ARTS COMMISSION
Monday, January 9, 2017
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 12, 2016

5. Report of Chair

6. Report of Director

7. Committee and Program Updates
   a) Culture Connects Santa Fe
   b) Art in Public Places

8. Action Items
   a) Request for Approval of Art on Loan by Don Kennell
   b) A Resolution Adopting the Culture Connects Santa Fe Report; Directing the City manager to Commence Work on the Recommendations Identified by the Community Working Group; and Directing the City Manager to Review the Report and Identify Opportunities for Actionable Steps Related to the Report's Recommendations.
   c) Request for Approval of Collaborative Arts Marketing Projects FY 16/17
      i. Institute of American Indian Arts, $30,000
      ii. Museum of New Mexico Foundation, $30,000
      iii. Wise Fool New Mexico, $16,157

9. 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.
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Dimensions are: 15' x 19' x 7'
On December 14, 2016, Mayor Gonzales introduced a Resolution adopting the "Culture Connects: Santa Fe" report. The resolution calls for establishing the recommendation of the community working group as priorities for implementation. It directs the work to the Arts Commission.

An analysis of the work to be implemented in the first 24 to 36 months was conducted. A degree of movement towards the established goals can be realized through existing and planned Arts Commission initiatives. However, to make substantive action on the eight recommended priorities, additional term personnel will be required. Specifically, a 36-month position focused on identifying and building community partnerships is recommended. (See attached.)

Current fund balances are available to fund a full-time position with benefits for 36 months beginning at the start of 2017/18 fiscal year. Upon approval, a job description with specific, measurable outcomes will be drafted.

Please approve the Fiscal Impact Report with request for term position.

[Approved]
[Not Approved]

Brian K. Snyder, City Manager
CITY OF SANTA FE, NEW MEXICO

RESOLUTION NO. 2017-__

INTRODUCED BY:

Mayor Javier M. Gonzales
Councilor Peter Ives

A RESOLUTION

ADOPTING THE CULTURE CONNECTS SANTA FE REPORT; DIRECTING THE CITY MANAGER TO COMMENCE WORK ON THE RECOMMENDATIONS IDENTIFIED BY THE COMMUNITY WORKING GROUP; AND DIRECTING THE CITY MANAGER TO REVIEW THE REPORT AND IDENTIFY OPPORTUNITIES FOR ACTIONABLE STEPS RELATED TO THE REPORT'S RECOMMENDATIONS.

WHEREAS, Resolution No. 2015-63 directed the Arts Commission to develop a long-term cultural plan for the City, a community working group, representing cultural workers, historians, institutions and philanthropist was established to guide the process, and Dr. Estevan Rael-Galvez, was selected as the consultant responsible for cultural mapping and assessment process; and

WHEREAS, a thoughtfully designed and comprehensive information gathering process was developed and implemented, with the goal of being inclusive and encouraging participation from across the community; and

WHEREAS, this process engaged nearly 2,000 individuals in public gatherings,
generated 330,000 social media engagements, resulted in 696 surveys participants, and solicited
96 in-depth interviews, along with an extensive review of literature from over a decade and
benchmarking against seven cities; and

WHEREAS, this inclusive public engagement process and thorough research yielded
valuable insights into our community’s values, hopes and perceptions in terms of culture and
revealed a city of contradictions, one rich with culture and promise, but faced with significant
social and economic challenges; and

WHEREAS, the process confirmed that culture holds the potential to connect Santa Fe;
that youth must be engaged in culture as the benefits of this engagement are profound; that
culture as part of lifelong learning must be continually strengthened; and that constantly
enhancing the creative economy is critical; and

WHEREAS, drawing on our city’s wealth of dedicated cultural institutions, talented
creative workers and collective community assets, the Culture Connects Cartography is a
navigation tool that is a relevant, flexible and dynamic model for the City and its residents to
enrich equity, build economic capacity and deepen our resiliency.

