

# Agenda

#### ARTS COMMISSION

Monday, July 10, 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) May 8, 2017
- 5. Report of Chair
  - a) Terms & Upcoming Vacancies
- 6. Report of Director
  - b) Results Based Accountability, Quality of Life Ambitions & Population Indicators
- 7. Updates and Reports
  - a) Art in Public Places
    - i. Committee Vacancy
    - ii. FY1617 Programs & Accomplishments
  - b) Community Gallery
    - i. Spectacle Exhibit & Programs
- 8. Action Items
  - a) A RESOLUTION DIRECTING THE CITY MANAGER TO WORK WITH THE SANTA FE UNIVERSITY OF ART AND DESIGN AND THE NEW MEXICO MUSEUM OF ART TO LOAN THE MUSEUM THE BEAUMONT NEWHALL LIBRARY IN CONJUNCTION WITH ITS CENTENNIAL CELEBRATION; AND TO DISCUSS TERMS AND CONDITIONS FOR THE FUTURE DONATION OF THE BEAUMONT NEWHALL LIBRARY TO THE NEW MEXICO MUSEUM OF ART. (Councilors Lindell, Harris and Ives) (Kelley Brennan)
  - b) Lodgers' Tax for the Arts: Category C Funding Recommendations:
    - i. Wise Fool New Mexico, \$20,000
    - ii. Parallel Studio, Inc., \$18,000
    - iii. Santa Fe Independent Film Festival, \$17,000
    - iv. CENTER, \$15,000
    - v. The Center for Contemporary Arts, \$15,000
    - vi. The Santa Fe Desert Chorale, \$13,000
    - vii. Santa Fe Children's Museum, \$12,000
    - viii. Santa Fe Botanical Garden, \$8,000
    - ix. Santa Fe Pro Musica, \$7,000

- c) Lodgers' Tax for the Arts: Category B Funding Recommendations
  - i. Arte Flamenco Society, Inc. \$9,000
  - ii. Axle Projects, Inc. \$8,000
  - iii. Santa Fe JIN, \$7,000
  - iv. New Mexico Performing Arts, \$6,500
  - v. Spanish Danzart Society, \$5,000
  - vi. Santa Fe Friends of Traditional Music, \$5,000
  - vii. Teatro Paraguas, Inc., \$4,500
  - viii. Art on Loan Program
  - ix. Request for Approval of Recommendation to Discontinue Art on Loan Program as an Art in Public Places Function
  - x. Request for Approval of a Recommendation for the Community Gallery Advisory Group to Consider Creation of an Outdoor Exhibition Program in lieu of the Art on Loan Program
- d) Request for Approval of Community Supported Art (CSA) Program through the Community Gallery
- e) Request for Approval of Pop-up Exhibit Guidelines
- f) Art on Loan Program
  - i. Request for Approval of Recommendation to Discontinue Art on Loan Program as an Art in Public Places Function
  - ii. Request for Approval of a Recommendation for the Community Gallery Advisory Group to Consider Creation of an Outdoor Exhibition Program in lieu of the Art on Loan Program
- 9. Adjourn

# City of Santa Fe, New Mexico

# LEGISLATIVE SUMMARY

Resolution No. 2017-**Beaumont Newhall Library** 

SPONSOR(S):

Councilors Lindell, Harris and Ives

**SUMMARY:** 

The proposed resolution directing the City Manager to work with the Santa Fe University of Art and Design and the New Mexico Museum of Art to loan the Museum the Beaumont Newhall Library in conjunction with its centennial celebration; and to discuss terms and conditions for the future donation of the

Beaumont Newhall Library to the New Mexico Museum of Art.

