

**MINUTES OF THE
SANTA FE COUNTY
ARTS, CULTURE AND ENTERTAINMENT
TASK FORCE**

Santa Fe, New Mexico

July 16, 2009

This regular meeting of the Santa Fe County Arts, Culture and Entertainment (ACE) Task Force was called to order on the date above at approximately 2:30 p.m. by Shaun Parrish, Chair, in the Santa Fe County Human Resources Conference Room, 949 W. Alameda, Santa Fe, New Mexico.

The following members were present:

Members Present:

Shaun Parrish, Chairman
Lara Morrow, Vice Chairman
Lucie Duranceau-Church
Jason Hool [arriving later]
Busy McCarroll [arriving later]
Maggie Muchmore
José Varela López

Staff Present:

Duncan Sill

Others Present

Melvin Johnson
Diana Johnson
Manuel Aguirre

Members Absent:

Amado Abeyta [excused]



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 26TH Day Of August, 2009 at 12:50:00 PM And Was Duly Recorded as Instrument # 1575326 Of The Records Of Santa Fe County

Deputy Marcella [Signature] Witness My Hand And Seal Of Office
Valerie Espinoza
County Clerk, Santa Fe, NM

1. APPROVAL OF AGENDA

The Agenda was accepted as published.

2. APPROVAL OF MINUTES: June 11, 2009

Ms. Muchmore moved to approve the minutes of June 11, 2009 as presented. Ms. Morrow seconded the motion and it passed by unanimous voice vote.

3. MATTERS FROM THE CHAIR AND STAFF

Chair Parrish welcomed Ms. Muchmore back.

He said he went to China every month and they were seeking towns in America to do cooperative arts exchanges. He mentioned a project that would be a cooperative effort in Jinan up in Shandone Province to actively pursue trading and art shows and he would like support for that. He didn't know where it would go. There was an Asian Arts Council in California and the Task Force could see what they did in San Francisco. Jinan liked how our community supports up and coming artists. Historically, if it was art in China it was in a museum and they didn't have a market for art. Their children were really being encouraged to do art. The request came from their Chamber of Commerce in Jinan.

Ms. Duranceau-Church commented that China had a very strong lowering of art export right now.

Chair Parrish said this particular city was in Shandone Province and was sort of the next province to be developed internationally. They were not so much interested in selling art or export but the relationship. They would like to sell it within China. Like a Canyon Road. It could be a nice project for ACE.

Ms. Kris Swedin said the City of Santa Fe has done some things with the Mayor and others going to China. They might have information that would help.

Chair Parrish said it was Sabrina Pratt who introduced him to the people of Jinan. This city was more appropriate for the size of Santa Fe.

Mr. Sill asked to have it on the agenda next time and asked Chair Parrish to put some background together for the Task Force. Chair Parrish agreed.

4. PRESENTATION – Kris Swedin, Creative Santa Fe

Ms. Swedin provided some handouts from a study done by UNM in 2004.

She explained that the City's Economic Development Plan included arts as a sub sector of the service industry. The study was the first of its kind in this state. In their research they concluded that people needed to look at this sector as a generator of jobs and new capital. This sector generates about \$1 billion each year and 20% of all gross revenues. It involves more than the hospitality industry. It employs 17% of all workers in the county. It generates a quarter billion in salaries and benefits and its employment was 17.5% of the total for the County, second only to government at 23%.

Santa Fe was second in the nation in percentage of artists per capita and number one in writers in the non-agriculture workforce. Half of the inflow was from created products.

Creative Santa Fe was started after the Angelou Study came out. The average wage of artists was about \$25,000 per year. Good entrepreneurial training was needed to help improve that.

She provided a handout on Celebrate Sustainable Santa Fe. An event on July 18-19 with a number of nationally known speakers, including Paolo Soleri.

She encouraged members to attend a public hearing being held on July 20, 27 and 29 regarding the City of Santa Fe's purchase of CSF through bonds and a 20 year lease matched by Laureate College.

