ARTS COMMISSION
Monday, February 9, 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) January 12, 2015
5. Report of Chair (Chip Chippeaux)
   a) Arts Commission Vacancy
6. Report of Director (Debra Garcia y Griego)
7. Action Items
   a) Request of Approval, Pilot Collaborative Arts Marketing Program
   b) Art on Loan Proposal Review
      i) Dean Howell at Entrada Park
      ii) New Mexico Arts Public Art Program
8. Reports and Updates
   a) Arts, Culture and Creativity Agenda, Initiatives
9. Site Visits to Funded Events/Organizations
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.
<table>
<thead>
<tr>
<th>Cover Page</th>
<th>Page 0</th>
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</thead>
<tbody>
<tr>
<td>Call to Order and Roll Call</td>
<td>Chair called the meeting to order at 5:00 pm in City Councilor’s Conference Room, convened the Arts Commission meeting. A quorum was declared by roll call.</td>
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<tr>
<td>Approval of Agenda</td>
<td><em>Ms. Wells moved to approve the agenda as presented, second by Mr. Lovato, motion carried by unanimous voice vote.</em></td>
</tr>
<tr>
<td>Approval of Minutes</td>
<td><em>Ms. Wells moved to approve the minutes as amended, second by Mr. Lovato, motion carried by unanimous voice vote.</em></td>
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<tr>
<td>Report of the Chair Arts Commission Vacancy</td>
<td><em>Ms. Wells moved to approve the nomination of Ms. Bernadette Ortiz Pena, second by Ms. Ritch, motion carried by unanimous voice vote.</em></td>
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<tr>
<td>Report of the Director</td>
<td><em>Informational</em></td>
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<tr>
<td>Action Items</td>
<td><em>Informational, Exhibit C</em></td>
</tr>
<tr>
<td>a. Request of Approval, Pilot Collaborative Arts Marketing Program,</td>
<td><em>Mr. Gomez moved to retain the Slow Climb into Space in place at the Entrada Park until the end of its term, June 2015, second by Ms. Wells, motion carried by unanimous voice vote.</em></td>
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<tr>
<td>b. Art on Loan Proposal Review,</td>
<td>• Dean Howell at Entrada Park • NM Arts Public Art Program</td>
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<td>Reports and Updates</td>
<td>• Arts, Culture and</td>
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<td>Creativity Agenda, Initiative</td>
<td>Informational</td>
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<td>Site Visits to Funded Events/Organizations</td>
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<tr>
<td>Adjournment</td>
<td>There being no further business to come before the Arts Commission, the meeting was adjourned at 6:00 pm</td>
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<td>Signature Page</td>
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ARTS COMMISSION  
Monday, February 9, 2015  
City Councilor’s Conference Room  
5:00 pm – 6:00 pm  

MINUTES

1. CALL TO ORDER

The Arts Commission meeting was called to order at 5:00 pm by Chair Chippeaux in the City Councilor’s Conference Room. A quorum was declared and reflected in the roll call.

2. ROLL CALL

PRESENT:
Chip Chippeaux, Chair
Todd Lovato
Penelope Hunter-Stiebel
Shanan Wells
Kathlene Ritch
Sandra Deitch
Gabe Gomez

EXCUSED:
Ashlyn Perry

OTHERS PRESENT:
Ms. Debra Garcia y Griego, Executive Director Arts Commission
Anna Blyth, Program Planner, Arts Commission
Fran Lucero, Stenographer

3. APPROVAL OF AGENDA

Ms. Wells moved to approve the agenda as presented, second by Mr. Lovato, motion carried by unanimous voice vote.

4. APPROVAL OF MINUTES – JANUARY 12, 2015

Corrections:
Page 3: B. 51,000 followers on Facebook and Twitter should be 5,100
Page 4: 6-A There is another deadline for the community Arts Promotion program for applicants who applied in 2014; they are required to have year two funding review and need to resubmit by March 2nd......