NOW THEREFORE BE IT RESOLVED BY THE GOVERNING BODY OF THE
CITY OF SANTA FE that Culture Connects Santa Fe: A Cultural Cartography is adopted and
that the City Manager direct staff, through the Arts Commission, to commence work on the eight
recommendations identified by the community working group as priority for the first two to three
years of implementation. The Arts Commission shall establish an advisory group consisting of
members of the Arts Commission, Children & Youth Commission, working group and other
relevant constituencies to guide implementation and report to the Governing Body eighteen (18)
and twenty-four (24) months after adoption.

BE IT FURTHER RESOLVED that the City Manager directs staff of Youth & Family
Services, Economic Development and Land Use to review the Cartography and identify
opportunities for actionable steps related to the report's recommendations.

PASSED, APPROVED AND ADOPTED this _____ day of __________, 2017.

______________________________

JAVIER M. GONZALES, MAYOR

ATTEST:

______________________________

YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

______________________________

KELLEY A. BRENNAN, CITY ATTORNEY
City of Santa Fe
Fiscal Impact Report (FIR)

This Fiscal Impact Report (FIR) shall be completed for each proposed bill or resolution as to its direct impact upon the City's operating budget and is intended for use by any of the standing committees of and the Governing Body of the City of Santa Fe. Bills or resolutions with no fiscal impact still require a completed FIR. Bills or resolutions with a fiscal impact must be reviewed by the Finance Committee. Bills or resolutions without a fiscal impact generally do not require review by the Finance Committee unless the subject of the bill or resolution is financial in nature.

Section A. General Information

(Check) Bill: Resolution: X
(A single FIR may be used for related bills and/or resolutions)
Short Title(s): A RESOLUTION ADOPTING THE CULTURE CONNECTS SANTA FE REPORT; DIRECTING CITY MANAGER TO COMMENCE WORK ON THE RECOMMENDATIONS IDENTIFIED BY THE COMMUNITY WORKING GROUP; AND DIRECTING THE CITY MANAGER TO REVIEW THE REPORT AND IDENTIFY OPPORTUNITIES FOR ACTIONABLE STEPS RELATED TO THE REPORT'S RECOMMENDATIONS.

Sponsor(s): Mayor Gonzales

Reviewing Department(s): Arts Commission

Persons Completing FIR: Debra Gracia y Griego Date: 12/13/16 Phone: x6653

Reviewed by City Attorney: [Signature] Date: 12/19/16

Reviewed by Finance Director: [Signature] Date: 12/27/16

Section B. Summary

Briefly explain the purpose and major provisions of the bill/resolution:
This resolution adopts the Culture Connects report authorized by Resolution No. 2015-63. An advisory group will be established composed of members of the Arts Commission, the Children and Youth Commission, and the community working group that put the Culture Connects report together to guide implementation, and provide reports back to the Governing Body 12 and 24 months after adoption.

Section C. Fiscal Impact

Note: Financial information on this FIR does not directly translate into a City of Santa Fe budget increase. For a budget increase, the following are required:
a. The item must be on the agenda at the Finance Committee and City Council as a "Request for Approval of a City of Santa Fe Budget Increase" with a definitive funding source (could be same item and same time as bill/resolution)
b. Detailed budget information must be attached as to fund, business units, and line item, amounts, and explanations (similar to annual requests for budget)
c. Detailed personnel forms must be attached as to range, salary, and benefit allocation and signed by Human Resource Department for each new position(s) requested (prorated for period to be employed by fiscal year)*

1. Projected Expenditures:
a. Indicate Fiscal Year(s) affected - usually current fiscal year and following fiscal year (i.e., FY 03/04 and FY 04/05)
b. Indicate: "A" if current budget and level of staffing will absorb the costs
"N" if new, additional, or increased budget or staffing will be required
c. Indicate: "R" - if recurring annual costs
"NR" if one-time, non-recurring costs, such as start-up, contract or equipment costs
d. Attach additional projection schedules if two years does not adequately project revenue and cost patterns
e. Costs may be netted or shown as an offset if some cost savings are projected (explain in Section 3 Narrative)

Finance Director: _______
Check here if no fiscal impact

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<th>Column #</th>
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* Any indication that additional staffing would be required must be reviewed and approved in advance by the City Manager by attached memo before release of FIR to committees. **For fringe benefits contact the Finance Dept.

