ARTS COMMISSION
Monday, January 11, 2016
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) December 14, 2015
5. Report of Chair
6. Report of Director
7. Action Items
   a) Request for approval of 2016 Marketing and Community Engagement plan
   b) Request for approval of winter 2016 exhibit theme: Grief & Loss: Creativity as a Function of Healing
8. Committee and Program Reports
   a) Funding Policy Committee: Proposed 2016-17 Cultural Investment Program Changes
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.
<table>
<thead>
<tr>
<th>Cover Page</th>
<th>Call to Order and Roll Call</th>
<th>Page 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Chair called the meeting to order at 5:00 pm in City Councilor’s Conference Room, A quorum was declared by roll call.</td>
<td>Page 2</td>
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</table>
| Approval of Agenda | No Gallery Committee or Cultural Affairs Report – tabled to next meeting.  

*Ms. Hunter-Stiebel moved to approve the agenda as amended, second by Ms. Perry, motion carried by unanimous voice vote.* | Page 2 |
| Approval of Minutes:  
April 29, 2015 (Grant Panel Review)  
May 1, 2015 (Grant Panel Review)  
November 16, 2015 | **Corrections:**  
*Ms. Hunter-Stiebel moved to approve the minutes of April 29, 2015 and May 1, 2015 as presented, second by Ms. Perry, motion carried by unanimous voice vote.*  

Page 7-a-ii: That committee has been very hands on and ...... (add the word on)  

*Ms. Ritch moved to approve the minutes of November 16, 2015 as amended, second by Mr. Lovato, motion carried by unanimous voice vote.* | Page 2 |
| Report of Chair Committee Appointments | *Ms. Campbell-Wells moved to approve with the noted changes, second by Ms. Perry, motion carried by unanimous voice vote.* | Page 2-3 |
| Introductions | *Round the table introductions of members and staff.* | Page 3 |
| Action Items | *Ms. Ritch moved to approve the Donation from the R. Hero Program and the installation funds, second by Ms. Perry, motion carried by unanimous voice vote.*  

*Ms. Campbell-Wells moved to approve the Ignite Proposal, second by Ms. Perry, motion carried by unanimous voice vote.*  

*Ms. Hunter-Stiebel moved to table this item to next meeting in order to view the actual proposed piece of art, second by Mr. Lovato, motion carried by unanimous voice vote.* | Page 3-4 |
| Report of the Chair/Director | Informational | Page 4 |
| Committee Reports | Gallery Committee – tabled to next meeting  
*Cultural Plan – tabled to next meeting.*  
*Reports informational* | Page 5 |
| - Art in Public Places  
- Gallery Committee  
- Funding Policy  
- Nominating Committee | | |
<table>
<thead>
<tr>
<th>Adjournment</th>
<th>There being no further business to come before the Arts Commission, the meeting was adjourned at 6:00 pm</th>
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<tbody>
<tr>
<td>Signature Page</td>
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<td>Page 6</td>
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</table>
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  
   Ashlyn Perry  
   Kathlene Ritch  
   Bernadette Ortiz-Pena  
   Penelope Hunter-Stiebel  
   Brian Vallo  

   **Not Present/Excused:**  
   Monique Anair

   **Others Present:**  
   Ms. Debra Garcia y Griego, Executive Director Arts Commission  
   Julie Bystrom, Project Manager, Arts Commission  
   John Tennyson, Project Planner, Arts Commission  
   Fran Lucero, Stenographer

3. **Approval of Agenda**  
   No Gallery Committee or Cultural Affairs Report – tabled to next meeting.

   *Ms. Hunter-Stiebel moved to approve the agenda as amended, second by Ms. Perry, motion carried by unanimous voice vote.*

4. **Approval of Minutes**  
   April 29, 2015 (Grant Panel Review)  
   May 1, 2015 (Grant Panel Review)  
   November 16, 2015

   *Ms. Hunter-Stiebel moved to approve the minutes of April 29, 2015 and May 1, 2015 as presented, second by Ms. Perry, motion carried by unanimous voice vote.*

   Page 7-a-ii: That committee has been very hands on and …… (add the word on)

   *Ms. Ritch moved to approve the minutes of November 16, 2015 as amended, second by Mr. Lovato, motion carried by unanimous voice vote.*
Introductions: New Member Brian Vallo, round the table introductions of the committee members.

