

**MINUTES OF THE
SANTA FE COUNTY
ARTS, CULTURE AND ENTERTAINMENT
TASK FORCE
Santa Fe, New Mexico
January 22, 2009**

This meeting of the Santa Fe County Arts, Culture and Entertainment (ACE) Task Force was called to order on the above-cited date at approximately 2:30 p.m. by Shaun Parrish, Chair, in the Santa Fe County Legal Conference Room, Old County Courthouse, 102 Grant Avenue, Santa Fe, New Mexico.

The following members were present:

Members Present:

Shaun Parrish, Chairman
Amado Abeyta
Maggie Muchmore
José Varela López
Lucie Duranceau-Church

Member(s) Excused:

Jason Hool
Scott Hutton
Busy McCarroll
Lara Morrow



Staff Present:

Jack Kolkmeier, Land Use Administrator
Duncan Sill, Staff Liaison

Others Present:

Bruce Poster, Southwest Planning & Marketing

Approval of Agenda

The agenda was approved by consensus.

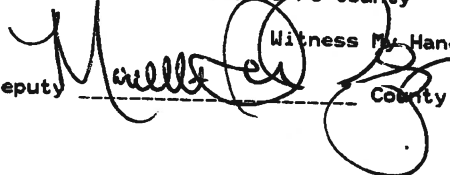
Approval of Minutes: December 11, 2008

The minutes were accepted by consensus.

COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

ACE TASK FORCE
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I Hereby Certify That This Instrument Was Filed for Record On The 23RD Day Of February, 2009 at 03:16:47 PM And Was Duly Recorded as Instrument # 1553354 Of The Records Of Santa Fe County

Deputy )
Witness My Hand And Seal Of Office
Valerie Espinoza
County Clerk, Santa Fe, NM

Matters from the Committee

Chair Parrish welcomed new member José Varela López. Mr. Varela López said he is a resident of La Cieneguilla and has been involved in ranching and building. He mentioned that by appointment of Governor Johnson he served as a County Commissioner. He has served on the CDRC, has a degree in International Business Management from UNM, and sees this committee as an extension of the regional planning process he has been involved in

Mr. Sill expressed his pleasure that Mr. Varela López, who has been instrumental in the planning efforts in La Cienega, has agreed to serve on this committee.

The task force has an internal policy that established four months as a term for the position of Chairman. Chair Parrish said he was pleased to have held the position and would gladly continue serving.

Ms. Muchmore nominated Shaun Parrish to serve a second term. Ms. Duranceau-Church seconded and by acclamation Mr. Parrish was named ACE Chairman.

Mr. Sill said he has been in contact with Ms. Morrow and she wants to be kept up to date on ACE activities and will return as soon as her husband's health has improved. The committee sent warm wishes her way.

Mr. Kolkmeier mentioned the County policy that following three unexcused absences the committee member is removed. The committee agreed to phone Mr. Hool before taking any formal action.

Upcoming Roles and Responsibilities for Task Force Members

Mr. Sills asked that the members consider what component of ACE they were most interested in participating in.

Chair Parrish said he assumes the role as the "shaper" by combining the pieces and preparing ACE to become doers. He said he was very comfortable negotiating with the communities and developing marketing aspects.

As ACE's consultant, Mr. Poster said his firm is working on an inventory of venues and events in Chimayo, Madrid and La Cienega, developing marketing aspects, and he is prepared to help up with survey design, facilitation, etc.

Ms. Muchmore said as a studio artist she was interesting in the calendar as well as developing alternative working spaces for artists.

Ms. Duranceau-Church said she envisions herself in an advisory capacity to the BCC on arts, culture and entertainment issues in the county. She hoped to see ACE develop as a clearinghouse for ACE activities in the county and developing stimulators to expand ACE.

Mr. Kolkmeier said the fundamental and recurring question is "what role should the County play in furthering of arts, cultural and entertainment activities."

Mr. Poster suggested there were opportunities to display art in public places throughout the County that have not been utilized.

