

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

Santa Fe, New Mexico

September 17, 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 Services Conference Room, 901 W. Alameda, Santa Fe, New Mexico.

The following members were present:

**Members Present:**

Shaun Parrish, Chairman  
Lara Morrow, Vice Chair  
Jason Hool  
José Varela López

**Member(s) Excused:**

Maggie Muchmore  
Busy McCarroll  
Lucie Duranceau-Church  
Amado Abeyta

**Staff Present:**

Jack Kolkmeier, Land Use Administrator  
Duncan Sill, Staff Liaison

**Approval of Agenda**

The agenda was accepted by consensus.

**Approval of Minutes - August 20, 2009**

In accordance with Mr. Varela López' suggestion, action on the minutes was postponed to the October meeting.



COUNTY OF SANTA FE )  
STATE OF NEW MEXICO ) ss  
ACE TASK FORCE  
PAGES: 5  
I Hereby Certify That This Instrument Was Filed for  
Record On The 4TH Day Of January, 2010 at 11:14:42 AM  
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Witness My Hand And Seal Of Office  
Deputy *Valerie Espinosa* Valerie Espinosa  
County Clerk, Santa Fe, NM

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**Matters from the Chair & Staff**

Chair Parrish said dialogue continues with the Pueblo of Pojoaque and he was pleased with ACE's progress.

**UPDATE on Calendar Project**

Reporting for Ms. Duranceau-Church in her absence, Mr. Varela López said she visited La Cienega a couple of times in the past few weeks to garner support for the farmers and ranchers of La Cienega calendar. He understood she had nine of the 12 months covered.

Mr. Varela López said the calendar will require seed money and perhaps the County can assist. One of Mr. Varela López' neighbors is a photographer who is willing to help and hopefully Ms. Duranceau-Church's family loss will not prevent her from completing the project.

Chair Parrish recommended contacting County Commissioner Anaya for a portion of his discretionary funds. Mr. Sill said depending on the amount, he thought there may be funding available in the department. Mr. Kolkmeier said approaching the Commissioners regarding discretionary funding for the calendars was a good idea.

Chair Parrish offered to format the calendar at no charge for the County.

The notion of developing an ACE Task Force calendar highlighting a different community each year and how it would serve as a strong grassroots-marketing tool was discussed.

**PRESENTATION – Santa Fe Board of County Commissioners 9/29/09**

Mr. Sill reviewed the draft power point presentation for the Commission meeting. The goals were reiterated to remind the Commission of ACE's original intent. The presentation highlights the economic impact that arts and culture can create throughout the community: jobs, tax revenues, new capital, investment in industries, etc. Demonstrating the significant impact that arts and cultural activities have, one of the slides noted that one of every six workers in Santa Fe County is employed in the arts and/or culture industries.

Explaining that ACE goals are long-term, Mr. Sill said he would, however, illustrate the short-term accomplishments that ACE has reached with very little funding, i.e. La Cienega as a model to demonstrate the applied principles of partnerships, information and leadership.

Following a slide on the goals for La Cienega, the presentation concluded with "next steps" which included: continue to work as a task force until 6/30/10, at which time a different designation with more permanence would be considered; work closely with La Cienega; work with other programs; formulate strategies for resources to address infrastructure and community organizational needs and define the roles of the County and Community Planning Organizations.

Chair Parrish complimented Mr. Sill on the presentation and suggested adding education as one of the task force's achievements.

SFC CLERK RECORDED 01/04/2010

Mr. Kolkmeier recommended recognizing Pojoaque Pueblo and suggested adding them under La Cienega goals: Community driven activities at the Downs in cooperation with Pojoaque Pueblo. Regarding the "next steps" and in an effort to emphasize the partnerships, he recommended adding: Implementing the La Cienega model for the purpose of helping with the renovation of the Downs with Pojoaque Pueblo; and to address the communities and economic programs.

Other program areas should be fleshed out adding the calendar and merging ACE concepts with major County projects such as Santa Fe Studios.

Mr. Hool said rotating art exhibits are part of Santa Fe Studios' plan. Art in public places is good for the studio's visibility in the community, to enhance the facility and make the environment more pleasant to work in. He suggested staff wait until after the 29<sup>th</sup> when additional issues are resolved.

Mr. Sill said he'd work on the edits and circulate the next draft.

Acknowledging the importance of ecotourism in Santa Fe County, Mr. Kolkmeier suggested changing the task force name to Arts, Culture and Tourism (ACT).

Using the La Cienega model with its three principles (partnerships, leadership and information) as a template, the task force can move on to Madrid, Chimayo and Cerrillos next. Mr. Sill said the dynamics of the partnerships and leadership will change within the different communities and over time within each community. The County's role will evolve to that of facilitator for the communities.

A discussion ensued about ACE business/identification cards for the task force members. Mr. Sill said the County legal department does not support the idea because of liability issues and also no other non-elected committee has cards. Mr. Sill suggested once the task force is given permanent status it may be possible.

