



# Agenda

CITY CLERK'S OFFICE

DATE 9/9/15 TIME 4:49pm

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**ARTS COMMISSION**  
**Monday, September 14, 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) August 10, 2015
5. Report of Chair
  - a) Appointment of Bernadette Pena to Arts Education/Youth Arts Committee
  - b) 2015 Mayor's Awards Table Sponsorships
6. Report of Director
  - a) Program Planner Position
  - b) Americans for the Arts: Community Visions Convening
7. Committee Reports
  - a) Art in Public Places
  - b) Gallery Committee
  - c) Marketing Committee
  - d) Nominating Committee
8. Action Item
  - a) Request for Approval for Art on Loan Program Evaluation Period
  - c) Request for Approval of Community Gallery Summer 2016 Exhibit Theme
  - d) Request for Approval of Nominating Committee Recommendations
9. Site Visits
10. Adjourn

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

**ARTS COMMISSION  
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September 14, 2015**

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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
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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
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**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 some 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.

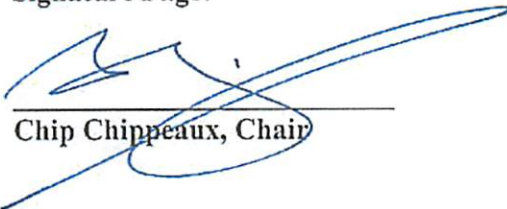
*Ms. Perry moved to approve the nominating committee recommendations, second by Ms. Ortiz-Peña, motion carried by unanimous voice vote.*

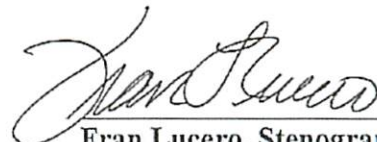
9. Site Visits  
Ashlyn Perry  
Bernadette Ortiz-Peña  
Sandra Deitch  
Chip Chippeaux, Chair  
Shanan Campbell-Wells  
Todd Lovato  
Kathlene Ritch

10. Adjourn

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

Signature Page:

  
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Chip Chippeaux, Chair

  
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Fran Lucero, Stenographer