Ms. Duranceau-Church asked if any more research was planned.

Ms. Swedin said they had to raise some money to do that. They improved their methodology. It would cost \$100,000 to redo the whole study but they might do parts of it for less money. They were also pursuing the idea of a whole creative corridor. Bernalillo had a study on it that fit the train corridor.

Ms. Muchmore asked what else was needed.

Ms. Swedin mentioned the work being done in the media/film industry and the broadband proposal for infrastructure that would be critical for the film industry. If it could happen, it would be a huge job creator.

She added that there was too much art (pieces) in Santa Fe currently.

Mr. Sill said he was supportive of her work and they would like to have that topic at a future Task Force meeting, in the spirit of keeping it on the table. He asked that it be put on the agenda next time and have Ms. Swedin forward their business plan for the Task Force to discuss.

Mr. Hool arrived at this time.

5. LOCAL COMMUNITY EFFORTS AND PROJECTS – Role of Community Organization

A. Community Organization in La Cienega

1) Update on Community Represented Meeting Related to Fall Events

2) Next Steps and ACE Task Force Facilitators

Mr. Varela López reported on this project that involved a Main Street type series of events that would include a flea market and food vendors and a growers' market between September 12th and November 1st, hopefully at the Santa Fe Downs..

The community wanted to share this with the Task Force and would send the application to the County to make sure it was in accord with the Master Plan. If the Pueblo agreed, they would set up booths for the events.

Mr. Varela López recognized they were getting a late start so it would only be for eight weeks this year but, if successful, they would start earlier next year.

Mr. Hool asked how they might fast track it.

Mr. Sill said if it was acceptable to the Task Force he would arrange a meeting with Mr. Kolkmeier, Chair Parrish and Pueblo officials to get feedback on what they would accept in that area. At the same time, they could make arrangements for folks to go out to the Downs next Wednesday, if possible. And ask the Fire Department to advise on codes and safety issues. If they got the okay from Pojoaque, then the LCVA could bring a bigger group and iron out the details that needed to be addressed. And then the Task Force could help with the procedures.

Ms. Duranceau-Church said they were depending on Pojoaque and the Board approvals.

Mr. Varela_López agreed to email a diagram to Chair Parrish.

Ms. Morrow moved to support the project. Ms. Duranceau-Church seconded the motion and it passed by unanimous voice vote.

The Task Force briefly discussed the idea of including Native American dances and a shuttle from the new Rail Runner station. The LCVA intended to pursue both of those ideas.

Ms. Duranceau-Church explained that there were at least ten committees needed to work on this effort. She explained that the LCVA was an umbrella under which community members could make decisions about the development of the event.

Mr. Varela_López said they would like the Task Force to help them get started to have a successful event. Several members agreed to provide help.

Mr. Varela_López encouraged them to participate in the field trip to the Downs next week on Wednesday at 6:00. Maybe have a short discussion then, while they were looking at the property.

Mr. Hool said the role of ACE was as a catalyst to help local communities to get up and going. The heavy lifting would be the community for vendors or mariachis or whatever.

Ms. Duranceau-Church asked if they had to go to the BCC or just go ahead.

Mr. Sill clarified this didn't need formal BCC approval unless it needed action from them like money for it.

Chair Parrish thought ACE could have a booth for sharing what it was doing.

Chair Parrish agreed to coordinate with Pojoaque and make sure Wednesday was arranged.

B. Community Organization in Madrid

1) Update on Community Meeting with Representatives of Madrid

2) Refocus ACE Task Force Participants

Mr. Sill reported that he and Mr. Kolkmeier went out to a community meeting with members from various groups to talk about community organization. They were invited out by several members from MLA and various groups to talk about the potential for community organization. The only issue discussed at length was whether representations needed to be collected on a broader scale in order for that group to be the CPO in relationship with the County. They were going to meet again and let the County know at the end of the month.