Chair Parrish said it would be useful to have an identification card especially when forming partnerships. He suggested a disclaimer may be sufficient for the legal department.

Mr. Kolkmeier noted the presentation before the BCC is an action item requesting a time extension of the task force.

Mr. Varela López suggested greater emphasis be placed on the La Cienega model that will be used by other communities.

Ms. Morrow agreed and said it was important that Cerrillos, Madrid and Chimayo are included in the presentation as the next steps. Cerrillos, stated Mr. Varela López, has a state park and ecotourism is beginning; the partnerships have already begun.

#### **La Cienega as Model**

Chair Parrish said the model has, at this point, four components that he is developing with the community and the Pueblo:

- Create a community proposal with the LCVA for the use of the Downs
- Work with the Pueblos to accommodate that proposal

- ACE to coordinate the implementation of the proposal
- County to work with the Pueblo in amending the Downs' master plan, and implement the plan

Chair Parrish said the Pueblo approved the community's fiestas and is providing the center field and electricity for free. The presenters will be required to provide porta-potties and security.

A discussion about funding the necessities came up and there was agreement it would be appropriate to contact Commissioner Anaya for his support and to obtain discretionary funds.

The community fiesta was discussed further and Mr. Varela López expressed concern about the cost. Mr. Kolkmeier said the Commissioners may be willing to donate funds for the porta-potties, security and insurance.

Mr. Kolkmeier encouraged La Cienega to talk to their commissioner for funding and he offered to check his budget.

Following discussion, Halloween, Saturday, October 31<sup>st</sup> was selected as a tremendous opportunity for families with children, offering a safe venue for adults to dress-up, and make a party of the day. **Halloween at the Downs.**


**OTHER BUSINESS**

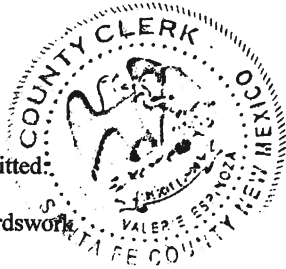
Ms. Morrow's suggestion to contact County Commissioners promoting ACE's progress and mentioning funding was well received.

**NEXT MEETING** – October 22nd same hour, Community Service Conference Room.


**ADJOURNMENT**

The meeting was adjourned at approximately 3:45 p.m.

Respectfully submitted:  
  
 Karen Farrell, Wordsworth



Approved by:

  
 Shaun Parrish, Chair  
 ACE Task Force

ATTEST:

  
 VALERIE ESPINOZA  
 COUNTY CLERK

## Community Partners and La Cienega Valley Association Launches Fall Festival at The Downs

*(For Immediate Release, Santa Fe, October 19, 2009)* Public and private community partners and The La Cienega Valley Association (LCVA) will produce the first annual La Cienega Fall Festival at the Santa Fe Downs (the former Racetrack, just 1 mile from NM599 on the I-25 West Frontage Road), on Halloween, Saturday, October 31<sup>st</sup>, 2009, with events from 9:00 am to 4:00 pm, LCVA President, Carl Dickens, announced today. Almost all activities, including parking, are free, and the general public is invited.

The First Annual La Cienega Fall Festival is a collaborative project of the LCVA, the Santa Fe County Arts, Culture and Entertainment (ACE) Task Force, the Pueblo of Pojoaque (owner of the Downs), Buffalo Thunder Resort and Casino, the Santa Fe Thrifty Nickel, and the Santa Fe Traditional Flea Market. This project is the result of ongoing efforts to address underlying infrastructure and organizational issues related to local community and economic development in the region. Santa Fe County and the ACE Task Force have been working with LCVA and other community members actively to apply principles of community partnerships, leadership and continuing communication processes to invite feedback.

The Festival will include activities and entertainment for kids of all ages and for adults too. The Fall Festival will feature a costume parade, pumpkin carving and decorating, supervised children's crafts; mask making and corn husk doll making, gunny sack races, horseshoes, seasonal and regional food vendors, and entertainment by the Zuva Marimba Band, Mariachi Porvenir, Wise Fools, Baile Folklorico de Santa Fe and Sol Fire.

A major feature of the Festival will be the first-ever Saturday presentation of The Santa Fe Traditional Flea Market, in conjunction with a regional Grower's Market offering fall produce. The Santa Fe Traditional Flea Market was launched in July on the Plaza at Oshara Village and now regularly includes more than 100 vendors from around Northern New Mexico.

Fall Festival events will take place on the large paved "valet parking area" to the west of the Grandstand, at the same time as the final Saturday of the Northern New Mexico Soccer Association youth matches on the Downs Infield.

Festival Events kick-off Saturday morning at 9:00 AM when the Flea and Growers Markets open and food vendors offer breakfast fare. Musical entertainment launches at 11:00 am and family and kids activities will also begin at 11 am. The Markets will run through 3:00 pm, with Festival entertainment, events and vending wrapping up at 4:00 pm.

Financial and logistical support to create this first La Cienega Fall Festival at the Downs is provided by the La Cienega Valley Association, Santa Fe County Commissioner Mike Anaya and the Santa Fe

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