2. Revenue Sources:
   a. To indicate new revenues and/or
   b. Required for costs for which new expenditure budget is proposed above in item 1.

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3. Expenditure/Revenue Narrative:

Explain revenue source(s). Include revenue calculations, grant(s) available, anticipated date of receipt of revenues/grants, etc. Explain expenditures, grant match(s), justify personnel increase(s), detail capital and operating uses, etc. (Attach supplemental page, if necessary.)

Revenue will come from fund balance. Sufficient balance exists to provide for the project expenses for a period of 36 months. Expenditures are salary and benefits for a full-time, term position focused on partnerships and collaborations outlined in the plan, including funding partnerships. The position will be developed to include specific outcomes directly related to the eight recommendations.

Section D. General Narrative

1. Conflicts: Does this proposed bill/resolution duplicate/conflict with/companion to/relate to any City code, approved ordinance or resolution, other adopted policies or proposed legislation? Include details of city adopted laws/ordinance/resolutions and dates. Summarize the relationships, conflicts or overlaps.

None identified.

2. Consequences of Not Enacting This Bill/Resolution:

Are there consequences of not enacting this bill/resolution? If so, describe.

Not enacting this resolution will result in outline work not proceeding. The extensive participation in the public engagement process and level of stakeholder support indicates the community considers this work critical for the cultural sector and community.

3. Technical Issues:

Are there incorrect citations of law, drafting errors or other problems? Are there any amendments that should be considered? Are there any other alternatives which should be considered? If so, describe.

None identified.

4. Community Impact:

Briefly describe the major positive or negative effects the Bill/Resolution might have on the community including, but not limited to, businesses, neighborhoods, families, children and youth, social service providers and other institutions such as schools, churches, etc.

Passage of this Resolution will provide the City a tool with which to make decisions regarding policies, programs and practices that ensure the continued vitality of culture, create a focus for community-wide participation and increase equitable access to culture. No negative effects have been identified.

Form adopted: 01/12/05; revised 8/24/05; revised 4/17/08
Culture Connects Santa Fe Priority Recommendation with Existing Arts Commission Initiative & Staff

(The priority Recommendation from the Cultural Cartography is listed as the heading. The bullet points underneath each demonstrate where there is an existing Arts Commission initiative (in progress or planned) that can support the recommendation. In some cases, these bullet points directly relate to the “Ideas” found under each recommendation in the Cartography; in others they initiatives that provide additional support.)

Establish a department focused on culture.

Encourage coordinated and strategic financial investment from a mix of government, foundations and individual donors.
  - Assess existing grant programs in terms of relevance and impact; refine program to increase access and benefit.

Expand access to meaningful and relevant cultural experiences for all.
  - Create a City of Santa Fe “Summer Youth Cultural Passport” program to encourage visits to cultural institutions.
  - Examine the creation of a “Youth Arts Ambassadors” program to engage youth as advocates for the arts in their home town.
  - Establish the Literary Arts Program taskforce to identify ways that collaborative literary programs can occur throughout the city to build upon the success of the Poet Laureate Program.
  - Develop and implement a comprehensive marketing and promotion plan for the Arts Commission to increase knowledge of and participation in programs and services.
  - Develop engagement strategies to position the Community Gallery as a social/educational hub for the arts through increased outreach, lectures, workshops, trainings, school gatherings, readings and other community-related events.

Incentivize strategic collaboration and partnership.
  - Examine the development of a collaborative projects grant category to encourage the presentation of city-wide/multi-partner events that promote tourism in Santa Fe.
  - Prototype online content marketing program to create a centralized hub for the promotion of arts and cultural events via grantee-generated content.