Mr. Kolkmeier said displaying art in County facilities is programmatic and requires funding and administration. The resolution that established this task force also contemplates a permanent mandate to continue the work of the task force.

Mr. Kolkmeier reminded the task force members that arts, culture and entertainment were not mentioned in any of community plans. Mr. Poster recalled that preserving the cultural/archaeological resources has been mentioned.

Mr. Abeyta said he brings music to the ACE table. He said he knows the musicians in Albuquerque and Santa Fe, is an active youth coach and knows the community of musicians as well as the community of athletes. He said with a focus from ACE he would step up to the plate.

Mr. Varela López said he serves on a number of community committees in La Cienega. He said he interacts with BLM and is acquainted with preservation of historic places, adding that he serves as the chairman of the Santa Fe/Pojoaque Soil & Water Conservation District and the State's Soil & Water Conservation Commission. "I get around the state and know a lot of people from a lot of different backgrounds."

Mr. Sill said the County is actively updating its Growth Management and General Plan and a series of stakeholder-type meetings are being scheduled. He said he would forward that schedule to the chair.

Mr. Kolkmeier said "stakeholders" includes the entire community and would provide an opportunity to air the question of what can the County be involved in terms of helping the artistic community. He mentioned that zoning had been eliminated in downtown Santa Fe in the 70s to promote the concept of live/work/sell and to help stimulate the arts economy downtown.

Currently, in the County an artist can have a studio, home and sell through a home occupation permit. Mr. Kolkmeier mentioned that studio art walks that occur in Galisteo, Eldorado and other communities that have proved very successful.

If the County were to solve some of the problems presented by the Madrid community that included parking, noise abatement, facilities, Mr. Kolkmeier said that then would stimulate the artistic environment and that model could be employed in other communities.

Mr. Kolkmeier said a presentation is scheduled for the BCC in February to recap ACE's charge, the meetings with La Cienega and Madrid, work in progress (inventory) and anticipated formal recommendations at year-end.

Developing an accessible inventory of events is an important component and Mr. Poster noted that entails marketing. Mr. Kolkmeier said the County will need to provide funding for marketing and accessibility.

Mr. Kolkmeier said a portion of the presentation to the BCC will include the three important principles to the ACE's success: partnerships, accessibility to information and leadership/champions of ACE. The information component includes an outreach effort through public TV, perhaps having Elizabeth Baker conducting interviews with local and visiting artists. The TV would provide an expansive venue. Channel 16 can take calendars and Channel 28 allows for a wider menu. He said there was a tremendous amount of content available for airing.

Mr. Kolkmeier said the filming has a cost and the County will again need to consider funding. He said KSFR is another possibility.

The champion or voice of the ACE might be the permanent committee.

Discussing a photography project of Paseo de Peralta and St. Francis Drive he developed in the 1970s, Mr. Kolkmeier said he was particularly interested in arts in public places. Mr. Sill mentioned that every capital outlay appropriation from the state comes with a 1 percent designation to public art. The County has used that appropriation with advice from the project manager and County Community Services.

A discussion about the City's Art in Public Places program occurred and there was committee consensus that this could be forwarded to the formal committee. Mr. Poster mentioned that public art projects provide a marketing component to ACE.

Mr. Kolkmeier said an organizational structure was needed to work with the community and internal County departments.

Mr. Poster repeated that a big part of organization is marketing.

Local Community Efforts and Projects

Mr. Kolkmeier said what makes the Downs so attractive is its infrastructure and proximity to the highway and Rail Runner. He said the Downs is an opportunity to expand the County's communications with Pojoaque Pueblo. The Downs could offer music, sporting and shopping events, in fact, a local Santa Fe/Northern NM music event may be a terrific market for Santa Fe. In this economy a flea market may be very successful at the Downs. He advocated using the Downs and getting the community involved. La Cienega struggles with the loss of a community center, which may fit in with the Downs.