Ms. Wells moved to approve the minutes as amended, second by Mr. Lovato, motion carried by unanimous voice vote.
5. REPORT OF CHAIR (Chip Chippeaux)
   a. ARTS COMMISSION VACANCY

   The Chair and Mr. Lovato met to review the credentials for Ms. Bernadette Ortiz Pena. She brings forward the attributes needed to meet the specific requirements for the vacancy related to education and theater.

   *Ms. Wells moved to approve the nomination of Ms. Bernadette Ortiz Pena, second by Ms. Ritch, motion carried by unanimous voice vote.*

6. REPORT OF DIRECTOR (Debra Garcia y Griego)

   Nominations for the Mayor’s Awards will be going out in the next few weeks. The call will be put out and staff will assure that all necessary documents are available to the Arts Commission members.

7. ACTION ITEMS
   a. REQUEST OF APPROVAL, PILOT COLLABORATIVE ARTS MARKETING PROGRAM

   Ms. Garcia y Griego informed the commission members that there will be some money left over, approximately $50,000 which will need to be spent before the end of the fiscal year. (Exhibit A) lists the specifications. Explore the creation of “sudden opportunity” micro grants to support the marketing and promotion of new and emerging arts events/programs. Examine the development of a Collaborative Events grant category to encourage the presentation of citywide/multi-partner large scale events that promote tourism in Santa Fe. Assess existing grant programs in terms of relevance and impact; refine program to increase access and benefit. Marketing efforts must reach at least 60 miles beyond Santa Fe.

   Criteria: High artistic standards, clear branding of the collaboration, effective marketing plan for the collaboration, supported by individual partner efforts, encourage participants to visit multiple events, attractions, etc., of the partnership, provide value to other business sectors (e.g. hotels, restaurants, galleries, etc.), offer educational/engagement opportunities for the community.
Terms: Fund for marketing & promotion, $10,000 maximum, 90-day contract, reimbursement of actual expenses, post even report: audience, attendance, lessons learned.

Application Process: Brief written proposal – who, what, when where, why and how. Marketing plan with budget and presentation to selection committee. It will be nice to have the applicant actually talk to the commission this time.

Timeline: Call for proposals → February 11, Deadline → February 25, Presentations → March 4, Recommendations → March 9, Effective Date → April 1 and Services Complete → June 30, 2015. Procurement guidelines are that it has to be out for 10-days.

This would appeal to someone who already has something going on and that it is specifically for marketing and promotion. In order to stay within the state statute they would need to be a non-profit organization. It was clarified that money would need to be spent by the end of the fiscal year. The call will be placed on the website, Facebook, Twitter, and will be sent through the City Information office. Arts Commissioners can also make recommendations.

The Chair asked if this could be recurring. Ms. Garcia y Griego said that it is in the staff plan to discuss in more detail.

**Ms. Hunter-Stiebel moved for approval of the pilot collaborative arts marketing program, second by Mr. Lovato, motion carried by unanimous voice vote.**

Ms. Hunter-Stiebel requested that staff send out more detailed information on this marketing endeavor in order to get the word out.

Ms. Deitch said in relation to Art in Public Places we need to go back to scrutinizing the requirements. Ms. Deitch asked the commissioners if they thought it would be nice to have an Architect for the review process.

Ms. Garcia y Griego recommended that these recommendations go to Mr. Gomez and he will take back to Art in Public Places.

Ms. Garcia y Griego stated that we need to re-think the public art program and grant program. A more intensive review needs to take place on how the programs have worked.
b. ART ON LOAN PROPOSAL REVIEW

i. DEAN HOWELL AT ENTRADA PARK
(Corner of Cerrillos and Don Diego) (Exhibit B)
Slow Climb into Space (presently in place until June, 2015).
Mr. Howell has expressed a concern on the condition of the
present piece of artwork at this location. He is proposing the
Time Marker, Monument to the 20th Century. If this is not
approved he will leave the other in place until the end of June,
2015. Either way it would end by June 30, 2015. Art in Public
Places has not met, the Arts Commission can approve.