5. Action Items

a) Donation by R. Hero Program
   i. Request for acceptance of donation – Bunni and Rick Benaron founded the Hero in You Foundation, which is dedicated to honoring the heroes in our lives and inspiring kids to want to be a hero in their own life. By installing large metal Dalmatian puppy sculptures in public places, children and their parents, caregivers and teachers have a visual reminder and conversation starter about the traits of a hero – respect, honor, bravery and compassion for others. Ms. Garcia y Griego said she was contacted by the Benaron’s who would like to donate large metal Dalmatian puppy sculptures. Chief Litzenberg has selected Fire station 3A and has approved this request. Art in Public Places has reviewed and has sent their recommendation for approval. The exhibit is also accompanied by R. Hero books which demonstrate safety use. A plaque will also be created with the appropriate information. Ms. Garcia y Griego will assure that all legal documentation is completed for the donation.

   ii. Request for approval of installation funds

Ms. Ritch moved to approve the Donation from the R. Hero Program and the installation funds, second by Ms. Perry, motion carried by unanimous voice vote.

b) Request for Approval of Ignite: Community-Based Public Art Initiative Call
   Ignite is a community-focused, artist driven public art program designed to support innovative permanent public art installations within the city of Santa Fe. One example of a request that would fit in to this is an individual inquired on doing murals along the river; another is an individual wanting to have a place where stories can be read to a group. There is a total amount of $10,000 available for this program. Ignite guidelines do not require a dollar for dollar match; however, applicants may present budgets that include matching funds. Ms. Garcia y Griego said the follow up would be with the media that has shown interest and contacting those who have contacted her.

Ms. Campbell-Wells moved to approve the Ignite Proposal, second by Ms. Perry, motion carried by unanimous voice vote.

c) Request for Approval of Genoveva Chavez Community Center purchase funds
   Mr. Tennyson provided an update on the art pieces that Genoveva Chavez Center would like to purchase. There was one particular piece they were interested in but the Chavez Center did not have enough funding. Mr. Tennyson said that this was a perfect time to use the Public Art Program funds. They will need $4,000 to put this piece outside their facility.

   The works are juried by New Mexico Arts. The figure itself is elongated and the arms are raised up. Mr. Tennyson said that he believes it is more of a gymnast type figure.

Ms. Garcia y Griego said that what is important to consider for the Chavez Center is that it is hard to get art in this facility due to the different uses and climate of the Center. The
Chavez Center really wants art in/at their facility and staff is conscious that they cannot do oils in this building. The outside piece would be very appropriate for this location.

Ms. Ortiz-Pena said that she feels a body in motion sculpture would be appropriate.

Ms. Ritch asked if criteria would be set for selection of art for other departments. Ms. Garcia y Griego said there were other city departments at this say of selecting art but they have not asked the Art Commission for any assistance. Normally these types of request do not come through the commission for approval.

*Ms. Hunter-Stiebel moved to table this item to next meeting in order to view the actual proposed piece of art, second by Mr. Lovato, motion carried by unanimous voice vote.*

d) Request for Approval of Pilot Public Art Purchase Program

Mr. Tennyson provided an update and explained that it is a priority to start spending down the Art Fund to purchase art for the parks. Martin Luther King Park, Amelia White Park, SWAN Park (other small parks) at this time do not have any art and are in need. The program will be reviewed with Ms. Garcia y Griego and Mr. Tennyson along with the representatives from the Parks Department. All demographics and statistics on vandalism will be reviewed. Mr. Tennyson said we have the money to spend and the pieces that goes in to the park will need to be there for 10 years. Guidelines are set based on the ordinance.

Ms. Garcia y Griego said that the idea is to purchase art like the State of NM does. It would be a good way to expand our economic impact in the community and have them benefit from these pieces of art. Proposal is to work with the Parks Department and identify 4-5 parks and put a call for art, go through the jurying process and make a selection. Ms. Garcia y Griego said they will also include the neighborhood associations to secure their buy in for the program. They could get one piece up to $50,000. The funding that is available now needs to be expended by June 30, 2015.

