

**MINUTES OF THE
SANTA FE COUNTY
ARTS, CULTURE AND ENTERTAINMENT
TASK FORCE
Santa Fe, New Mexico
March 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 2:35 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
- Maggie Muchmore
- Jason Hool
- Busy McCarroll
- José Varela López
- Lara Morrow
- Lucie Duranceau-Church

Member(s) Excused:

- Amado Abeyta



Staff Present:

- Jack Kolkmeier, Land Use Administrator
- Duncan Sill, Staff Liaison

Others Present:

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

Approval of Agenda

The agenda was approved by consensus.

COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss
I Hereby Certify That This Instrument Was Filed for
Record On The 19TH Day Of May, 2009 at 09:15:27 AM
And Was Duly Recorded as Instrument # 1563402
Of The Records Of Santa Fe County

ACE TASK FORCE
PAGES: 6

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

Marcella

Approval of Minutes: February 12, 2009

Chairman Parrish asked if Scott Hutton had submitted his resignation. Mr. Kolkmeier said he emailed his resignation.

Mr. Varela López suggested taking the “s” from “Sills” on page 4 and adding it to “minute” on page 2.

The minutes as corrected were accepted by consensus.

Matters from the Chair and Staff

Chair Parrish remarked that things in the community were proceeding apace. He anticipated a visit during the meeting from County Manager Roman Abeyta. He spoke of a meeting with Mr. Sill, Mr. Kolkmeier and himself with representatives from the Downs, whom he characterized as being open to developing the region.

Board of County Commissioners Update

Mr. Kolkmeier noted the County Manager is reviewing the committees and task forces under the purview of the County, and that led to a delay in making the ACE presentation before the BCC. Mr. Sill said he thought the presentation would be made in April. He referred to the power point presentation draft. *[Exhibit 1]*

Mr. Sill stated the intention was to present a snapshot of the progress thus far and the issues identified. He stressed that it was a draft and solicited comments and changes. The first slides deal with the goals and mission statement. A first attempt has been made at branding, and the logo at this time is based on the County’s logo. Mr. Kolkmeier pointed out that the pot, church and stagecoach relate well to arts, culture and entertainment. He said it can be embellished in the future. He asked that committee members send in appropriate photographs. Mr. Poster said they were given permission to use photographs from the Galisteo Photo Exhibit.

Mr. Sill turned to the next slide, Approach and Principles, which speak to the guiding parameters, and these lead to the community needs. The pilot projects focus on Madrid and the La Cienega Corridor. It is anticipated these will serve as models for the rest of the county. As always, it is important to refine the role of the County. The final slide speaks to next steps.

Mr. Poster said the presentation looks good, and he recommended including mention of the La Cienega community survey and the inventory. Ms. Pratt asked if the inventory would have a count of artists. Mr. Poster said active artists and those with studios will be included.

Mr. Kolkmeier suggested including the concept of art in public places. He noted the walls at the back of the Commission chambers might lend themselves to more murals. The 599 rail station is an upcoming project, and he recommended compiling an inventory of extant art and of potential places and opportunities for art in public places. Ms. Muchmore suggested doing a visual inventory, and said she would go out with her camera. Mr. Sill asked everyone to be on the lookout for art. Mr. Kolkmeier broached the possibility of something akin to the City’s poster

contest. Mr. Poster emphasized seeking out blank walls and other potential places for art. Ms. Muchmore thought a "Is this art?" promotion would be worthwhile, where people would send in pictures.

Mr. Sill advised the committee members to email further suggestions for the presentation and Mr. Kolkmeier said it should be artistic in keeping with the committee's mission.

Santa Fe Arts Commission Retreat

Mr. Sill stated he attended a retreat of the Santa Fe City Arts Commission at Ms. Pratt's invitation, and asked her to explain the proceedings. Ms. Pratt said the City Commission does a retreat with the staff once a year to review broad, regional and long-range plans. She mentioned Mr. Sill gave the Commission an update on the activities of this committee.

Local Community Efforts and Projects

A. Update on LTAB meeting

Chairman Parrish stated he felt their participation at the Lodgers' Tax Advisory Board meeting was well received, if a bit cautious. Mr. Poster noted they cannot add to the workload of Mr. Rountree, who is in charge of advertising, without bringing money to the table. Ms. Muchmore recommended contacting Alex Traub regarding cultural tourism. Chairman Parrish suggested inviting him to an ACE meeting. Mr. Sill said the initial meeting was to introduce ACE and bring up potential partnerships. Chairman Parrish said, "The door is open."

Mr. Kolkmeier noted that LTAB is primarily involved in marketing but there is great potential for collaboration rather than competition. Chairman Parrish said ACE could become a revenue engine for them, and the foundation is being laid.

B. Preliminary discussion regarding potential use of the Downs

Chairman Parrish said the initial discussion with representatives of the real estate corporation of the Pueblo went well. He noted the Downs is fee-simple property and not Pueblo land. He described them as being "excited and open" and willing to cooperate.

C. Current County Growth Management efforts related to Arts and Culture

Mr. Kolkmeier outlined the six weeks of work being done in the community to take input on community and economic development. He said he was overwhelmed with the realization that a project could be done in every single community in the county. He felt the pilot projects chosen have incredible potential for success, in spite of the state of economy. Mr. Poster said it was important to build on what you already have.

