



# Agenda

CITY CLERK'S OFFICE

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## ARTS COMMISSION

Monday, July 9, 2018

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) June 11, 2018
5. Report of the Chair
6. Report of Director
7. Updates and Reports
  - a) Art in Public Places
    - i. Santa Fe Gateway Ignite Program Update (Jackie Camborde)
  - b) Culture Connects (Debra Garcia y Griego)
  - c) Summer Youth Culture Passport (Jackie Camborde)
  - d) Poet Laureate (Debra Garcia y Griego)
  - e) Gallery Initiative (Randy Randall)
8. Action Items
  - a) Request for Approval of Funding Recommendations for 2018/19 Collaborative Arts Marketing:
    - i. CENTER, \$10,000
    - ii. International Folk Art Market, \$20,000
    - iii. Museum of New Mexico Foundation, \$30,000
    - iv. SITE Santa Fe, \$30,000
  - b) Request for Approval of Funding Recommendation for 2018/19 Target Impact Support:
    - i. Santa Fe Friends of Traditional Music, \$7,500
    - ii. Santa Fe Women's Ensemble, \$7,500
  - c) Request for approval of Galleries and Culture Marketing Campaign.
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.

# Arts Commission Meeting – Index – June 11, 2018

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Call to Order	Chip Chippeaux, Chair for the Arts Commission called the meeting to order at 5:00 pm in the City Councilor's Conference Room, Santa Fe, New Mexico. Roll Call reflects quorum.	Page 1
Approval of Agenda Move 8e) after approval of minutes and 9 a) follows 8e.	<i>Ms. Hnasko moved to approve the agenda as amended, second by Ms. Ritch, motion carried by unanimous voice vote.</i>	Page 1
Approval of Minutes – May 14, 2018	<i>Mr. Hanna moved to approve the minutes as presented, second by Ms. Trujillo Martinez, motion carried by unanimous voice vote.</i>	Page 1
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Updates and Reports a) Art in Public Places Youth Arts Exhibit Call b) Cultural Investments – Site Visit Reports c) Culture Connects d) Mayor's Arts Awards	Informational – Site Visit Reports	Page 4 - 5
Adjournment and Signature Page	<i>There being no further business to come before the Art Commission, Acting Chair called for adjournment at 6:10 pm</i>	Page 5

**ARTS COMMISSION**  
**Monday, June 11, 2018**  
**City Councilor's Conference Room**  
**5:00 PM – 6:10 PM**

**MINUTES**

**1. Call to Order**

Chip Chippeaux Chair, called the Arts Commission meeting to order at 5:00 pm in the City Councilor's Conference Room. Roll call reflects a quorum.

**2. Roll Call**

Present:

Chip Chippeaux, Chair  
Exilda Trujillo-Martinez  
Kathlene Ritch  
Alex Hanna  
Adelma Hnasko

Not Present/Excused:

Bernadette Ortiz-Pena  
Ashlyn Perry  
Brian Vallo

Staff Present:

Debra Garcia y Griego, Executive Director, Arts Commission  
Rod Lambert, Gallery  
Randy Randall, Convention Center Director  
Joy Rice, Marketing Manager

Others Present:

Fran Lucero, Stenographer

**3. Approval of Agenda**

Move 8e) after approval of minutes and 9 a) follows 8e.

*Ms. Hnasko moved to approve the agenda as amended, second by Ms. Ritch, motion carried by unanimous voice vote.*

**4. Approval of Minutes – May 14, 2018**

*Mr. Hanna moved to approve the minutes as presented, second by Ms. Trujillo-Martinez, motion carried by unanimous voice vote.*

**8 e) Culture and Gallery Initiative (Randy Randall, Joy Rice)**

This program would target the people who are interested in shopping in our galleries, high-end retail. Our general Ad doesn't target these individuals. Mr. Randall met with the Chairman of the Gallery Association and some of the Museum owners to discuss the concept to run a unique program. The pieces of it are specific; create a Gallery and Cultural micro-site where digital

advertising can be directed to and create our own influencer campaign. We would bring both influencers who have followings and are interested in these things or even create our own influencers who would be on-going in the social media market who would talk about Santa Fe time to time in the high end-market. All documents distributed today are “Drafts”, based on 1) coming to an agreement with the beneficiaries of this campaign, 2) timing and 3) funding. Proposal is to carve \$100,000 from Tourism Santa Fe’s advertising budget. Our budget is about \$1.270 million in this next FY. They would carve \$100,000 out of that to help fund this. It would be \$100,000 from fund balances that the Arts Commission has. Mr. Randall said that he has challenged the Gallery Association to come up with \$50,000 that they could put towards this. They have about 70 members so it would be less than \$1,000 per gallery. All money would be spent by Tourism Santa Fe with the input of the Arts Commission at that level. This is not a grant program; these funds would not be used for profit organizations. We would control the whole program therefore the funding use would be appropriate. Gallery Association is excited about this, their customers are different from the average customers who come to Santa Fe. The Museum groups are not as excited but will come around. Mr. Randall said today’s goal was to present this to the Arts Commission members to review and digest and have this on next month’s agenda for action. This is planned to be more of a digital campaign vs. visual campaign. Ms. Garcia y Griego said that SITE Santa Fe was most receptive; O’Keeffe and State Museums were enthusiastic. Mr. Randall said that this is not a summer program, there will be a success measurement created for this campaign.