Expand cultural workers’ access to markets and ways to present work to audiences.
  - Strengthen existing artist professional development needs by surveying and assessing the needs of artists; convening service providers to map existing services; developing mechanisms for connecting artists to services.
  - Identify partnership opportunities to increase access to micro-loans for the creative industry, entrepreneurs and businesses.
  - Create targeted marketing plan for the Community Gallery to increase visibility of local art to visitors.
• Pilot a purchase-only public art component to acquire a collection of art from local artists/galleries.
• Through international networks (UNESCO Creative Cities/Sister Cities) leverage opportunities to connect local artists with global audiences via exchanges, exhibits and visits.

Develop culturally relevant curriculum and inter-cultural teaching strategies that provide our children with a strong foundation for cultural participation throughout their lives.
• Convene arts education providers, educators, artists and arts organizations in a discussion about community-wide arts education services both in and out of school.
• Partner with the Children & Youth Commission and Human Services to examine collaborative efforts to bolster arts education opportunities throughout the city.
• Continue to provide financial support to a range of arts education service providers via the Community Arts Development Program.

Encourage the retention of young people.
• Assess the feasibility of reinstating the Community Youth Mural Program to increase direct arts experiences for youth, address graffiti in the community and provide employment opportunities for youth and artists.
• Explore the creation of “sudden opportunity” micro-grants to support the marketing and promotion of new and emerging arts events/programs.

Elevate the unique cultural identity and assets of neighborhoods.
• Institute public art micro-grants for artists in support of community/neighborhood projects.
Culture Connects Santa Fe Priority Recommendation
Realized through New Term Position

Encourage coordinated and strategic financial investment from a mix of government, foundations and individual donors.

- Pursue new revenue streams to support transformative collaborative programs

Expand access to meaningful and relevant cultural experiences for all.

- Incentivize strategic collaboration and partnership.
- Sponsor a “Committed to Cultural Collaboration” symposium and other convenings
- Aggregate, analyze and share data on attendance and participation in cultural activities to inform policy and decision making.
- Provide opportunities for cultural organization to partner with social service agencies.

Expand cultural workers’ access to markets and ways to present work to audiences.

- Explore community-based alternatives in addition to the current system (e.g. galleries) to enable new connections between collectors and cultural workers (e.g. Springboard for the Arts.)
- Support collaborative arts marketing efforts
- Support Tickets Santa Fe, the nonprofit community box office offering online sales and ticketing services to local nonprofit arts organizations.

Develop culturally relevant curriculum and inter-cultural teaching strategies that provide our children with a strong foundation for cultural participation throughout their lives.

- Work with nonprofit and private organizations to coordinate and enhance P-12 after school programs.
- Support cultural nonprofits in aligning their onsite school based programs and field trips with the curricular needs of schools
- Expand opportunities for high school students to master practical skills (e.g. through support of arts programs, vocational and trade programs, learning to code and makerspaces.)

Encourage the retention of young people.

- Provide ample opportunities for youth to have contact with working professionals through mentorships, apprenticeships, internships, volunteering and networking opportunities.
- Encourage cultural organizations to sponsor paid internships and foster a sense of community among the interns throughout the community.

Elevate the unique cultural identity and assets of neighborhoods.

- Establish places for cultural activities in every neighborhood, utilizing existing civic architecture (e.g. libraries, recreation centers, schools parks and community)
- Support collaborative projects between creatives and neighborhoods that represent place and define neighborhood identity.
October 31, 2016

City of Santa Fe Purchasing Office
2651 Siringo Road, Building H
Santa Fe, New Mexico 87505

Dear Sir/Madam,

We, the undersigned, are pleased to submit the attached proposal for a Collaborative Arts Marketing Program grant to advertise, publicize and promote multi-partner events and venues under the collective brand Be Here Now – Counter Culture in New Mexico – a multi-faceted commemoration of art, social experimentation and activism that influenced local and national culture from the 1960s to the present.