They were waiting to hear back from them. In the meantime, he thought it might be good to extend or let Madrid know when there was a vacancy on the Task Force that they might want to fill.

Chair Parrish said as a person from Madrid, that he thought it was a great idea.

Mr. Sill asked the Johnsons if they had any ideas.

Ms. Johnson thought that should be raised at their next meeting.

Ms. Johnson asked who was going to convene the next meeting.

Ms. Johnson said it was reported that the County was going to call the meeting. She had heard it would be on the 27th.

Mr. Sill said they would have to clarify that and asked where it should be. If they wanted, the County could convene the meeting. Once there was a representative organization the County could work with, they could go forward. He agreed to check back with the folks who were at the previous meeting. It would not be the ACE Task Force but Santa Fe County with the ACE activities as one item to discuss.

Mr. and Ms. Johnsons left to go to the CDRC meeting.

Mr. Sill described an effort of the Division of Abandoned Mines to get resources going in Madrid. Apparently they would try to coordinate some community involvement. They hadn't decided on their plan yet. He agreed that they needed to coordinate their respective efforts to avoid being at cross purposes. That might be an opportunity to work with the State and engage the ACE Task Force in sensitive issues. He explained the purpose of the Division who got federal money to deal with the problems of abandoned mines. There might be things ACE needed to get involved in.

The Task Force briefly discussed the infighting that was apparent in that community.

Ms. Morrow discussed how County departments might have caused some polarization and that they needed to figure out a way to work together.

Ms. Muchmore thought asking for a representative now might polarize them further.

Chair Parrish agreed they should wait.

Ms. Morrow thought it would be appropriate to follow through with communication.

Mr. Sill noted that the Johnsons were not at that meeting and it had been very clear from the group that they were going to convene themselves and let the County know what the next steps would be.

Mr. Hool thought perhaps there were other communities ACE could work with too, including Eldorado.

The members briefly discussed what they might undertake, but made no decision on it.

C. Other Issues from Task Force Members

1) Revisiting Role of ACE Task Force

Mr. Sill noted that it would be one year after the initial appointment and they should make a recommendation on the structure this group wanted, whether it would remain a task force or disband or request to be permanent. It needed to be discussed.

Ms. Muchmore said their relationship was supposed to be with the BCC.

Chair Parrish thought they would like to be a permanent commission. The marketing idea was good but there was more information gathering to do.

Ms. Muchmore commented on the blogs and twittering. Mr. Sill and Mr. Kolkmeier were doing lots of things but they had no face at the BCC.

Ms. Duranceau-Church said their role was as a centralized bank, a clearing house of what was happening.

Ms. Morrow noted that the State and the City each had an Arts Commission. The Governor appointed a Board to advise the Arts Commission. So Santa Fe County could have an Arts Commission. Perhaps that was something for the future. This Task Force was already beginning to do what a commission would do. It was important to continue to work with the communities. Already somebody from Lamy found out she was on the Task Force and said they were having trouble. It was important to consider what the role of this task force might be. She thought it took about three years to develop the way to become a permanent group and deal with the issues.

Mr. Sill said resource identification was an intended goal. It had taken this long to get a sense of what they were about. The intent of the resolution was really true but they could make clearer. The general items pursuant to the resolution, they had been able to achieve, but there remained many more issues that they hadn't had time to work on.

Mr. Sill said the members were appointed last September so the end of the term was the end of

August.

Mr. Varela López asked if there was a way they could continue to serve until the end of the year.

Mr. Sill suggested even the end of the fiscal year.

2) Community Arts Projects (Arts in Public Places, Arts and Creative Space)

This item was not discussed.

7. ADJOURNMENT

Chair Parrish asked when they should meet next. After some discussion August 20th was set as the date of the next meeting.

The meeting was adjourned at 4:35 p.m.

Approved by:



Shaun Parrish, Chair

Submitted by:



Carl Boaz, Stenographer

ATTEST