Ms. Rice stated that this is more content marketing, we want to have a more interactive way of marketing and this is where the influencer comes in to play. The micro site will also allow changes quickly and offers a lot of flexibility.

Target implementation date is September 2018.

Mr. Randall said that there are growing areas and it will feature the four top art districts. This is not a membership driver program for the museums. There is added value when you utilize digital marketing.

Ms. Rice recommended the commission members look at micro site: Found in Miami

Mr. Randall said they are suggesting it is done with FUSEIDEAS for 1 year and re-evaluate after that time.

The Chair asked the Arts Commission members to review the documents handed out at this meeting, any comments can be directed to Mr. Garcia y Griego or to Mr. Randall. If this item is passed at next meeting it will be important to have a 9 month update on this program.

Ms. Hnasko asked if a study session could be structured to discuss this important item. Ms. Garcia y Griego will work on scheduling a work session.

## 5. Action Items

- a) Airport Purchase(s) (Rod Lambert)
  - i. Joerael Elliot, “Goyathlay (Geronimo),” \$8,000 – 40x32
  - ii. Alvin Gill-Tapia, “Atras de San Miguel,” \$6,300 – 38x38
  - iii. Heidi Brandow, “On This Day We Say,” \$5,000 – 36x45
  - iv. Mary Ann Onstott, “Santa Fe Santurario de Chimayo,” \$7,000 – 8x6
  - v. David Wagner, “Flagboy,” \$2,000 (It is a kite) – 5’x9’
  - vi. Walter Robinson, “Buffalo Cookie (White),” \$6,000

- vii. John Geldersma, "Black Wings," \$6,500 – 60x37
- viii. Willis F. Lee, "Subjacent II," \$8,000 – 50x40

Mr. Lambert informed the commission members that the above 8 pieces have been approved by the Art in Public Places committee. He provided a description on each submission.

Total is \$48,500 with a balance of \$2,500. Mr. Hanna said that Art in Public Places members were very excited about the selected 8 pieces.

Ms. Ritch asked when the installation would be

Mr. Lambert said that once the contractual process is completed, it is anticipated that it would be September 2018.

***Ms. Ritch moved to approve the eight airport pieces in the amount of \$48,500, second by Ms. Trujillo-Martinez, motion carried by unanimous voice vote.***

#### 6. Presentations

- a) Institute of American Indian Arts  
Laurie Logan Brayshaw and Eric Davis

The grant has been used in the school and the museum. In the museum, their advertising and marketing is more traditional. They spend a lot of what is allocated to them in national advertising and glossy publications. That is their audience and their target in years that they have been doing their marketing; that is what fits. Other events are the Annual PowWow which happens the weekend before graduations, Readers Gathering where the mentors come to town at the beginning of each semester and do readings and workshops. They have started a music festival which has been moved up earlier than PowWow for a variety of reasons. There is the Artist in Residence Program where artist come to the school throughout the year, usually three or four at a time, interact with the students; they do lectures, they do workshops, and they are now open to the public. PowWow had the largest attendance this year in the history of the PowWow. The Music Fest, although in its early stages are well attended. The money they receive from the city is well used. A final report will be sent in writing to the Arts Commission.

We are forwarding the agenda for the museum and the school through Marketing. Ms. Brayshaw added that the people who are reading at the readers gathering are prominent and nationally known. They are former students and are now internationally recognized, this is the 6<sup>th</sup> graduating class since the program started.

For the PowWow there were 150 people who came up from Albuquerque who were from Oklahoma and came to this.

Opening of the new facility. Performing Arts and Fitness Center – full size gymnasium, tribal championship in 2020, Performing Arts 120 seats black box theater will be included in future planning; just opened in January. There will be future discussions with the Arts Commission on where IAIA is going forward.

There is still that gap of zero to \$200,000 and IAIA can be the infill. Thank you.



## 7. Report of the Chair

The Chair encouraged the members to go to the website and review the Mayor's Awards documents and to do both; nominate or encourage others to nominate.

Ms. Hnasko asked if the individuals have to be from Santa Fe County.

Ms. Garcia y Griego: Yes they need to be from Santa Fe County and youth recipients need to be 21 or younger.

## 8. Report of Director

Ms. Garcia y Griego met with Partners in Education last week. They are awarded \$30,000 a year to promote art in the schools. Exhibits presented at today's meeting were the Art and Poetry Anthology and the ArtWorks 2017-2018 report.

It was noted that the Artist Table at the Cooking School will not be done this year.

## 9. Updates and Reports

### a) Art in Public Places

#### i. Youth Arts Exhibit Call (Rod Lambert)

We have historically had an exhibit in January, in two occasions we have done the NM School for the Arts and SFPS. We are now going to do one window, the Arts Commission will select the show and the call is out. Closing date is July 2<sup>nd</sup>. Open on the website.

