



Agenda

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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

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**ARTS COMMISSION
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December 14, 2015**

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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	No Gallery Committee or Cultural Affairs Report – tabled to next meeting. <i>Ms. Hunter-Stiebel moved to approve the agenda as amended, second by Ms. Perry, motion carried by unanimous voice vote.</i>	Page 2
Approval of Minutes: April 29, 2015 (Grant Panel Review) May 1, 2015 (Grant Panel Review) November 16, 2015	<u>Corrections:</u> <i>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.</i> Page 7-a-ii: That committee has been very hands <u>on</u> and (add the word on) <i>Ms. Ritch moved to approve the minutes of November 16, 2015 as amended, second by Mr. Lovato, motion carried by unanimous voice vote.</i>	Page 2
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
Introductions	<i>Round the table introductions of members and staff.</i>	Page 3
Action Items a. Donation by R. Hero Program b. Request for approval of Ignite c. Request for approval of Genoveva Community Center	<i>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.</i> <i>Ms. Campbell-Wells moved to approve the Ignite Proposal, second by Ms. Perry, motion carried by unanimous voice vote.</i> <i>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.</i>	Page 3-4
Report of the Chair/Director	<i>Informational</i>	Page 4
Committee Reports - Art in Public Places - Gallery Committee - Funding Policy - Nominating Committee	<i>Gallery Committee – tabled to next meeting Cultural Plan – tabled to next meeting. Reports informational</i>	Page 5

Adjournment	There being no further business to come before the Arts Commission, the meeting was adjourned at 6:00 pm	Page 6
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**MINUTES
ARTS COMMISSION MEETING
Monday,
December 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
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.

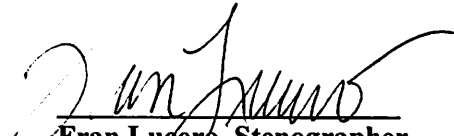
Mr. Tennyson is going through the past minutes to review those who might need site visits. The list is up on the website. They are contractually obligated to give tickets, should anyone like to go call staff. Desert Chorale opens this week.

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 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 emphasize 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 unlink 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 pursuing 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 \$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

Organization	Org Budget	Project Budget	Funding
<u>Category A</u>			
The Film Festival	80,000	95,000	4,000
Teatro Paraguas	39,000	38,250	4,000
Southwest Roots Music, Inc.	76,000	77,000	4,000
Santa Fe Women's Ensemble, Inc.	63,250	63,250	4,000
Santa Fe Community Orchestra	62,000	61,950	4,500
<u>Category B</u>			
Center	258,000	38,000	6,000
Axle Contemporary	56,000	46,000	6,800
Theatre Grottesco North America Inc	191,000	166,000	8,750
Santa Fe Teen Arts Center	355,000	59,200	8,750
Santa Fe Little Theatre Inc.	193,780	168,780	8,750
<u>Category C</u>			
Santa Fe Botanical Garden	640,610	42,910	4,500
Santa Fe Children's Museum Inc	695,044	42,570	9,865
Santa Fe Pro Musica	569,211	569,211	11,250
Wise Fool New Mexico	295,000	57,800	11,250
Parallel Studios	200,000	175,000	12,500
Santa Fe Desert Chorale	780,000	701,848	14,000
Santa Fe Independent Film Festival	200,000	154,000	15,000
Spanish Colonial Arts Society, Inc.	891,721	829,221	23,800
<u>Category D</u>			
Institute of American Indian Arts	12,256,844	1,053,193	14,000
Santa Fe Concert Association	1,562,105	1,562,105	22,500
SITE Santa Fe	2,475,000	2,283,000	27,500
Center for Contemporary Arts of Santa Fe, Inc., The	1,025,000	375,035	28,000
Southwestern Association for Indian Arts ¹	1,600,000	1,642,209	31,250
Wheelwright Museum of the American Indian, The	1,051,737	408,990	31,250
Santa Fe International Folk Art Market	2,950,437	1,607,116	34,375
Aspen Santa Fe Ballet	3,812,970	781,772	34,375
Santa Fe Symphony Orchestra & Chorus, Inc., The	1,107,345	1,107,345	34,375
El Rancho de las Golondrinas	1,600,000	1,471,000	37,500
Santa Fe Chamber Music Festival, Ltd.	2,292,797	2,116,630	42,500
Museum of New Mexico	12,790,600	604,000	45,000
Lensic Performing Arts Center Corporation	2,937,156	758,083	50,000
Georgia O'Keeffe Museum	7,934,956	1,918,092	51,000
Santa Fe Opera, The	22,838,179	22,686,100	70,000

