



Agenda

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 Items
 - a) Request for Approval of Issuance of Collaborative Marketing Plan RFQ
 - b) Request for Approval of 2016 Meeting Schedule
 - c) Request for Approval of presentation of Arts Marketing Workshop
 - d) Request for Approval of Pop-up Community Exhibit, "Stitching Our Stories," September 2016
 - e) Request for Approval of Pop-up Community Exhibit, "Telling Our Stories," November 2016
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
INDEX
November 16, 2015**

Cover Page		Page 1
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 2
Approval of Agenda	5-b – Discussion and debrief on Mayor's Awards 7-a-3 Update on Gateway Signage Project Table 7c (1&2) to December meeting <i>Mr. Lovato moved to approve the agenda as amended, second by Ms. Perry, motion carried by unanimous voice vote.</i>	Page 2
Approval of Minutes:	Corrections: Page 6 – Nominating Committee: Jamie Clements – from the Santa Fe Community Foundation New Mexico Museum Foundation <i>Ms. Perry moved to approve the minutes of September 14, 2015 as amended, second by Ms. Campbell-Wells, motion carried by unanimous voice vote.</i>	Page 2-3
Report of Chair Committee Appointments	<i>Ms. Campbell-Wells moved to approve with the noted changes, second by Ms. Perry, motion carried by unanimous voice vote.</i>	Page 2-3
Report of the Director Mayor's Awards Comments a. Introduction of John Tennyson, Program Planner Position b. Report on National Arts Marketing Project Conference	<i>Informational</i>	Page 3-4
Committee Reports - Art in Public Places - Gallery Committee - Funding Policy - Nominating Committee	<i>Informational</i> <i>Note: Funding Policy report tabled to December, 2015 meeting.</i>	Page 4-5
Action Items a. Request for approval for of issuance of collaborative marketing plan RFQ b. Request for approval of 2016 meeting schedule c. Request for approval of Pop-Up Community Exhibits: Stitching our	<i>Ms. Perry moved to approve the request for approval of issuance of collaborative marketing plan RFQ, second by Ms. Campbell-Wells, motion carried by unanimous voice vote.</i> <i>Ms. Anair moved to approve the 2016 meeting schedule, second by Ms. Perry, motion carried by unanimous voice vote.</i>	Page 6-8

<p>Stories, September, 2016 and Telling Our Stories, November, 2016</p>	<p><i>Mr. Lovato moved to approve the request for approval of presentation of Arts Marketing workshop up to \$5,000, second by Ms. Perry, motion carried by unanimous voice vote.</i></p> <p><i>Ms. Campbell-Wells moved to approve the “Stitching our Stories” Pop-Up</i></p> <p><i>Ms. Campbell-Wells moved to approve the Pop-Up Community Exhibit, “Telling Our Stories”, second by Ms. Anair, motion carried by unanimous voice vote.</i></p>	
<p>Adjournment</p>	<p>There being no further business to come before the Arts Commission, the meeting was adjourned at 6:15 pm</p>	<p>Page 8</p>
<p>Signature Page</p>		<p>Page 8</p>

MINUTES
ARTS COMMISSION MEETING
Monday, November 16, 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
Monique Anair
Todd Lovato
Ashlyn Perry

Not Present/Excused:

Kathlene Ritch, Excused
Bernadette Ortiz-Pena, Excused
Penelope Hunter-Stiebel, Excused
Brian Vallo, Excused

Others Present:

Ms. Debra Garcia y Griego, Executive Director Arts Commission
Julie Bystrom, Project Manager, Arts Commission
John Tennyson, Project Planner, Arts Commission
Rod Lambert, Community Gallery
Randy Randall, Santa Fe Convention & Visitors Bureau
Fran Lucero, Stenographer

Welcome Ms. Anair to the Arts Commission. Ms. Anair provided a short introduction on herself, she works at the Santa Fe Community College as a Film Professor; background - she came to Santa Fe in 1999 and worked at the College of Santa Fe. She is very happy to be a member of the Arts Commission.