### b) Cultural Investments

#### i. Site Visit Reports

##### a. Santa Fe Symphony & Chorus (Exilda Trujillo Martinez)

Site visit in April. Mr. Greg Halpin – the founder 34 years ago, he is going to retire and stay with the organization. They hired a full time conductor, Carmen, Chorus Director – there are reassignments for the staff. The initial elements of the vision have resulted in to a beautiful mosaic visually and artistically. Along with the recruitment, they have developed an outreach program, go to schools in the city, and do an interactive program with the kids, several native American schools. They also have a wonderful Senior program where they target senior care and special performance for them to come to the Lensic. Their ticket sales are up this year. They have a wonderful program, they get donated instruments and they refurbish them. Board members are all Santa Fe residents and active in fund raising. They are active board members, they get together once a month and they have music at each gathering.

##### b. The Santa Fe Opera (Alex Hanna)

Ms. Garcia y Griego and Mr. Hanna met with the Opera. Discussed transition and leadership. Charles McKay is very much in charge. The opportunity was perfect to be with Robert Maya and amongst the group to discuss the transition and its timeline. They are in very good shape on ticket sales and a lot of it is the programming. Talked about operas in general and those who are suffering. They have a new strategic plan that they shared with the Arts Commission. They talked about the Casino and the take away is that Mr. McKay is very engaged that they have a good relationship with Tesuque Pueblo. The casino won't be open this season but will be next season and looking at the elements that could conflict with the opera was discussed. The opera has been engaged with the pueblos for many years and will work with them in a productive way. They have a huge budget and we asked why they need

he city's money. It was the symbolic commitment and that Santa Fe and the Opera go hand in hand.

c) Culture Connects: Southside Summer (Debra Garcia y Griego)

Kick-off event was on May 24<sup>th</sup> at the Genoveva Center. There were well over 500 individuals who took advantage of the ice skating, and 300 for the movie. Kids were helpful and grateful. Summer Wheels together with Meow Wolf, June 24<sup>th</sup>, enjoy a lowrider and custom car show and neighborhood cruise with kid's activities, perpetual motion performers, and music and food trucks.

PNM is a major supporter as well as Christus St. Vincent's.

Fourth of July Fireworks: Wednesday, July 4<sup>th</sup> at Santa Fe Place Mall

A poll has been sent out to learn which movies the kids would like to see. There will be a trail ride planned in the future. There are many more events. Tango and Salsa group at the School of Art and Design.

Mr. Hanna noted that the Opera also wanted to make a contribution to the south side.

Summer Youth Culture Passport – traditional paper Passports available at the Community Gallery and partnering organizations. In addition, we will soon be launching a smartphone app for easy, on the go access to special offers.

Back to School Bash – August

Visit: [santafenm.gov](http://santafenm.gov) website

d) Mayor's Arts Awards (Debra Garcia y Griego)

Nominations are out. Mayor is interested in moving it out of the convention center. Other venues have been visited. Greer Garson was great, the studios were not available. The date may be late September or early October.

e) Culture and Gallery Initiative (Randy Randall, Joy Rice)  
(see above)

## 10. Adjourn

There being no further business to come before the Art Commission the Chair called for adjournment at 6:10 pm.

**Signature:**

\_\_\_\_\_  
**Chip Chippeaux, Chair**

  
**Fran Lucero, Stenographer**

Collaborative Arts Marketing Scoring Matrix						
Org Name	Amount Requested	Total	Average	Rank	Last Year's Funding	Recommendation
Museum of NM Foundation	\$30,000.00	1860	465.00	1	\$ 20,000.00	\$ 30,000.00
SITE Santa Fe	\$30,000.00	1360	454.00	2	n/a	\$ 30,000.00
International Folk Art Alliance	\$30,000.00	1640	410.00	3	n/a	\$ 20,000.00
CENTER	\$30,000.00	1640	410.00	3	n/a	\$ 10,000.00
Parallel Studios Inc.	\$30,000.00	1620	405.00	4		\$ -
Teatro Paraguas	\$14,000.00	1540	385.00	5	n/a	\$ -
Santa Fe Botanical Garden	\$10,000.00	1480	370.00	6	n/a	\$ -
Axle Projects Inc.	\$30,000.00	1460	365.00	7	n/a	\$ -
Theatre Santa Fe	\$25,000.00	1400	350.00	8	\$ 12,000.00	\$ -
	Recommendation					



Target Impact Support 2018/19								
Rank	Organization Name	Score	Request	Cash Project Budget	Recommendation	Rec as % of Request	FY 1718	% Change FY to FY
1	Santa Fe Friends of Traditional Music	96	\$ 7,500.00	\$ 13,000.00	\$ 7,500.00	100	\$ 5,000.00	30%
2	Santa Fe Women's Ensemble	92	\$ 7,500.00	\$ 15,464.00	\$ 7,500.00	100	\$ 5,000.00	30%
3	Arte Flamenco Society	84	\$ 10,000.00	\$ 26,913.00	\$ -		\$ 9,000.00	-100%
4	Afreeka Santa Fe	81	\$ 7,500.00	\$ 16,900.00	\$ -		\$ -	