*Ms. Hunter-Stiebel moved to approve the Pilot Public Art Program, second by Ms. Ritch, motion carried by unanimous voice vote.*

6. Report of Chair

*Information on Press Conference (Authenticity of Native American Work) with the Mayor provided by Ms. Garcia y Griego.*

7. Report of Director

National Arts Marketing Program – Ms. Garcia y Griego distributed (Exhibit) Data Driven Marketing – Taking Santa Fe Audience Relationships to the Next Level. Mr. Ron Evans bio was shared with the Arts Committee. He will be the

NDI Thank you letters were circulated.
8. Committee and Program Reports
   a. Gallery Committee – tabled to next meeting.
   b. Art in Public Places Committee
      They are a very busy committee and working on new directions. Both the Santa Fe
      Reporter and the Albuquerque Journal were very positive in their reporting. We continue
      to work with the Parks Department on the concept of a free wall where kids can go and
      do graffiti legally.

      The Chair asked about Signage. Mr. Tennyson said that the meeting with DOT has been
      re-scheduled to January, 2016 to discuss the signage coming in to the city. Ms.
      Campbell-Wells asked that she be included in any meeting notices.

   c. Marketing and Community Relations
      Ms. Campbell-Wells provided an update from today’s meeting. Ms. Garcia y Griego will
      put together the 2016 goals for the committee. The new city of Santa Fe Arts
      Commission business cards were distributed. In addition they discussed ordering name
      tags. Thought is to have a logo on them with the name of the committee member. This
      will provide more public awareness. Ms. Campbell-Wells extended a compliment to the
      Arts Commission staff for the progress made in marketing in the year she has been on the
      Arts Commission, thank you.

      Ms. Garcia y Griego said they are keeping up with Constant Contact, the list is
      maintained regularly. Facebook goes both ways, they perform good and bad; staff will
      continue to report good items as much as possible. Ms. Garcia y Griego said that they
      have also received wonderful coverage from the media which is very new to the market.
      We continue to do well. Ms. Garcia y Griego said that the City is a sponsor of New
      Year’s Eve on the Plaza.

   d. Cultural Plan – Tabled to next meeting.

9. Site Visits
   Ashlyn Perry – Santa Fe Film Festival – Amy Winehouse screening, sold out.
   Narcissus Exhibit at the Community Gallery
   Georgia O’Keefe – Tours that they do are really big.

   Kathleen Ritch – Narcissus Exhibit
   Museum Hill – Visited during Thanksgiving – happy to see all the people out there.

   Ms. Pena – Circus Luminous, a lot of families.
   Site Santa Fe – Unveiling of their new plan.
   Canyon Road – SFPS music days.

   Mr. Tennyson is going through the past minutes to review those who might need site visits.
   The list is up on the website. They are contractually obligated to give tickets, should anyone
   like to go call staff. Desert Chorale opens this week.
10. Adjourn

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

Signature Page:

______________________________________  ____________________________________
Chip Chippeaux, Chair                    Fran Lucero, Stenographer
Year-End Marketing and Community Outreach Committee Report

Successes in 2015

Social Media
The focus of our efforts has been on Facebook. Twitter has been secondary, with tweets automatically generated from Facebook. We have increased the consistency of our Facebook post, concentrating on relevant, timely announcements, while avoiding extraneous updates that result in people hiding, un-liking or reporting the page as spam. Our greatest success in terms of views, likes and shares was during the Mayor’s Awards. Regular posts were made announcing the recipients and profiling their accomplishments. This success highlights a larger trend for the page: information that is personalized, i.e. related specifically to a person or organization within the community, performs the best.

Email
E-blasts were initiated using Constant Contact. This has proven to be a very effective method of reaching our constituents with messages tailored to their interests. We currently have 800 contacts, but anticipate that this will double when the Gallery audience list is added later this month. Since September, we have issued 21 emails with an open rate consistently above 50% and clicks-thrus averaging around 25%. This remains well above the industry average. We have been careful to send message only when there is meaningful content and to target the messages based on constituents’ stated interest.

Commissioner Visibility
We have supported Commissioners in their role as ambassadors by distributing informational business cards for use in connecting individuals to our programs and services. In addition, we have been providing quarterly talking points for Commissioners to use in speaking to the public about timely programs, deadlines or services.