3. Approval of Agenda

5-b – Discussion and debrief on Mayor's Awards
7-a-3 Update on Gateway Signage Project
Table 7c (1&2) to December meeting

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

4. Approval of Minutes – September 14, 2015

Corrections:

Page 6 – Nominating Committee: Jamie Clements – from the Santa Fe Community Foundation
New Mexico Museum Foundation

Ms. Perry moved to approve the minutes of September 14, 2015 as amended, second by Ms. Campbell-Wells, motion carried by unanimous voice vote.

5. Report of Chair

a) Committee Appointments

Chair Chippeaux provided the committee members with a list of Officers, Committees and Advisory Groups for the Arts Commission to include; Funding Policy, Art in Public Places, Community Relations and Marketing and Nominating Committee. Marketing Committee reflects Ashlyn Perry; it continues to be Shannan Campbell-Wells. Michael Namingha is no longer on the Art in Public Places committee; Nominating Committee will be more of an AdHoc Committee.

Add the Cultural Task Force under the Advisory Groups which also includes; Arts Education/youth Arts, Community Gallery and Mayor's Awards selection. Each committee as identified listed the members.

Ms. Campbell-Wells moved to approve with the noted changes, second by Ms. Perry, motion carried by unanimous voice vote.

6. Report of Director

a) Report on Mayor's Awards - Comments

- We had a hiccup with the audiovisual but everything worked out.
- We should get a bigger pool of applications out sooner so it is still fresh in their minds for the following year. The applications go out typically in the spring. Staff said they could receive applications on a finite basis. The Chair said there were very interesting candidates and the awardees had a lot of esteem attached to them.
- There has been discussion on the size of the awards; in observing the awards year after year it feels like the amount of awardees is at a good amount. It also makes for a better party when there are more people and more awards to give out. (Todd Lovato)
- It would be nice to show the prior awardees and also get them invited to the present years of awards. It was also noted that you don't want to make the program too long and people start to leave.
- Caterer was not in sync for this event. They brought in temp workers and it didn't make the continuity of service be as great as it was the year before.
- Ms. Garcia said that the performers were great but not heard all the way to the back. Review of all marketing efforts for next year.
- Ms. Garcia said that the sponsorships and marketing were stronger than they have ever been.
- Ms. Perry recommended sharing what the Arts Commission does as well as what happens at the Community Gallery.
- Mr. Randall asked if we keep a prospect list of those who come to the Gallery. Ms. Garcia y Griego said yes and she has someone who has volunteered to come and do data entry. Mr. Randall also offered the tourist center employees to help when they have time.
- Mr. Lovato asked if there is a concurring e-mail list that can be maintained for future years. Ms. Garcia said that the e-mails they receive per function are used only for those functions. Staff will look deeper in to this opportunity.

- b) Introduction of John Tennyson, Program Planner
Mr. Tennyson was with the City Finance Department and has been with the Arts Commission now for about 4 weeks. It has been a great experience and he looks forward to working with the Arts Commission. I have been born and raised in Santa Fe, been in Finances for about 12 years. Welcome.
- c) Report on National Arts Marketing ~~Program~~ Project Conference
Ms. Garcia y Griego noted that this conference was very informative. It focused on authentic audience engagement, as the audiences grow older and the changing demographics, organizations are struggling with moving beyond marketing towards authentic engagement and building the next generation of audiences. There was also great information on social media. There was good information and introduction on the software that is out in the industry. There was also good information about building equity.

7. Committee and Program Reports

a) Art in Public Places

i. Purchase Initiative

At the last meeting we talked about new initiatives and in the interim Ms. Garcia y Griego has been able to present to the Finance Committee. There is discussion of a pilot purchase program that would take place in 5 or 6 city parks. We have been in conversation with New Mexico Arts and the December meeting will allow the Arts Commission an opportunity to vote on this item.

ii. Community-Based Initiative

This discussion is related to having contracts for services for public art programs rather than us driving all the Arts Commission projects. We would put out a funding application. That committee has been very hands and working on a community focused artist driven public art pilot program to support permanent art installations. This would be an award up to \$10,000 and looking for strong partnership of non-profits and businesses. Hopefully by December more information will follow.

Mr. Tennyson attended the Gateway meeting with the New Mexico Department of Transportation who awarded the city funding to create 4 welcome signs at the major entries in to Santa Fe. DOT asked how we could make our signs more unique and attractive. One thing that was big for us is doing something with Art. The DOT wanted to know what the Arts Commission members would like to see. They have \$11,600 for the design and about \$77,000 for construction. The design money has to be used by the end of this FY and the construction money can be used within 4-years. They did suggest keeping the cultural heritage of Santa Fe within any design. A follow up meeting will take place on December 2nd in order to release the RFP quickly.

