

**MINUTES OF THE
SANTA FE COUNTY
ARTS, CULTURE AND ENTERTAINMENT
TASK FORCE
Santa Fe, New Mexico
February 12, 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 Community Service Conference Room, 901 W. Alameda, Santa Fe, New Mexico.

The following members were present:

Members Present:

Shaun Parrish, Chairman
Amado Abeyta
Jason Hool
Busy McCarroll
José Varela López
Lara Morrow
Lucie Duranceau-Church

Member(s) Excused:

Maggie Muchmore
Scott Hutton

Staff Present:

Jack Kolkmeier, Land Use Administrator
Duncan Sill, Staff Liaison

Others Present:

Bruce Poster, Southwest Planning & Marketing
Kris Swedin, Creative Santa Fe
Sabrina Pratt, City of Santa Fe City Executive Director Arts Commission

Approval of Agenda

The agenda was approved by consensus.

Approval of Minutes: January 22, 2009

Mr. Varela López moved approval of the minute as a presented. His motion was seconded and passed by unanimous voice vote.

Matters from the Committee

Chair Parrish announced the update of ACE activities will be heard by the BCC on Tuesday, February 24th probably following the afternoon lunch break.

Kris Swedin, Chairman of Creative Santa Fe, a non-profit organization started in 2007 pursuant to the City's Economic Development Plan. It has a focus on arts and culture, design, new media, etc. Creative Santa Fe works on a variety of projects to strengthen the Santa Fe arts and cultural community. She reviewed a number of studies that focused on the impact of arts and culture in the area and commended the County for taking on this effort.

Ms. Swedin said it was important to avoid duplication of effort especially with regard to studies in the area. Creative Santa Fe's website includes a list and summary of many of the available studies. She distributed a fact sheet on supporting New Mexico's cultural and creative economy by supporting the College of Santa Fe [*Exhibit 1*]. She said the City Council, Chamber of Commerce and other agencies/organizations have passed resolutions in support of saving the college.

Chair Parrish mentioned that at the yesterday's Growth Management charrette a representative from the opera said they found the community non-cohesive in its support and cross marketing in the arts.

Mr. Kolkmeier said yesterday's meeting was interesting with varied representation. The Ernst & Young study about the film industry was discussed. The study showed the for every \$1 that the film industry spends in Santa Fe County, \$1.50 comes back. ACE is working to promote a broad base of economic development activities which supports developing models for different parts of the county.

Mr. Sill said he has heard from residents that the County lacks cohesiveness with regards to economic development activities. He suggested today's economic crisis is a contributing factor. Defining strategic positions for arts, culture and entertainment in the County will help to brand/market the County.

Mr. Poster said the Ernst & Young study was on the economic impacts of film in New Mexico – a counter study to one conducted by NM State which was more narrowly focused. Southwest Marketing did a piece that was built into the Ernst & Young study which is relevant to ACE: in addition to the direct impacts of the film industry, what impact does shooting films in New Mexico have on attracting more visitors to New Mexico? His firm assessed the value of increased visitation by having films shot here by surveying visitors and it's significant. Eventually, the Film Commission and Department of Tourism will start promoting locations in New Mexico and working with communities to map these sites.

Mr. Kolkmeier said the County is developing a film permit ordinance. One of the

objectives is for Santa Fe County to get location credit. Mr. Poster said they're supposed to say "filmed in New Mexico," although it is not heavily enforced. Louisiana requires the location credit at the front end of the film.

Ms. McCarroll said Madrid has designated the building where Wild Hogs was shot with a sign, but many of the residents of Madrid are opposed to that.

Board of County Commissioners Update for February 2009

Mr. Kolkmeier said it was important to avoid the appearance of ACE being top-down rather than community oriented. The update would start with as Mr. Poster recommended an introduction of the ACE members, the mission statement and a review of the enabling resolution. He anticipated discussing the importance of infrastructure and organization within the communities.

He said there was an opportunity for the County to start with La Cienega and Madrid. The County's ownership of the grandstands in Madrid ballpark will open the door to interacting with the community.

Regarding La Cienega, Mr. Kolkmeier said Growth Management held a few meetings there and there was a strong sense of community coherency around water and agriculture. In fact one of the participants expressed a desire to see La Cienega return to a "real village." Mr. Kolkmeier said the community lacks a center, struggles with the role of the Downs, needs to further develop the commercial area and is concerned with the introduction of the Rail Runner in the community. He suggested a gateway project may be appropriate to focus on La Cienega.

Mr. Kolkmeier said he was presenting this to the Board at a time when the County is not hiring or expanding programs so the price tag on the ACE project is an important component.