PREPARED BY:

Rebecca Seligman, Legislative Liaison Assistant

FISCAL IMPACT: No

DATE:

June 20, 2017

ATTACHMENTS: Resolution

FIR

## 1 CITY OF SANTA FE, NEW MEXICO 2 RESOLUTION NO. 2017-3 INTRODUCED BY: 4 5 Councilor Signe I. Lindell 6 Councilor Mike Harris 7 Councilor Peter N. Ives 8 9 10 A RESOLUTION 11 DIRECTING THE CITY MANAGER TO WORK WITH THE SANTA FE UNIVERSITY 12 OF ART AND DESIGN AND THE NEW MEXICO MUSEUM OF ART TO LOAN THE 13 MUSEUM THE BEAUMONT NEWHALL LIBRARY IN CONJUNCTION WITH ITS 14 CENTENNIAL CELEBRATION; AND TO DISCUSS TERMS AND CONDITIONS FOR 15 THE FUTURE DONATION OF THE BEAUMONT NEWHALL LIBRARY TO THE 16 NEW MEXICO MUSEUM OF ART. 17 18 WHEREAS, on September 15, 2009 the City of Santa Fe purchased from the College of 19 Santa Fe (College) the land and buildings located at 1600 St. Michael's Drive, together with the 20 personal property located thereon; and 21 WHEREAS, on that same date the City leased to the Santa Fe University of Art and Design (University) most of the land and buildings (the Campus) and all of the personal property 22 23 for the purpose of operating an institution of higher education; and WHEREAS, the personal property included, among other things, the Beaumont Newhall 24 Library, acquired by the College in or about 1995 in accordance with an "Agreement for Purchase 25

1	of the Beaumont Newhall Library" and comprised of approximately 3,500 books and catalogs or
2	photography, together with a collection of Beaumont Newhall's lectures on tapes for use for
3	educational and research purposes; and
4	WHEREAS, the University has certain rights in the Beaumont Newhall Library under its
5	lease with the City, including the right to maintain it on the Campus as a teaching aid; and
6	WHEREAS, the City and the University, in dialogue with the New Mexico Museum of
7	Art (the Museum), in recognition of the Museum's upcoming centennial celebration, wish to loan
8	the Museum the Beaumont Newhall Library as a complement to the Museum's existing
9	photography collection and to expand its use in the future as a teaching and research tool.
10	NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE
11	CITY OF SANTA FE that the City Manager is directed to work with the Santa Fe University of
12	Art and Design and the New Mexico Museum of Art to negotiate an agreement with the Museum
13	to loan the Beaumont Newhall Library in conjunction with its centennial celebration, and to
14	expand its use in the future as a teaching and research tool.
15	BE IT FURTHER RESOLVED that said discussions shall also include the terms and
16	conditions for the future donation of the Beaumont Newhall Library to the New Mexico Museum
17	of Art.
18	PASSED, APPROVED AND ADOPTED thisday of, 2017.
19	
20	
21	JAVIER M. GONZALES, MAYOR
22	ATTEST:
23	
24	
25	YOLANDA Y. VIGIL, CITY CLERK

APPROVED AS TO FORM:

KELLEY A. BRENNAN, CITY ATTORNEY

M/Legislation/Resolutions 2017/Beaumont Newhall Library

52

77

23

77

17

50

61

81

ΔĮ

91

SI

ÞΙ

13

17

 $\Pi$ 

01

6

8

9

ς

Þ

ε

7

Ţ

# 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. Ger	neral Information
Short Title(s): A RESUNIVERSITY OF MUSEUM THE BICELEBRATION; A	Resolution: X used for related bills and/or resolutions) SOLUTION DIRECTING THE CITY MANAGER TO WORK WITH THE SANTA FE ART AND DESIGN AND THE NEW MEXICO MUSEUM OF ART TO LOAN THE EAUMONT NEWHALL LIBRARY IN CONJUNCTION WITH ITS CENTENNIAL ND TO DISCUSS TERMS AND CONDITIONS FOR THE FUTURE DONATION OF NEWHALL LIBRARY TO THE NEW MEXICO MUSEUM OF ART.
Sponsor(s): Councilor	s Lindell, Harris and Ives
Reviewing Departmen	nt(s): City Attorney's Office
Persons Completing F Reviewed by City Att Reviewed by Finance	orney: Why A. Bulluan Date: 6/22/17
The proposed resolu and the New Mexico its centennial celebr	pose and major provisions of the bill/resolution:  tion directs the City Manager to work with The Santa Fe University of Art and Design  Museum of Art to loan the Museum the Beaumont Newhall Library in conjunction with  ation; and to discuss terms and conditions for the future donation of the Beaumont  he New Mexico Museum of Art.
Section C. Fisc Note: Financial inform budget increase, the fora. The item must be on of Santa Fe Budget bill/resolution) b. Detailed budget infor (similar to annual rec. Detailed personnel fraction of Resource Departments. Projected Expendita. Indicate Fiscal Years 04/05) b. Indicate: "A" c. Indicate: "R"- "NR" d. Attach additional professional professional information."	al Impact nation on this FIR does not directly translate into a City of Santa Fe budget increase. For a llowing are required: the agenda at the Finance Committee and City Council as a "Request for Approval of a City increase" with a definitive funding source (could be same item and same time as rmation must be attached as to fund, business units, and line item, amounts, and explanations quests for budget) orms must be attached as to range, salary, and benefit allocation and signed by Human at for each new position(s) requested (prorated for period to be employed by fiscal year)* tures: (s) affected — usually current fiscal year and following fiscal year (i.e., FY 03/04 and FY if current budget and level of staffing will absorb the costs if new, additional, or increased budget or staffing will be required if recurring annual costs if one-time, non-recurring costs, such as start-up, contract or equipment costs of one-time, non-recurring costs, such as start-up, contract or equipment costs of one-time, non-recurring costs and adequately project revenue and cost patterns or shown as an offset if some cost savings are projected (explain in Section 3 Narrative)
	Finance Director:

	X		if no fiscal im	paot							
ın #:	Expenditure	FY 2	3 1 "A" Coote	4   "P" C+-	5	6 "A" C	7	8			
	Expenditure Classification	FY	"A" Costs Absorbed or "N" New Budget Required	"R" Costs Recurring or "NR" Non- recurring	FY	"A" Costs Absorbed or "N" New Budget Required	"R" Costs – Recurring or "NR" Non- recurring	Fund Affected			
	Personnel*	\$			<u>\$</u>						
	Fringe**	\$			\$		•				
	Capital Outlay	\$			\$						
	Land/ Building	\$	***************************************		\$						
	Professional Services	\$			<u>\$</u>						
	All Other Operating Costs	\$			\$						
	Total:	\$			\$						
	* 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.										
	<ul><li>2. Revenue Sources:</li><li>a. To indicate new revenues and/or</li><li>b. Required for costs for which new expenditure budget is proposed above in item 1.</li></ul>										
ın # <u>:</u>	1	2	3	4	5	6					
	Type of Revenue	FY	"R" Costs Recurring or "NR" Non- recurring	FY	"R" Costs – Recurring or "NR" Non- recurring	Fund Affected					
		<b>d</b> h		•							
		<u>\$</u>		<u>\$</u>							
		\$		\$							

#### 2017/18 Project Summaries

#### **City of Santa Fe Arts Commission**

#### 1% Lodgers'Category B

Arte Flamenco Society, \$9,000: Director Juan Siddi and company are seeking funding to support their mission of bringing Flamenco to a more mainstream audience through performances and educational programs. The company will perform at The Lensic on June 9<sup>th</sup>, 2018, as well as two performances later in the year. The company also performs at many senior living facilities and at fundraisers throughout the year. Funding will help them produce their annual posters, postcards and other marketing materials for the 2018 season, as well as advertising in local, national and international print media.

**Axle Contemporary, \$8,000**: Axle Contemporary produces several exhibitions for their mobile gallery each year. They present installation art in the winter and spring, performance art in May and June, a new media artwork in June and works-on-paper throughout the summer. Because the gallery is moveable, Axle can bring art all over the city, to both tourist and local destinations. They are seeking funding for printing if marketing materials, administrative and artistic fees.

Santa Fe JIN, \$7,000: Santa Fe JIN's Japanese Cultural Festival is an annual event taking place in April or May. It attracts both tourists and locals and helps to promote Japanese arts and culture during its two day event. It is the only event in Northern New Mexico that highlights Japanese culture and the arts. They are seeking funds for marketing materials, advertising and administrative costs.