Anchor events for the Be Here Now collaboration include the Institute of American Indian Arts (IAIA) Museum of Contemporary Native Art (MOCNA) exhibition Connective Tissue: New Approaches to Fiber in Contemporary Native Art; the New Mexico History Museum exhibitions Counterculture, Communes, and Consciousness in the Southwest and Sleeping During the Day: Vietnam 1968; the Museum of Indian Arts and Culture (MIAC) exhibition Into the Future: The Cultural Power of Native Art; and the Santa Fe Desert Chorale’s 2017 Summer Festival Season program whose guiding thematic is Liberté and Justice.

IAIA will serve as the contracting agency for the grant. The collaborative marketing program will be developed in close coordination with the Museum Resources Division (MRD) of New Mexico’s Department of Cultural Affairs, who serves as the marketing arm for the NMHM and MIAC. The total amount of funds requested is $30,000.

Thank you for your time and consideration of our proposal.

Sincerely,

Robert Martin

Dr. Robert Martin
President/Institute of American Indian Arts

Della Warrior

Director/Museum of Indian Arts and Culture

Andrew J. Wulf, PhD
Director/New Mexico History Museum

Janice L. Meyer
Executive Director/Santa Fe Desert Chorale

Office of the President
P ► 505.424.2301
F ► 505.424.0050
83 Aran Nu Po Road
Santa Fe, NM 87508-1300
www.iaia.edu
Collaborative Arts Marketing Program Proposal

BE HERE NOW
COUNTERCULTURE IN NEW MEXICO

As the year 1967 heated up and the “summer of love” dawned via concerts and gatherings on the West Coast, New Mexico was experiencing its own social and environmental revolutions. Young people from across the nation flocked to alternative living situations at burgeoning communes and issues of justice, identity, and social norms came to the surface in the form of activism across the state. Over a decade into a war in Vietnam and continuing the trajectory of national civil rights activism, New Mexico’s experience of the mid-1960s and into the 1970s reflected the well-known draw of the open skies and the deep cross cultural environment that had been cooking for centuries. In 2017, the New Mexico History Museum, the IAIA Museum of Contemporary Native Arts, and the Museum of Indian Arts and Culture will each present exhibitions focusing on the theme of counterculture. As well, the Santa Fe Desert Chorale’s Summer Festival Season will encompass counterculture themes.

IAIA Museum of Contemporary Native Arts’ (MoCNA) exhibition - Connective Tissue: New Approaches to Fiber in Contemporary Native Art, on view from July 7, 2017 to Jan.21, 2018, pairs with the History Museum’s (NMHM) exhibition - Counterculture, Communes and Consciousness, on view from May 14, 2017 to March 30, 2018. Both exhibitions capture the spirit of their time: the 1960s and the present day, and both highlight major Native artists from this region, including Shonto Begay, Michael Naranjo (both NMHM), and Cannupa Hanska Luger (MoCNA). Artists in both exhibitions address the social and political complexities of their time. Their art reflects an atmosphere of protest, counterculture and experimentation.

Artworks, objects and contents of both exhibitions investigate issues of justice, identity and question social norms. NMHM’s in-depth analysis of counterculture in the Southwest, as well as Connective Tissue’s social-critical and political contemporary Native art statements promote Santa Fe as a progressive community known for its social atmosphere of equality and critical thinking. MoCNA’s Connective Tissue: New Approaches to Fiber in Contemporary Native American Art features nationally and internationally known artists, such as Brian Jungen, Nicholas Galanin, Sonya Kelliher-Combs and Marie Watt, who will attract out of state visitors. Their work explores themes relevant to local, regional as well as national audiences.

Situated uniquely within a national uprising of youth, and spanning over two decades, the NMHM’s Counterculture, Communes, and Consciousness in the Southwest explores the
pilgrimage of young people to New Mexico during this era and the unique intersection of cultures in the southwest. From the founding of environmental and Indian rights activist groups like the Black Mesa Defense Fund to outbursts of violent protests on the campus of the University of New Mexico and the unique concentration of alternative communal living experiments like Lama and New Buffalo near Taos or Dome City in Placitas, New Mexico was situated within an evolving national dialogue about what it means to be an individual with rights, personal identity, and a place to belong.