Strategically, Mr. Poster suggested it may be better to avoid requesting direction or permission from the Board at this point. He suggested outlining what the ACE has done and what they propose to do during the next quarter and then returning with results in the future.

Mr. Kolkmeier said the County has been discussing the question of what are the roles of community in the future of Santa Fe County. Communities are saying the future resides on the community level "with us." Staff wants to communicate to the BCC that it is the communities that are asking for community assistance in arts, culture and entertainment and they want it now.

Mr. Varela López said ACE staff could request the Board's blessing to move forward in engaging the communities.

Recognizing the BCC's concern may be budgetary, Mr. Hool suggested bringing up MainStreet and any other funding sources.

LTAB was mentioned as a funding source and Mr. Sill said ACE staff was meeting with LTAB on February 26th. Funding would be discussed under partnerships.

Mr. Kolkmeier said there is some community grumbling about the casinos, and the federally mandated water projects are increasing the complexity of pueblo participation/relationship with the County citizens. The conversation with Pojoaque Pueblo

regarding the Downs could create a unique relationship. The Downs presents an important component of the infrastructure.

Chair Parrish pointed out that the Downs is fee-simple property, not sovereign land. Mr. Poster said Pojoaque has a strong development corporation and the County would not be dealing with the pueblo council.

Mr. Kolkmeier emphasized avoiding the notion of a top-down mandate and said there was mention of holding a Northern New Mexico music concert at the Downs.

La Cienega and Madrid present excellent pilot project possibilities. The principles include partnership, information and leadership.

Mr. Sills said staff envisions the next steps as follows:

- Engage local communities with pilot projects – schedule community meetings
- Assessment and potential development of ecotourism
- Clarify role of arts in public places
- Identify resources and funding
- Clarify role of County and/or creation of Arts Commission.

Mr. Poster said the New Mexico Tourism Department is mounting a statewide initiative and seeking \$500,000 to promote ecotourism. The ecotourism model is built out of partnership with the communities.

Ms. Pratt said the City was developing a website for creative tourism opportunities which extends an opportunity to the County. She said Eldorado and Sunrise Springs have been included. The website will provide a listing of workshops or experiences and be tied into the Santafe.org.

Ms. McCarroll recommended that community meetings be placed at the top of next steps.

Ms. Pratt asked whether art in public places was public art in governmental buildings or art in public venues. Mr. Sill said he anticipated the County would participate in both. The County receives a percentage of capital outlay and the art project is developed through a collaboration with the County, contractor and community where appropriate. He suggested ACE may want to be involved in this process.

Mr. Sill said the capital outlay is exclusively from state funding and he confirmed that the County does not have a panel or commission evaluating and awarding an art installation in a public building. Ms. Morrow expressed concern that there were no citizens involved in the process.

Mr. Kolkmeier said that's the clarification, whether the County should be involved in art projects.

Mr. Poster suggested that local artists could use the community centers, senior center, libraries, fire stations, etc. to display their art.

Update of Inventory of Events and Marketing Efforts for ACE

Calendar of Events

Mr. Sill said staff would be attending the February LTAB (Lodgers' Tax Advisory Board) meeting and providing a presentation of ACE's mission and discussing the notion of developing partnerships. LTAB collects a percentage of lodgers' tax that is used for tourist-related activities and in the past has collected \$400,000 annually.

Impressions Advertising is hired by LTAB to provide marketing direction, purchase advertising, update the website, etc.

Mr. Poster said LTAB provides an interface opportunity to market the arts, culture and entertainment within Santa Fe County. There may be a way to expand the LTAB sponsored website to enhance ACE's mission.

Mr. Poster said half of the lodgers' tax money is designated for marketing. The other half can be used for physical improvements, i.e. signage, restrooms.

Mr. Sill said he would review the LTAB budget.

Outreach and Marketing – Logo media

Ms. Duranceau-Church displayed a logo she had worked on for ACE that included a map of the County. She said the logo should distinguish ACE from other Santa Fe groups. She suggested the logo could serve as a poster and be changed out for each season.

There was ACE consensus that a logo will be good branding.

In the spirit of community outreach, a logo contest was suggested. Ms. Pratt cautioned that if ACE changes its name, the design process will have been a waste of effort.

Mr. Poster recommended making a strong case for extending the life of ACE by clarifying its role to the BCC.

Ms. Pratt mentioned the Americans for the Arts convention and suggested the County may want to send a representative. The convention is scheduled in Seattle in June.

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

Adjournment

The meeting was adjourned at approximately 4:15 p.m.

ATTEST:

Valerie Espinoza
VALERIE ESPINOZA
COUNTY CLERK

Approved by:

Shaun Parrish
Shaun Parrish, Chair
ACE Task Force

Respectfully submitted:
Karen Farrell, Wordswork