New Mexico Performing Arts Society, \$6,500: The 2017/18 season for NMPAS includes an artistic collaboration with the New Mexico State University orchestra and faculty string quartet. Other collaborations include the Santa Fe Youth Symphony Orchestra, New Mexico School for the Arts, The Shakespeare Guild, and Gonzo Opera Company. Concerts will take place between November and June of 2018.

Spanish Danzart Society/Entreflamenco, \$5,000: Entreflamenco fosters the creation, advancement and evolution of the art of flamenco through the presentation of new works consisting of original choreographies, musical compositions, costume and set design. They product over 100 performances each year, and each segment of their season (summer, fall, holiday and spring) present distinct, full length flamenco dance productions with a variety of performers.

Santa Fe Friends of Traditional Music, \$5,000: The Santa Fe Traditional Music Festival is a three-day festival, August 25-27, 2018. It will feature concerts, instrumental and singing workshops, arts and crafts displays and opportunities for informal jamming and interaction among musicians, fans and the general public. Musical genres include Bluegrass, New Mexico Hispanic, Cajun, Balkan and other global traditions. This year's event will include more diversified musical offerings to allow participants to be exposed to music they would not otherwise hear.

**Teatro Paraguas, \$4,500:** The 2017/18 season will include three Hispanic/Latino contemporary plays as well as the  $4^{th}$  annual Dia de los Muertos production and  $5^{th}$  annual winter holiday celebration, A Musical Piñata for Christmas. Funds are being sought to help fund marketing materials, advertising, artistic and administrative fees.

# RFP # '17/52/P Lodgers' Tax for the Arts: Category B Scoring

Rank	Organization Name	Socre	Request	Org Budget	Cash Project Budget	Recommendation	Rec as % of Request	FY 1617	% Change FY to FY
1	Arte Flamenco Society Inc	89.00	10,000	108,593	128,020	9,000	90%	NA	NA
2	Axie Projects Inc	81.50	10,000	57,483	53,000	8,000	80%	8,000	0%
3	Santa Fe JIN	78.00	10,000	19,500	45,000	7,000	70%	NA	NA
4	New Mexico Performing Arts	77.50	10,000	65,890	97,540	6,500	65%	5,000	30%
5	Spanish Danzart Society, Entreflamenco	76.50	35,000	227,813	215,053	5,000	14%	7,000	-29%
6	Santa Fe Friends of Traditional Music	73.50	6,000	27,000	27,000	5,000	83%	NA	NA
7	Teatro Paraguas Inc	73.00	10,000	81,423	81,000	4,500	45%	6,500	-31%
8	Theatre Grottesco North America Inc.	64.50	6,000	138,525	150,839	Ineligible	NA	6,000	NA

45,000

#### 2017/18 Project Summaries

#### **City of Santa Fe Arts Commission**

#### 1% Lodgers' Category C

**CENTER, \$15,000:** CENTER seeks funding to continue their multiple photographic exhibits, artist workshops and panel discussions during the Review Santa Fe Photo Festival and at other times throughout the year. In their workshops, artists will learn how to prepare for reviews, find sustainability for their work and other career building topics. CENTER also hosts a student review and exhibition showcasing work from the students of the Marion Center for Photographic Arts.

The Center for Contemporary Arts (CCA), \$15,000: The Cinematheque at CCA comprises the Cinema and Studio with lectures held in the Munoz-Waxman Gallery. CCA hosts occasional offsite showings at The Lensic and at schools throughout Santa Fe. Their annual program includes more than 2,750 screenings and public programs. Their exceptional art house programming consistently shows films not seen in other area theaters. They are seeking funding for marketing and artistic fees.

**Parallel Studios, Inc., \$18,000:** the international CURRENTS festival will be celebrating its 10<sup>th</sup> year in 2018. This new media arts festival attracts a local, national and international audience. This year's exhibit will include interactive installations, multimedia performance, single channel video and animation, robotics, web and app art based projects, virtual reality, 3D printing, holography and experimental documentaries.

