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

**MINUTES OF THE
SANTA FE COUNTY**

ARTS, CULTURE AND ENTERTAINMENT

TASK FORCE

Santa Fe, New Mexico

April 23, 2009



SFC CLERK RECORDED 06/18/2009

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 Jack Kolkmeier, in the Santa Fe County Human Resources Conference Room, 949 W. Alameda, Santa Fe, New Mexico.

The following members were present:

Members Present:

Lara Morrow
Amado Abeyta
Maggie Muchmore
Jason Hool

Member(s) Excused:

Lucie Duranceau-Church
Busy McCarroll
José Varela López
Shaun Parrish, Chairman

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
Pablo Sedillo, Field Representation for Senator Bingaman

Approval of Agenda

The agenda was approved by consensus.

Approval of Minutes: March 12, 2009

The committee delayed action on these minutes until the next meeting.

Matters from the Chair and Staff

Mr. Kolkmeier said the ACE update would be presented to the BCC next week. Mr. Sill anticipated the presentation would be heard after lunch.

Mr. Sill thanked Mr. Sedillo for his interest in the program and Mr. Sedillo said ACE will enhance the County's economic development because the arts transcend all political affiliations; "it's good for the soul."

Mr. Poster said he attended a breakfast meeting with Ann Scheflen, Museum of New Mexico Foundation membership director, where he learned about the New Mexico Creates program, which is a way to promote local artists. There are currently 400 New Mexico artists participating. She indicated an interest in collaborating and promoting Santa Fe county artists. Mr. Poster said this presents a good opportunity and Ms. Scheflen is interested in meeting with this group.

Update from Southwest Planning – Activities and Events Information Collection Report *[Exhibit 1: Inventory of major venues and events and infrastructure needs]*

Mr. Poster said the inventory comprises the major venues and events in three of the County's communities, Madrid, La Cienega and Chimayo. Research was conducted through websites, visitor guides and using the phonebook to contact groups/people. He said they obtained information from non-profits as well from private companies. They also asked the organizations what were their needs to serve more visitors and be successful in promoting arts, culture and entertainment.

Mr. Poster noted that Chimayo recently formed a business association and they requested support in advertising and promotion. He suggested it was a good time to collaborate with Chimayo.

Madrid also requested help with promoting events and greater exposure, stated Mr. Poster. A repeated theme in La Cienega was the need for a central meeting place and their desire to be involved in the commercial planning process. He said it was a good time for the County to be out there helping the communities clarify their visions to work together in a collaborative manner.

Ms. Pratt asked whether the research provided a sense of the number of artists including musicians living in the communities. Mr. Poster said they didn't get that. Ms. Muchmore thought it might be possible through the State's GRT records or census data.

Mr. Kolkmeier suggested that Ms. Bustamante may be able to compile the artist information in La Cienega. Mr. Poster commented that defining "artist" is challenging.

Ms. Muchmore commented that the public art work done through the New Deal was very important to the state. Mr. Poster said some of the stimulus money is directed at the arts.

Mr. Sill said the stimulus money for the arts comes through the NEA and is very

restrictive. Ms. Pratt said the NEA money is specifically about saving jobs. New Mexico Arts can use part of the NEA money to save a job within their agency which they'll use for a public arts position. State Transportation Enhancement funds is another source of economic stimulus money that comes through DOT. This source is bureaucratically complicated but if a project is associated with a state highway system and involved in with arts – along a state highway or state road or scenic road, funds may be available.

VI. Presentation: Board of County Commissioners, April 28, 2009

Mr. Sill offered to email the power point presentation. Mr. Kolkmeier reviewed the presentation that will highlight the following issues:

- Review the resolution that created the task force
- Review the mission statement developed by the task force
- Review the approach and the principles in terms of assessing and analyzing the County's role, possible partnership and leadership
- Identify community infrastructure needs

He said the community plans have unfinished action plans that are infrastructure related and therefore funding related.

Mr. Sill said an invitation has been extended to Elmo Baca from the New Mexico Main Street program to discuss what they're doing with Chimayo.

Returning to the power point, Mr. Kolkmeier said the pilot program for Madrid and La Cienega is basically to help the communities get organized and develop an infrastructure plan to revive the communities. He envisioned the County's role as that of leadership in helping them overcome obstacles and focus.

Mr. Sill said following the BCC presentation staff will go into the communities to begin to address the issues. He mentioned that community members attended the County's Growth Management meetings which gave them an opportunity to see what the County is involved in.

Referring to the Madrid ballpark, Mr. Sill said an RFP was issued for the renovation of the bleachers and the MLA (Madrid Landowners Association) is obligated through a management agreement to be involved in the process. He thought ACE could be a key player in the process with MLA.