The Chair asked if the sign should or could be the same. Mr. Tennyson said they should carry a uniform signage theme.

One idea was to have a competition throughout the city and let them know we can pay \$11,000 for the design, we would provide them with the criteria and they could follow the guidelines before they are considered for review.

Ms. Perry said it would be nice to make them all different but follow a theme. Mr. Randall invited anyone from the Arts Commission to be a participant and reiterated that they would be welcomed. Ms. Ashlyn Perry volunteered to be a part of the committee.

Mr. Lovato said that it would be nice to request city participation as the design would have value if there would be a contract awarded after review and selection.

Mr. Tennyson said after the December 2nd meeting they would provide an update to the NMDOT and a timeline would be set to get the process in place. Signage size will need to be evaluated due to the traffic pattern for entry in to the city. Mr. Tennyson noted; “we also have to Keep Santa Fe Beautiful in this type of endeavor as the award was presented to them.” Today we are asking for input from the Arts Commission members as it does not require approval from the Arts Commission.

Mr. Randall said; somehow the sign needs to say “The City Different”.

b) Gallery Committee

i. “Narcissus” Programming Update

Opening was on Friday night, there was a good turnout. Artists were happy with the attendance. It is a really a good show the Artist and Rod are happy with it; it is edgy and contemporary. The New Mexican was there and discussing doing an article on the selfie so he came by the opening - they may want to do a deeper story on the show.

There are three program options that we will have - December 5th – A workshop where Simply Santa Fe is going to show how to do a portrait with your cell phone. They will have a scavenger hunt downtown on Saturday – to include prime locations, public art pieces, etc. and they will all come back to the Gallery. They will # to narcissusgram.com and Simply Santa Fe will also be a # – “Insta-Greets” have become very popular. Ms. Garcia y Griego said that Simply Santa Fe was at the opening and if you go to #narcissusgram.com you can view some of the pictures from the opening.

December 19th - Jon Davis will do a poetry self-portrait and some writing.

January 2nd – Santa Fe Public Schools is also going to do a project called Self Portrait where they lay butcher paper on the floor, they trace and paint to their likings.

ii. 2015-2016 Exhibit Schedule

Calendar provided to the Arts Commission members for review. Included in the calendar are what have been approved to date, which goes through the Fred Harvey show in August. The two pop ups will be in action items in the near future.

c) Funding Policy – *Tabled to December Meeting*

- i. Children & Youth Collective Impact Funding
- ii. Cultural Investment

c) Cultural Affairs Working Group

Ms. Garcia y Griego noted they are looking for a Consultant to write the Cultural Plan. \$30,000 contracts in the world of cultural plans are very small contracts, although we did get two responses. The two received are from very qualified individuals and the group will meet next week to review the two applications that have been received. By December we should have a name to share with the Arts Commission. Once the selection has been made the committee will meet with the consultant to discuss further the responsibilities in the contract. The committee will probably meet 4-5 times a year. One of the consultant applicants is local and other is out of state.

8. Action Item

a) Request for Approval of Issuance of Collaborative Marketing Plan RFQ

Las year we awarded and RFQ for Collaborative Arts Marketing – we awarded 3 contracts. They were for Summer of Color, Santa Fe Theater.org and the Tri-Fecta, which is a marketing campaign between Art Santa Fe, the Santa Fe International Folk Art Market and SITE Santa Fe. All have various degrees of success and the Funding Policy agreed this is an endeavor they would like to continue. We have put \$150,000 in the budget for Collaborative Arts Marketing to fund some programs.

Ms. Campbell-Wells said that this was really great and she would like to see the amount raised, it will have more impact.