Members of the Pojoaque group – Governor Rivera, Tim Vigil and Alan Mosely – participated in the community meetings. Speaking of the Downs, Gov. Rivera suggested building on the success of the soccer games taking place there, adding a farmers market and/or food services. The governor mentioned that the Downs could become a town center for La Cienega. Any project would have to have the collaboration of the community, the County and Pojoaque

Pueblo.

A transit-oriented development could be launched in conjunction with the Rail Runner. The Brewing Company, Community College and Santa Fe Studios are also potential partners. It is essential to get community buy-in, including that of nearby businesses, to avoid splintering. A farmers market would probably require input from the existing market. Mr. Kolkmeier said Sarah Noss attended a growth management charette.

Mr. Kolkmeier noted that Gov. Rivera also mentioned an arts and crafts market. He advocated taking advantage of the agricultural focus in La Cienega that could culminate in a harvest celebration, perhaps in conjunction with Las Golondrinas and the farms in the area.

In response to a question from Ms. Morrow, Mr. Varela López said produce is sold in the Las Golondrinas parking lot. The community plan allows roadside stands and there is a bit of County property that might serve.

Mr. Varela López agreed that community input was primary. Chairman Parrish said the Pueblo is aware of that. Mr. Varela López said it would be easy to build on the league soccer and take advantage of Mexican soccer teams.

Mr. Kolkmeier said there is an opportunity for the ACE committee to take a leadership role.

Mr. Poster advised not getting ahead of the community and allowing Ms. Bustamante's survey to be completed and building on that.

Ms. Muchmore felt building on the soccer angle could be fruitful. Ms. McCarroll proposed an initial celebration to kick things off, encompassing all sectors, including Pojoaque Pueblo. Mr. Kolkmeier said perhaps the solstice would be the time.

Chairman Parrish pointed out that the Pueblo is ultimately interested in a return on their investment. Mr. Varela López noted that the Downs has a master plan and that will have to be a guiding document. Chairman Parrish said amendments were possible.

Ms. McCarroll spoke of the pitfalls of launching a project without community involvement.

Chairman Parrish said there is much to be said of bringing people into the heart of the community. Mr. Kolkmeier said parking and access at the Downs is great, and it is an important infrastructure resource. Chairman Parrish said the Downs has 320 acres, which affords many opportunities beyond a racetrack.

Ms. Muchmore asked about the power structure of the Pueblo and the real estate corporation. Mr. Kolkmeier said it is complicated. Ms. Muchmore expressed the hope that all of the efforts were not on behalf of the Downs.

Mr. Kolkmeier said the Downs is a key piece, but much can be done even if nothing happens there. Ms. Pratt said the survey should identify needs and that can be fit into a physical

framework.

Mr. Varela López said the community is aware that if the Downs is not transformed into something it could become another residential subdivision.

Chairman Parrish noted that the Pueblo has money and leverage, which are valuable in a partnership.

There was consensus that the community needed to be involved immediately. Mr. Varela López said the next meeting of the LCVA board was April 8th. Mr. Kolkmeier said he would call Carl Dickens; Ms. Bustamante would also be involved.

D. Madrid – Grandstand and other issues

Something that emerged from the Madrid growth management meeting, according to Mr. Sill, was that there was great commonality. The grandstand renovation is a good starting point for getting the community involved. He said Diane Johnson is interested in participating. Mr. Kolkmeier said one comment that was heard often was “Madrid is maxed out”. He said there have already been six permit requests from the Mineshaft.

Ms. McCarroll said a lot of the controversy is “personal stuff”. Mr. Kolkmeier said this group could serve as a mediator.

Mr. Sill said the goal is to better manage what is already in existence to support the community. Galisteo, on the other hand, would like to see more activities leading to economic development. Chairman Parrish said they need a different kind of help.

Ms. Morrow suggested a survey and focus groups to clarify the issues in Madrid. Ms. McCarroll said they need to be reminded why they moved there in the first place. Mr. Kolkmeier said the community plan says nothing about arts, culture or entertainment.

Mr. Sill said it would be most appropriate to engage the Madrid Landowners Association first, and not make assumptions. Mr. Kolkmeier said it would be good to have someone from Madrid on the task force but finding a neutral party might be tricky.

Mr. Poster pointed out that the state will be going into the community soon for discussions on reclamation and that could serve as a starting point for broader issues.

NEA Announcement

Alluding to the National Endowment for the Arts economic stimulus funding, Ms. Pratt announced the Arts Commission might be in a position to grant money to organizations who need money to continue positions.

Next Meeting - Tuesday, March 26, 2008 at 2:30.

Mr. Sill said the venue will be announced at a later date, and this meeting will take place

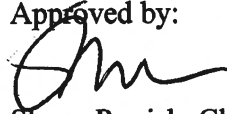
before the next BCC meeting, which will provide another opportunity to review the presentation.

Mr. Varela López mentioned several committees in La Cienega, representing a cross section of the community, who would be interested in hearing a presentation.

Adjournment

The meeting was adjourned at approximately 4:25 p.m.

Approved by:



Shaun Parrish, Chair
ACE Task Force

Respectfully submitted:

Debbie Doyle, Wordswork

ATTEST:



VALERIE ESPINOZA
COUNTY CLERK