Mr. Gomez moved to retain the Slow Climb into Space in
place at the Entrada Park until the end of its term, June
2015, second by Ms. Wells, motion carried by unanimous
voice vote.

ii. NEW MEXICO ARTS PUBLIC ART PROGRAM
Brickface Hope (64” x 62” x 46”) James Tyler
Permanent Artwork owned by New Mexico Arts’ Art in Public
Places is proposing this piece for city placement. One
suggested location is the Amelia White Park and there are
other locations that can be discussed with the lender once it is
approve and collaboration with Parks. Once the
recommendation is approved more discussion on placement
can take place. Clarification: NM Arts’ Art in Public Places will
assume the cost for the installation.

Mr. Gomez recommended that there be a set agreement with
the state. Ms. Garcia y Griego said that it would more likely be
an MOU between city and state to assure the requirements for
this placement.

Ms. Wells moved to approve the placement of the Brickface
Hope from the New Mexico Arts’ Art in Public Place
Program, second by Ms. Hunter Stiebel, motion carried by
unanimous voice vote.

The Chair would like to see an inventory book of the art on
loan for the commissioners to become familiar with the
placements.

Ms. Wells feels confident that with the master plan the Arts
Commission is going in the right direction. Collaboration is
definitely a major process that will need to take place within
the committee.
8. REPORTS AND UPDATES

a. ARTS, CULTURE AND CREATIVITY AGENDA, INITIATIVES
   (Handout)
   Review page 4 of 5: Cultural Industries Collaborations
   Initiate discussion around development of Identify partnership
   opportunities to increase access micro-loans for the creative industry,
   entrepreneurs and businesses.

   Chair Chippeaux brought information related to a group in
   Albuquerque Accion who could bring the infrastructure to the table
   for discussion. They don’t have a penalty for early pay off. The
   strategic use to improve their credit. They are very reputable and
   support women in business.

   Review: Thriving Cultural Community Support
   Convene a Cultural Affairs Advisory Committee to provide input for
   sustaining and developing Santa Fe’s cultural assets.

   This is an addition after a collaborative meeting and also from
   comments the Mayor made at the first address to the Arts
   Commission. He would like to see an overarching art program in
   Santa Fe. Mr. Gomez stated that there is an absence of a place or
   group where the identity of Santa Fe is clearly viewed. He used
   investment, infrastructure, etc., board development; it is working in
   conjunction with the commission and practical training and sustains
   culture in Santa Fe. It would be a committee of individuals and
   organizations that we might not have had an opportunity to touch.

   Mr. Lovato said that this could be under the alias of the Arts
   Commission.

   The Chair feels positive that this really fits within our mission and is
   very exciting.

   Next steps is to get this out to the constituents for comments, and
   return to the Arts Commission on March 9\textsuperscript{th} and to the Mayor and
   Council at the last meeting in March.

   Great work, thank you to Ms. Garcia y Griego.

9. SITE VISITS TO FUNDED EVENTS/ORGANIZATIONS
   Mr. Lovato attended Meow Wolf press conference. He is putting a million
   dollars in to the Silva space; they are building a standing exhibition and an
   educational space. It is a for profit venture so this won’t fall under our
funding but possibly under our collaboration. They have some great goals; 100,000 visitors annually. They have done great work and their marketing promotions are really great. (Credit card USB concept)

Ms. Hunter-Stiebel did attend the poetry reading and it was great. The kids were taught to applaud by snapping their fingers, it was great. It was done by the Poet Laureate of the Navajo Nation.

Sandra Deitch – Went to NDI Winter Dance, Lensic - Santa Fe Symphony – Speaker talked above the kid’s knowledge, but it was enjoyable.

Kathlene Ritch - Mad Women of Shioh – Desert Chorale – promoting and marketing of the show was great.

Friday, February 13th will be the opening of the new Art Event at the Community Gallery.

10. ADJOURN

There being no further business to come before the Arts Commission, the meeting was adjourned at 6:00 pm.

SIGNATURE SHEET:

________________________________________
Chip Chippeaux, Chair

________________________________________
Fran Lucero, Stenographer
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