Ms. Perry moved to approve the request for approval of issuance of collaborative marketing plan RFQ, second by Ms. Campbell-Wells, motion carried by unanimous voice vote.

b) Request for Approval of 2016 Meeting Schedule

Meetings are conducted at 5:00 pm in the City Councilor's Meeting Room

January 11, 2016	February 8, 2016	March 14, 2016	April 11, 2016
May 9, 2016	June 13, 2016	July 11, 2016	August 8, 2016
September 12, 2016	October 11, 2106	November 15, 2016	December 12, 2016

Ms. Anair moved to approve the 2016 meeting schedule, second by Ms. Perry, motion carried by unanimous voice vote.

c) Request for Approval of presentation of Arts Marketing Workshop

Ms. Garcia y Griego talked about affordable workshops that could take place. We could target small to medium Art Organizations, 70% of the grantees said they were interested, only 30% have done this in the past. Evaluating Marketing utilities was one area of interest. \$3000-\$5000 would be the cost to conduct an Arts Marketing Workshop. They focus on non-profits; Ms. Garcia y Griego will follow up to find if there is a program for galleries. This is a program that we would like to do March-April of 2016.

Mr. Randall said if the average gallery spent \$10,000 in marketing, which is \$2.5 million dollars a year that is basically undirected. \$2.5 million is a lot of money but \$10,000 per gallery isn't. Mr. Randall said if we could teach them not only whom their target market is, but how to most effectively talk to that target market. Many of the galleries think that print marketing is the only way, it would nice for them to have an insight to electronic

marketing. We do a lot for our performing arts through our grant process. A suggestion was also a possible simulcast where galleries could participate.

- d) Request for Approval of Pop-up Community Exhibit, “Stitching Our Stories,” September 2016

Rod said that there are two ideas for Pop Ups and in the interest of building community spaces but also community engagement and collaboration the opportunities to have other organizations and groups come in and run their own exhibits and set it up and Rod would oversee. It bring in engagement for the community in a new way, it doesn’t always have to be high end.

Ms. Garcia y Griego: The core of our Gallery program; the mission driven part is the theme of the programs going for 3-months, we would like to continue the engagement and participation with the community. Stitching Our Stories was interested in applying for a grant, and this opportunity ended up being better. Esther Nisenthal Kriniz was a Holocaust survivor who came to the US and as she went on in life wanted to share her story through her art. The idea is they would bring in to the gallery full size photo renderings of these embroidered tapestries. We would bring them in and show the work coming out of the workshops. We would engage a different population which is exciting.

Ms. Campbell-Wells moved to approve the “Stitching our Stories” Pop-Up Community Exhibit, second by Mr. Lovato, motion carried by unanimous voice vote.

- e) Request for Approval of Pop-up Community Exhibit, “Telling Our Stories,” November 2016

This came from an employee at the Folk Art Museum and she is transgender and has all these statistics of what it means to be Transgender. This would be a proposed story, it was first proposed as an art exhibit and through communications we have agreed it should be more of a journaling, sketching, writing – telling their story vs. selecting an artist. She would help develop the programming and story telling, she also wants to do a video taping video. There is a lot planned but Rod could help with the programming and Rod would work to assure that there is a cohesive program so that it runs through November 20th.

The Community Gallery would oversee the project. We hold the approval. Rod did inform the Arts Commission that we have had pop-up community exhibits in the past.

The Chair asked how they get marketing, advertising and attendance with such short notice. Rod noted that they touch parts of the community that we don’t reach, and they are focused on getting people in to see their areas of interest.

Ms. Garcia y Griego said that they have all been through the Gallery Committee vetting. If you look at the schedule there are so few openings available.

Ms. Campbell-Wells moved to approve the Pop-Up Community Exhibit, “Telling Our Stories”, second by Ms. Anair, motion carried by unanimous voice vote.

It was suggested that we capture the attendance or their mailing lists for future announcements.

9. Site Visits

Ashlyn Perry – Nothing to report.

Chip Chippeaux, Chair – Nothing to report.

Shanan Campbell-Wells – Nothing to report.

Ms. Anair – Nothing to report.

Todd Lovato – Attended Narcissus, Step and Repeat was a nice touch. We use this at the SFCC, this show really showed “why” it represented our community well.

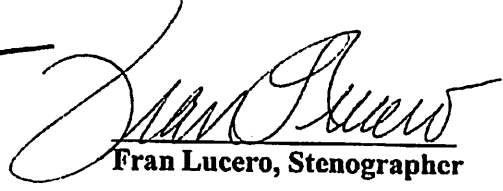
10. Adjourn

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