Madrid's ballpark is interesting said Mr. Kolkmeier. The County owns the grandstands and the Madrid Landowners Association (MLA) owns the ballpark. It was mentioned that the County may gain some leverage in discussing events with Madrid.

Mr. Kolkmeier said the community of Madrid needs to tackle the question of what they want to evolve into in terms of arts, culture and entertainment.

Mr. Poster said he was informed that Madrid is anxious for the County to begin another dialogue regarding the arts in their community and the ballpark. There was consensus to host a meeting with the caveat that the ACE has a position.

Mr. Sill said the County recently issued an RFP to renovate the ballpark grandstands. Mr. Kolkmeier suggested that the ACE be involved in that project.

The Main Street program may be able to fund the streetlights and sidewalks in Madrid. Mr. Poster said that requires a partnership because there will need to a strong presence of the local business community at a leadership role.

Ms. Muchmore suggested that the "Downs" connotes the old racetrack and she suggested using the location 599/I-25 intersection. Aside from the train stop a movie studio was proposed for the other side. Mr. Kolkmeier agreed, adding that it was historically important for the Camino Real.

Building on the potential for events at the Downs the idea of taking the train from Santa Fe to La Cienega to shop was mentioned. A farmers market could be very easy to operate and serve to expand partnerships.

It was suggested that the music component of the International Folk Arts Market could be moved to La Cienega 599/I-25.

Regarding the BCC presentation, it was suggested that the Board or their constituent liaisons be asked whether they get calls about arts, culture and/or entertainment issues. February 24th was chosen as the date to present before the BCC.

Chair Parrish mentioned that Martin Vigil is developing a matrix of infrastructure needs relating to safety for the BCC presentation.

Update on Outreach and Marketing Efforts for ACE

Mr. Poster said he met with Ms Duranceau-Church and Ms. Muchmore to discuss an events calendar and review web sites. He said the County isn't taking advantage of the many calendar websites that already exists. The tour-related websites lack information about Santa Fe County. He said there is a lot of opportunity if the County can provide content.

Mr. Poster said he met with Russ Rountree of Impressions Advertising who contracts with the County through LTAB. Impressions is in the process of updating the website that was inherited from an earlier advertising group that worked for OTAB and appears open to working with ACE in terms of improving the website. They discussed the idea of having liaisons in the communities to operate as updaters on information.

So as not to get ahead of the ACE, Mr. Poster asked whether working with Mr. Rountree was an appropriate action for the subcommittee.

Chair Parrish suggested a marketing meeting with Mr. Rountree. Mr. Sill said a presentation about ACE will be made to OTAB in February.

Mr. Kolkmeier said working with Impressions is another partnership and he recommended focusing on what items would have the greatest impact.

Mr. Poster said if ACE partners with Impressions, the steps need to be clearly delineated. Further that relationship wil extend to OTAB.

There was consensus to invite Mr. Rountree to an ACE meeting.


Ms. Duranceau-Church displayed a logo she had worked on for ACE that included a map of the County. She said she wasn't a graphic artist but wanted to present some general ideas. Mr. Abeyta mentioned his wife is a graphic designer and could be helpful. Ms. Muchmore said many of the web cultural calendars are accessed by clicking on a logo.

Next Meeting - Tuesday, February 12, 2008 at 2:30.

Adjournment

The meeting was adjourned at approximately 4:20 p.m.

Approved by:

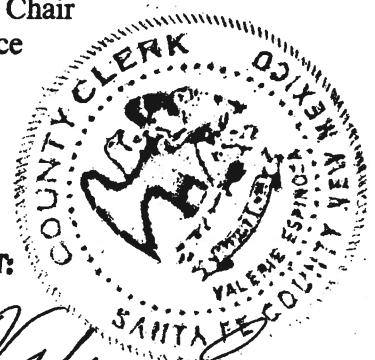


Shaun Parrish, Chair
ACE Task Force

Respectfully submitted:

Karen Farrell, Wordswork

ATTEST:



Valerie Espinoza
VALERIE ESPINOZA
COUNTY CLERK