Plans for 2016

Social Media
We will continue to emphasis Facebook as our greatest social media asset. Based on last year’s successes, we will continue to focus on pertinent post with a human interest bent. As staffing resources allow, we would like to un-link the Commission’s Twitter account from its Facebook page in order to begin crafting tweets that are better suited to the media and its users. The visual nature of Instagram makes it another obvious area of expansion.

Email
We plan to build on our early E-blast success by continuing to grow our list of contacts while ensuring they are receiving messages that are relevant and wanted.

Commissioner Visibility
By next month, each Commissioner will have a name badge to wear at events and programs, increasing visibility at funded-events. To further the ambassador role of the Commissioners, we will assess printed collateral. While online information is increasingly used by many members of the public, we feel appropriate, targeted printed materials can still play a role in promoting programs and services. An obvious starting point would be a public art map. Working with the Art in Public Places committee, such an effort could be tied to an inventory/assessment of the collection.

Advertising
We will produce an informational video that will be available on our website, Facebook, and the City’s Youtube and cable channels. It will also be available for use at the Mayor’s Awards and other program. A tagline will be developed for use on all marketing and outreach materials. Simple, understandable and action drive, the tagline will help our constituents immediately understand the work of the Commission. Although the advertising budget is limited, we will explore how to use existing advertising efforts to better promote the full range of the Commission’s work. This may include using the tagline on Community Gallery and Mayor’s Awards advertisements, as well as purging a media sponsorship.
Proposed Cultural Investment Categories for the Lodgers’ Tax
-DRAFT-

Per the Arts Commission’s “Arts, Culture and Creativity Agenda,” the Funding Policy committee was charged with assessing the Commission’s existing grant programs in terms of relevance and impact with the goal of refining the program to increase access and benefit.

Through discussions with funding recipients, staff and members of the Commission, it was determined that the current blanket process for every applicant presents barriers to access for all organizations. The universal review process is also resource intensive, consuming time that could be used to increase monitoring of contracts, particularly those in larger amounts. With this in mind, the goal of committee’s work has been “right-sizing” application and review procedures so that they are appropriate to organizational capacity and contract amount.

Proposed New Categories

Category A
Small, accessible amounts designed to jumpstart marketing/promotional efforts for finite projects while also providing organizations with a City-investment to leverage additional, private support.

Requests up to $5,000; multiple deadlines; single fiscal year contract; expedient application/review process

Eligibility: Annual operating budget of less than $200,000

Category B
Supplementary funds for marketing/promotion of seasonal or year-round programming, this program’s simpler application process is ideal for organizations with limited full-time staff.

Request up to $10,000; annual deadline; one contract year; simplified application/review process

Eligibility: Annual operating budget of less than $500,000

Category C
Meaningful contract amounts for organizations that provide marketing/promotional services for larger-scale cultural events along with educational, outreach and economic benefit to the community.

Requests up to $35,000; annual deadline; one contract year; RFQ application/review process

Eligibility: Annual operating budget of less than $1 million
Category D
Larger contract amounts for providing marketing/promotional services for major cultural events and year-round institutional programs. Organizations also provide programs and services that support the Commission’s work in the areas of youth arts, economic growth, creative spaces and engagement. Contracts are multiyear with audit and site visit requirements.

Requests up $100,000; biannual deadline; one year contract, renewable for second year; full application/review process

Eligibility: Annual operating budget of $1 million+; project budget of $350,000+; salaried full time administrative staff
### Current Year Recipients Broken into Proposed New Categories

<table>
<thead>
<tr>
<th>Organization</th>
<th>Org Budget</th>
<th>Project Budget</th>
<th>Funding</th>
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<tbody>
<tr>
<td><strong>Category A</strong></td>
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<tr>
<td>The Film Festival</td>
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<td>Teatro Paraguas</td>
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<td>Santa Fe Community Orchestra</td>
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<td><strong>Category B</strong></td>
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<td>Theatre Grottesco North America Inc</td>
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<td>Santa Fe Little Theatre Inc.</td>
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<td><strong>Category C</strong></td>
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<td>Santa Fe Children's Museum Inc</td>
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<td>780,000</td>
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<td><strong>Category D</strong></td>
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<td>Southwestern Association for Indian Arts1</td>
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<td>Proposed Rollout Timeline</td>
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<td>Present to Arts Commission</td>
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<td>Constituent Feedback Session</td>
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<td>Finalize Categories</td>
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