Santa Fe Botanical Garden, \$8,000:

## RFP #'17/51/P Lodgers' Tax for the Arts: Category C Funding Recommendations

Rank	Organization Name	Score	Request	Org Expense Budget	Cash Project Budget	Recommendation	Rec as % of Request	FY 1617	% Change FY to FY
1	Wise Fool New Mexico	136.00	25,000	430,500	140,100	20,000	80%	12,000	67%
2	Parallel Studio Inc	134.50	30,000	216,741	241,000	18,000	60%	13,000	38%
3	Santa Fe Independent Film Festival	133.50	35,000	200,000	235,500	17,000	49%	22,500	-24%
	CENTER	128.00	30,000	316,500	67,000	15,000	50%	11,000	36%
	The Center For Contemporary Arts	128.00	32,500	952,074	415,000	15,000	46%	22,500	-33%
	The Santa Fe Desert Chorale	124.50	35,000	901,572	873,184	13,000	37%	14,500	-10%
	Santa Fe Children's Museum	123.00	35,000	409,942	112,010	12,000	34%	NA	NA
	Santa Fe Botanical Garden	112.00	30,000	950,619	207,000	8,000	27%	10,000	-20%
	Santa Fe Pro Musica	108.50	35,000	683,818	801,000	7,000	20%	10,000	-30%

143,000

### City of Santa Fe Arts Commission Community Supported Art Program

#### **Background**

Community Supported Art (CSA) is a self-sustaining model to generate new economic benefit for local cultural producers. The program connects local collectors who are willing to purchase a yearly "share" in the program (i.e. shareholders), with local artists and artisans who deliver small scale, original artworks (i.e. shares) three times a year. In this way, the program income generated by the purchase of shares supports the commissioning of original artworks by the artist while offsetting the hard costs of operating the program.

The model comes from the local food movement. In agricultural CSAs, individuals purchase shares in the off-season that support the farmer's start-up costs at the start of the planting. During the growing seasons, shareholders receive regular boxes of produce grown by the farmer. Spring Board for the Arts in Minneapolis pioneered the use of the model for cultural workers. Numerous communities now operate arts-based CSAs.

CSAs are designed to do more than provide capital to commission art. They are intended to build deeper connections between local cultural producers and consumers. CSAs provide an entry point for collectors, new and established, to discover new artists, obtain small pieces and build relationships. As such, pick-up events must be engaging and interactive. It is one thing to buy a piece of art; it is another to have the artists at pick-up to answer questions, talk about their project and just say "hello."

#### **Basic Structure**

Shareholders: Fifty shares will be available for purchase at \$500 per share at the start of the "season." When sold out, the shares will generate \$25,000 to reinvest in commissioning artworks as well as defraying hard costs. All shareholders will agree to the terms and conditions of the CSA upon purchase of the share.

Shares: A share will consist of a total of nine original, small-scale artworks by nine different artists. The share will be delivered three pieces at a time at three separate pick-up events over a 12 month period.

Artists/Artisans: Nine local artists will be selected based on established criteria by a jury. Each artist will receive \$2,000 to produce 50 original, small-scale works. Artist will be assigned to one of the three pick-up events and required to deliver the work one week prior. All artists sign an agreement outlining the terms and conditions of receiving their participation.

Pick-up Events: Pick-up events will be fun, interactive evenings with food, drink and live music. These events will be for shareholders and one guest only. Each artist will be on hand to discuss their work, process and techniques. Shareholders will leave the events with three artworks.

#### Mission, Goals and Priorities Supported

The CSA program fits within the Community Gallery's mission to exhibit and sell the work of local artists. It supports two of the Arts Commission's Policy Planks: Economic Growth and Creative Spaces. Specifically, it aligns with initiatives around micro-granting and positioning the Community Gallery as a social and educational hub.

The CSA program would also further recommendations found in the Culture Connects Cartography by expanding access to: markets and ways to present work to audiences; capital; and professional networks.