Opening in April 2017 and running through October 2017, in space adjacent to the NMHM Counterculture exhibit, will be *Sleeping During the Day: Vietnam 1968* - a photographic exhibition by Herbert Lotz which tells the story of a young gay man’s experience of being drafted and serving in Vietnam in 1968. Against the backdrop of the Vietnam War, Herb’s photographs humanize the men who served amidst the rising disillusionment with the war that became the rallying point for the emerging counter-culture movement. The exhibit will feature photographs taken by Lotz during his service with the US Army, his poignant letters home and other ephemera. Text by noted writer Gregory Hinton will explore other LGBT issues with complementary programming.

The Museum of Indian Arts and Culture (MIAC) presents *Into the Future: The Cultural Power of Native Art*, which opened in July 2016 and runs through October 2017. The exhibition demonstrates how Native American artists use their artwork to convey their own histories as well as to tell others, in their own voices, who they, and their communities, are now and what they are striving to become in the future. This exhibition is about self-definition and the cultural power in Indian art. The native artist’s self-definition is a form of resistance against loss of homelands, the forces of acculturation, and cultural appropriation. The social and political commentary is sometimes subtle, sometimes overt, and often paired with humor and satire. Exhibition artists provide an Indigenous perspective: each artist has a unique perspective based on community and family history, as well as individual experience. While they are unique in their forms, media, and messages, they all are storytellers, voices for their communities. The exhibition is a presentation on very contemporary native art.

An additional event to market under the Be Here Now thematic brand will be *Touching Beauty* — now in the Atrium Gallery of the Bataan Building in Santa Fe. Open to view — and touch — this exhibition highlights sculpture by Michael Naranjo, who is celebrated the world over for his bronze and stone forms suspended in fluid, graceful movement. Growing up in the Santa Clara Pueblo, Michael Naranjo passed his childhood days hunting with his brother and preparing clay for his mother, Rose Naranjo, a revered traditional potter. It could be said, in fact, that Naranjo had no choice but to be talented—he comes from a renowned artistic family. In 1968, however, he came back from serving in Vietnam a changed man. After losing his sight in a combat injury, he feared he would never create art again. But as his own personal form of
protest, he did in fact learn to sculpt blind—a testament to the artist’s unstoppable passion for art, beauty, and his roots.

The Santa Fe Desert Chorale’s programming theme for the 2017 Summer Festival Season is *Liberté and Justice*. The second of the core programs, "Justice," traces the evolution of spirituals through the protest movements of the 1960s and into today. Acclaimed composer, arranger and pianist, Dr. André J. Thomas, will conduct the 24 fully-professional Santa Fe Desert Chorale vocalists in a program of his design; incorporating spirituals and gospel selections, as well as arrangements and original compositions. Spirituals, one of America’s most important forms of folk songs, date from the 18th century South and expressed the community’s sorrow, hopes, and served as code for escape through the Underground Railroad. Spirituals were the soundtrack of the Civil Rights Movement in the 1960s, and they remain relevant today voicing dissent against racial injustice in the Black Lives Matter movement.

**Activities**

In addition to the estimated 100,000 visitors to the exhibitions, the Be Here Now collaboration aims to engage expanded audiences through a robust schedule of education, outreach and celebratory programming including:

- The IAIA MoCNA opening reception for *Connective Tissue* will be held on August 17, 2017 to coincide with the museums’ activities during Indian Market. During this time MoCNA has its highest attendance numbers.
- As part of its Indian Market program, MoCNA will present two performance artists whose performance pieces will provide further context for their artworks in the exhibition: Merritt Johnson’s performance explores survival from the perspective of a mixed Indigenous woman. She engages simultaneously with the past, present and future, while using cultural camouflage, limited perspective, limited resources and the presence of violence (real and imagined) as artistic tools. Charlene Vickers performance is a radical ‘break’ with past traditions and the general public’s perception about what Native American art should look like. She activates the gallery space through improvised and poetic gestures. She also invites viewers to use cones to augment their visual and aural acuity and to participate in the sensorial experience she creates. Inspired by early feminist art practices Vickers deploys performance to reclaim agency and autonomy denied to her and other contemporary First Nation artists.
- In addition to the reception and performance art MoCNA will offer public tours, as well as a public lectures (by IAIA faculty members) and a book discussion to provide audiences with a deeper understanding of the contemporary artworks on view.
- At the NMHM visitors will have the opportunity to share their own stories and how the themes of the counterculture exhibit continue to influence contemporary life through a feedback booth. Working with Berkeley California’s StoryCenter, the museum has gathered
10 stories bridging those who lived through the era and those who are continuing with the social and cultural ethos of the era today.

- *Counterculture, Communes, and Consciousness in the Southwest* will feature a companion book will be released in the summer of 2017 that brings together 11 personal essays from counter cultural figures and transcripts from the Jack Loeffler Collection.

- Other public programs offered by the NMHM in conjunction with the Counterculture exhibit include the following:
  - May 2017: A Film Series at the Center for Contemporary Art curated by Jason Silverman and Meredith Davidson. Eight films encompassing counterculture themes including popular films and documentaries.
  - May 14, 2017: A key note opening program featuring a special lecture by countercultural godfather and cultural icon, Gary Snyder at the Lensic Performing Art Center. Snyder will be in conversation with Jack Loeffler.
  - May 21, 2017: Families Make History Tie Dyeing T shirts (bring your own T shirt)
  - July 9, 2017: The Summer of Love on the Plaza. A celebration of the 50th anniversary of the Summer of Love on the plaza with community Kundalini Yoga, Sikh chanting music and a community meal.
  - September 2017: Premiere of Ken Burn’s The Vietnam War and NM PBS supplement to the series and a special encore presentation with Editor Paul Barnes, NM PBS Executive Director, Michael Kamins and project director Franz Joachim at the NMHM auditorium.
  - October 15, 2017: Families Make History Sunday, Macramé Chokers (Knot again!)
  - July-October 2017: Regional digital-shorts workshops and listening events in Dixon, Silver City, Placitas, Las Vegas and Taos.

- Santa Fe Desert Chorale (SFDC) programming will include the following:
  - August 7, 2017: Screening of When I Rise, post-screening talk by Executive Producer, Don Carlton at Center for Contemporary Arts, Santa Fe
  - August 8, 2017 and August 13, 2017: SFDC performance of “Justice,” with chorale vocalists and an instrumental ensemble led by Dr. André J. Thomas. Christ Church, Santa Fe
  - August 12, 2017: SFDC performance of “Justice” Immanuel Presbyterian Church, Albuquerque
  - Dates TBA: Performance at Youth Detention Center of work composed by SFDC composer-in-residence based on Voces de Libertad poems, followed by a public performance of the work in the community at large.
Local Business Outreach
Local businesses, including galleries, hotels, restaurants and other partners will be invited to join in this collaborative effort. Partners will be encouraged to offer packages, art enjoyment experiences, hands-on activities and menus that celebrate counter culture art, fashion and creativity.

Special outreach will be directed to Santa Fe’s gallery community. Many of the artists inspired the counterculture are represented in our art community. These galleries will be encouraged to work with the partner organizations to create gallery installations that support the sale of art by these established and emerging artists.

Hotels, with emphasis on establishments that are Native-owned or are known for their strong promotion of arts and culture packages, will be invited to create counterculture inspired vacation experiences that include accommodations, museum visits, gallery tours and special related activities.
Museum shops will feature counterculture themed merchandise. Books related to the topic will be available. Local businesses, including galleries, hotels, restaurants and other partners will be invited to join in this effort. Partners will be encouraged to offer packages, art enjoyment experiences, hands-on activities and menus that celebrate counter culture art, fashion and creativity.

Marketing Plan
Our collaborative marketing plan consists of three key elements: creative, public relations and advertising. Due to budget constraints, virtually all marketing will support the collaborative brand, thus avoiding a battle of the brands and supporting a highly unified message.

