrants and non-immigrants that speak to the human condition and opens a space for greater understanding and compassion. A space where healing and dialogue can take place, creating a welcoming, thriving community.

In Spring 2016 we are planning a series of HeART and Story workshops with immigrants who are served by various local organizations and at least one school HeART and Story workshop. During the 3-part workshops the participants will view a screening of our film, *Through the Eye of the Needle*, engage in group conversation and make their own story cloths.

In the late Summer/Early Fall of 2016, an exhibit of high-quality photographic reproductions of Esther's original art works will be shown in Santa Fe along with the Spring HeART and Story workshop participant's story cloths. Community conversations, which may include screenings of the film, will be convened in collaboration with various local organizations. Participants will include immigrants from the Spring HeART and Story workshops as well as others whose efforts in welcoming and assisting immigrants are important. We plan to conduct tours of the exhibit for school and youth groups.

Inspired by a Holocaust survivor's art and story it is our hope that local immigrants will find emotional catharsis in depicting their own experiences through story cloths.

Our community will be enriched by greater dialogue between immigrant and local residents and opening a space for a deepened understanding and greater empathy of lives of immigrants. Native-born community members will be challenged to alter their perspectives about present-day immigrants, thereby developing a human connection to their neighbors. Community partner organizations will gain visibility and support for their work in assisting immigrants in Santa Fe.

We look forward to the possibility of exhibiting Esther's work and our local immigrants Story Cloths at the Community Gallery in a 2 week Pop Up exhibit.