Mr. Kolkmeier clarified that the County had to acquire a portion of the grandstand to serve as the pass-through for the legislative funding.

Mr. Sill said the challenge in Madrid is to make sure there is a clear understanding amongst the many factors of the community desires.

Mr. Sedillo asked whether New Mexico Hispanic Music was involved in ACE's purview. At this point, no, stated Mr. Kolkmeier but it's a good point to make contact with them.

Referring to La Cienega, Mr. Kolkmeier said the discussion of whether the project is called "gateway" or "corridor" hasn't been clarified. The 599 Rail Runner stop is getting closer to completion and the bus connections are being worked out to the Community College District.

The meeting that occurred last week regarding the train stop focused on development opportunities. The discussions at a previous meeting demonstrated that agriculture was still the backbone of the community with a tremendous population of fine art artists and musicians. They also discussed Las Golondrinas and the Downs. The consensus appeared to be a desire to develop activities centered around agriculture, specifically a farmers market. That discussion led into a discussion about the County's water system and revitalization of the acequias.

Mr. Sill said a theme that developed in the meeting was the community of La Cienega was looking for a place to connect to with their art-related activities.

Mr. Poster said the issue of a community center came up during the survey his company performed which would bring them together culturally and socially.

Mr. Kolkmeier said the community of La Cienega recognized that the Downs was the one place that a farmers market could easily occur. In fact, Pojoaque Pueblo has expressed an interest in participating with the community.

Mr. Kolkmeier said the question of who leads the program is unresolved and if the BCC authorizes ACE to continue that may resolve the issue. Funding infrastructure improvements is also an unresolved issue.

Mr. Sill mentioned that La Cienega has begun to take ownership in terms of defining what projects they want to pursue which indicates that community's leadership is emerging.

Mr. Sedillo said in his dealings with La Cienega he has observed that the community sees themselves as La Cienega Different. La Cienega has beautiful produce and they need to find a commonality to promote their community.

The Rail Runner will provide a tremendous opportunity to connect Albuquerque and Santa Fe to La Cienega for events, stated Mr. Poster. Mr. Kolkmeier agreed and said a farmers market would be terrific, especially with the Santa Fe parking difficulties.

Ms. Muchmore mentioned the importance of including the immigrant population from Central America, especially in music. A farmers market with music and food vending will create tremendous opportunities.

Mr. Hool suggested a center for La Cienega closer to the train stop. Mr. Kolkmeier said that area will develop as a commercial district.

Mr. Sill reminded the committee that Ms. Bustamante spoke about the community's fear of encroachment which the County will need to be sensitive to.

Art in public places will be included in the presentation and Mr. Kolkmeier said with the task force concurrence he would like to ask the BCC to dedicate part of the second floor wall space at the County's downtown office to be used for art. There was consensus.

Ms. Pratt said the City started small with public art and over the years has expanded. Currently public art is displayed in a gallery space at the new convention center. She said as the commercial district in La Cienega develops public art should be encouraged. Gathering places

should have an art display.

She apologized that she had to leave early and offered to send material regarding the DOT enhancement funding.

Mr. Sedillo said he thought Senator Bingaman would be interested in displaying art in his office.

Mr. Hool mentioned that Highway 14 was being improved and may be appropriate for some sculptural art. He said the studios are committed to promoting public arts.

Mr. Sill said music should be considered within the arts in public places program.

Mr. Sedillo said many of the state representatives make an effort to display local art and he encouraged the County to contact their delegation regarding the issue.

Ms. Morrow said she was at the NEA when the art in public places program and funding began. Then at New Mexico Arts they were able to convince the legislature to set aside 1 percent of funding for public art wherever public infrastructure was being constructed which started the program in the state. She said public art has a lot of interest and should be part of the stimulus money.

Mr. Sedillo said displaying New Mexican art in the nation's capital buildings will stimulate the New Mexican economy. Mr. Kolkmeier said staff would develop that idea further.

Next Meeting – To be announced.

Adjournment

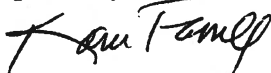
The meeting was adjourned at approximately 4:00 p.m.

Approved by:

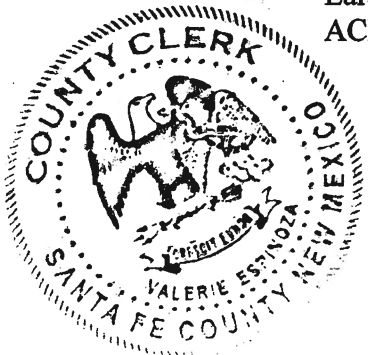


Lara Morrow, Vice Chair
ACE Task Force

Respectfully submitted:



Karen Farrell, Wordswork



ATTEST



VALERIE ESPINOZA
COUNTY CLERK