# City of Santa Fe Arts Commission Community Gallery Pop Up Exhibits Guidelines

As the City of Santa Fe Community Gallery continues to evolve its programming, we find it is increasingly meeting the need to provide a space and place to feature the work of local groups and organizations. In order to ensure that these exhibits continue to support the larger Community Gallery mission of supporting, displaying and selling the work of local artists, the following shall guide use of the gallery for Pop Up exhibits:

- A written proposal describing your organization's work, the nature and scope of the exhibit, artists
  who will be involved, and any other relevant information is required for Pop Up Exhibit
  consideration.
- All exhibits are subject to availability and schedule. Gallery programming is usually set 18 to 24
  months in advance. Efforts are made to support a variety of community organizations. Each exhibit
  is a one-time use. Based on demand, organizations may be subject to a 2 to 3 year blackout before
  applying for a second Pop Up.
- Exhibits will be limited to 2 weeks or less, based on the Gallery schedule.
- The Gallery capacity requires a minimum of 40 works and a maximum of 100, depending on size.
- Please designate one individual from your organization to serve as the exhibit contact. This individual will be responsible for delivery, installation and fulfillment of exhibition expectations. To ensure smooth communication, this is the only individual with whom we will discuss exhibit details.
- Artwork must be delivered to the Gallery by your organization at the agreed upon date and time.
   Work received later this may not be allowed for display. The Gallery reserves the right to cancel an exhibit if the work is not delivered as agreed upon.
- Your organization will be responsible for the planning, preparation, installation and fulfillment of the
  exhibit and exhibit opening with limited assistance from Gallery staff. Gallery staff can provide
  feedback and technical assistance in the areas of lighting, installation and installation methods and
  materials.
- Gallery staff will be available for the limited purpose of providing technical and curatorial feedback.
- An MS Excel template will be provided for the purposes of creating an inventory. This document
  must be emailed to the Gallery on or before the designated delivery date/time. Please ensure the
  accuracy of all information prior to submitting.
- Organizations may provide their own artist labels, or the Gallery will generate them from the
  provided inventory. Please ensure the accuracy of the inventory prior to submission as the Gallery is
  not responsible for label errors.
- Organization may provide their own exhibit title approved by the Gallery or the Gallery will provide it. If the Gallery is providing, all content for the design and production of exhibit title wall must be provided by your organization three weeks prior to the opening.
- Organizations are responsible for providing all promotional materials, including printed flyers, advertisements, posters, etc. as well as the marketing and publicity of exhibition-related events (opening, etc.) to your members and constituency.
- The Gallery will include exhibit information and press release details on its website as well as promotion through social media and e-blasts.
- Exhibit openings are generally held on Thursday and Friday afternoons/evenings. The Gallery will provide sparkling water, cups and napkins.
- Any additional programming requests (workshops, classes, panel discussions, etc.) are subject to schedule and availability. Public programs take place on Wednesday evenings and Saturday afternoons.

#### **About Exhibit Openings**

We encourage organizations to hold public openings in conjunction with their exhibits. These events provide important acknowledgement and celebration for artists. They allow friends, families and supporters to honor

the participants. Generally, we prefer simple, free, public events as they allow for broad participation, keep the focus on the exhibit and ease the burden for your organization.

Should your organization wish to include additional elements, we encourage you to discuss this with us as part of the exhibit proposal. Please keep in mind the following:

- Organizations may provide additional light food and beverage services. These services must be provided by a Santa Fe Community Convention Center (SFCCC) approved caterer.
- Organizations must follow all SFCCC policies, including the use of approved providers and payment of fees.
- Due to the limitation and nature of the Gallery, only cold foods may be served. There are no prep facilities; all food must be delivered ready to serve.
- Under some circumstances, organizations may need to contract and pay for private security.
- Private events must occur on a different day than a public event (i.e. a private VIP event may occur the day prior to a public opening, but not on the same day.)
- If music will be part of the event, all equipment/amplification must be provided by the musicians.
- We do not provide parking for volunteers, vendors, performers, etc.