Creative Approach
Although each of institutions will create logos to identify the unique nuances of the three individual exhibitions, a singular and cohesive brand identity will be developed to support the collaboration.

Public Relations
The diversity of public programs creates multiple opportunities for promotion via traditional and new media outlets. Press releases and media alerts are the core messaging for traditional media to be supplemented with a vigorous social media push. Traditional marketing (i.e. print ads) will be reformatted into jogs to be shared on Facebook, Twitter, and LinkedIn and through peer-to-peer email sharing. Lectures, panel discussions, and similar events will additionally be both live-streamed and taped for upload to each institution’s YouTube account. Opportunities will be created for traditional media coverage as well as sharing via social, such as taped artist, curator, and collector interviews uploaded to YouTube, social media slide shows, and other repurposed content. Given counterculture’s importance to a current generation of practicing
artists, we will reach out to these social influencers. With multiple participating institutions, the opportunities to cross-share/promote one another’s social media posts open this content to potential viewing of followers/fans/friends numbering in the many hundreds of thousands worldwide. Practice has shown that this social reach results in an uncountable number of hits and posts by bloggers more tuned into relevant news via social than traditional media. Finally, these institutions are highly regarded by traditional media whose coverage will be significant, and as is the case these days, coverage that will be shareable on social media.

**Marketing Activities**

Paid advertising will include a mix of traditional and new media outlets. Key advertising channels include:

- **Print:** Traditional print advertising will include tourist, general interest and specialty publications, including New Mexico Magazine and AAA New Mexico. Key summer tourist publications like Bienvenidos will also be included. Local newspaper ads will be used as appropriate to support event and program advertising. All print ads will be re-purposed on social media.

- **Television:** A 30 second spot campaign will be developed to support the collaboration. Spots will run on statewide television channels. A three-part series of 3-5 minute videos will be produced and aired on New Mexico Style. More significantly, all spots and video will be repurposed on social media.

- **Out-of-Home:** Advertising at Sunport will be utilized during the heavy summer travel months.

- **Digital/Social:** Aggressive online advertising will be used on targeted sites like santafe.com, santafe.org, and Indian Country Today that incorporate search and retargeting methodology. A coordinated social media strategy will be used to support consistent and provocative posts using as a foundation a combined number of Facebook followers exceeding 60,000. Social media posts will be enhanced with paid support to extend reach. In addition, the numerous artists influenced by counterculture will be encouraged to leverage their own significant follower bases to like, share, comment and generate more posts. Hotel and galleries participating in the effort will also be asked to support our social media presence. In this way we will create a unique and vibrant online community that includes the voices of artists, art lovers, museums, galleries, educators and students.

- **Collateral Material:** A rack-card sized brochure is being developed for wide-spread distribution.

- **Building Signage:** Banners will be developed to cross-promote each exhibition at each location.

- **Publications:** Publications including the Museum of New Mexico’s El Palacio magazine and NM DCA’s Summer Guide to Museums & Historic Sites will support the collaboration editorially and with advertising.
### Marketing Budget

**Advertising and Promotion**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Print</td>
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<tr>
<td>Television</td>
<td>$15,000</td>
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<tr>
<td>Out-of-Home</td>
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<tr>
<td>Digital/social media</td>
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<tr>
<td>Collateral/Signage</td>
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**Total**                        | $50,000 |

**Budget contributions**

<table>
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<tr>
<td>Partner Contributions</td>
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<tr>
<td>Request from Santa Fe Arts Commission</td>
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</tbody>
</table>

**Total:**                        | $50,000 |
Connective Tissue: New Approaches to Fiber in Contemporary Native American Art
Interior of dome at Lama, Taos, New Mexico, photo by Seth Roffman
Sleeping During the Day: Vietnam 1968
Photographs by Herbert Lotz
Tewa Tales of Suspense No. 44

Jason Garcia (Okuu Pin), Santa Clara