

MINUTES OF THE

SANTA FE COUNTY

ARTS, CULTURE AND ENTERTAINMENT

TASK FORCE

Santa Fe, New Mexico

October 22, 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 2:40 p.m. by Duncan Sill in the Santa Fe County Community Services Conference Room, 901 W. Alameda, Santa Fe, New Mexico.

The following members were present:



Members Present:

Maggie Muchmore
José Varela López
Lucie Duranceau-Church
Busy McCarroll
Amado Abeyta

Member(s) Excused:

Shaun Parrish, Chairman
Lara Morrow, Vice Chair
Jason Hool

Staff Present:

Jack Kolkmeier, Land Use Administrator
Duncan Sill, Staff Liaison

Approval of Agenda

Following motion by Mr. Varela López and second by Ms. McCarroll, the agenda was accepted by consensus.

Approval of Minutes - August 20, 2009

With the inclusion of Mr. Varela López' proposed changes, he moved to approve the minutes as amended. Ms. Muchmore seconded and the August minutes were approved without opposition.

September 17, 2009

COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss
I Hereby Certify That This Instrument Was Filed for
Record On The 4TH Day Of January, 2010 at 11:14:43 AM
And Was Duly Recorded as Instrument # 1587449
Of The Records Of Santa Fe County
Witness My Hand And Seal Of Office
Valerie Espinoza
Deputy County Clerk, Santa Fe, NM

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Mr. Varela López moved to approve the minutes as presented, and Ms. Muchmore seconded. The minutes were approved without opposition.

Matters from the Chair & Staff

Mr. Kolkmeier reported on the October 14th CDRC meeting that discussed the situation in Madrid with regard to the Mine Shaft Tavern and characterized it as “amazing.” He said it was an emotional meeting that ended with a decision to do a community plan. Events can continue at the Mine Shaft pending a master plan, and Madrid is on track to follow the La Cienega model ACE has been working on.

Ms. Muchmore asked what changed to bring about the resolution. Mr. Kolkmeier said there had been such animosity in the community that something had to occur, and the intervention of the County created a moment allowing the community to come together and start making decisions on their own. He said it was a remarkable meeting and the path is now clear to work in other communities.

In response to a question by Ms. Duranceau-Church, Mr. Kolkmeier said Madrid residents would be forming a community planning organization (CPO). ACE needs to be involved in the plans around the ballpark.

Mr. Sill said plans for the grandstands are moving ahead and architect Beverly Spears has been hired. Agnes Lopez from Community Services will be doing oversight. He pointed out the importance of monitoring the County’s level of engagement given the variety of different organizations in Madrid. The Madrid Landowners Association (MLA) owns the ballpark, but the County owns the grandstands.

Mr. Kolkmeier said he hoped community events will be a unifying factor in the community.

Ms. McCarroll indicated that the hiatus before activity begins is a good thing and will allow the situation to settle down.

Mr. Sill announced Creative Santa Fe was holding an event that would be free to ACE members later in the day.

UPDATE on Calendar Project

Ms. Duranceau-Church stated they were coming to the end of the volunteer part of the project. She has interviewed nine people; three more are pending. She will write a paragraph on each of the subjects and they will be photographed by Orlando Diaz from La Cieneguilla, who will provide a model release form. She listed the local crops and industries that will be highlighted.

Ms. Duranceau-Church asked who would benefit from the sale of the calendar. Mr. Kolkmeier suggested the proceeds could go into an art in public places fund. Mr. Sill said he

would check into that.

Mr. Kolkmeier broached the question of how the calendars would be sold.

Ms. Duranceau-Church stated she has received four bids from printers ranging from \$4,500 to \$6,150.16 for 1000 copies. She said Mr. Parrish mentioned the possibility of cheaper printing services. These bids do not take into account any possible County discount. She said a price per calendar of \$7.95 to \$10 seemed reasonable. What is needed now is a graphic artist to do the layout. Mr. Abeyta volunteered the services of his wife.

Ms. Muchmore asked if local events could be noted on the days. Ms. Duranceau-Church stated that the format is a perpetual calendar so its use is not limited to 2010.

Ms. McCarroll suggested including a map on the calendar.

Mr. Kolkmeier suggested getting County Public Information Officer Stephen Ulibarri on board regarding the inclusion of events. There is the potential for money from a grant for scenic byways of \$265,000, although since this is from the Department of Transportation there could be substantial delays involved. Mr. Sill said funds might be available through eco-tourism, and Mr. Kolkmeier suggested LTAB might want to get involved. Mr. Sill recommended that Ms. Duranceau-Church attend the next meeting.

Ms. Duranceau-Church said following the work of the graphic designer, a marketing person could be retained to distribute the calendars. She asked if one of the Commissioners could support the project with community funds. Mr. Sill said resources might be found, particularly if the price per calendar were closer to \$1 each.

VII. Recap of BCC Presentation and Approval to Extend ACE Task Force to June 30, 2010

Mr. Kolkmeier announced the task force's charter will be extended to the end of the fiscal year, and the Commissioners' reaction to the presentation was positive. The goal is to become a permanent committee and have a budget in order to be able to pursue task force objectives. He said January is the beginning of the mid-year budget cycle. He suggested the possibility of including tourism in the overall purview. This was not done previously since that was considered the domain of LTAB. He thanked Ms. Duranceau-Church and Mr. Varela López for their participation in the presentation.

VIII. Preparation of Work Plan for Development of La Cienega as Model and Update on October 31st Festivities

Mr. Varela López noted that the community is actively engaged in the La Cienega Fall Festival – renamed from Halloween at the Downs. Portable toilets, signs, and other logistical considerations are being worked on. Press releases are being prepared, a notice is on the County website and 2,000 flyers will be distributed. The flea market will be held from 9 to 4, and there

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will be music from 11 to 4. Mr. Amado Abeyta will be performing. There will be plenty of activities for kids.

Mr. Kolkmeier said this is the model partnership ACE developed and everyone is stepping up to the plate – the Pueblo, County, farmers, entertainers. Four hundred to six hundred people are anticipated. He stressed this is just a beginning and template for having the Downs as a venue.

A discussion ensued about the Santa Fe Horse Park Pumpkin Festival and the problems that occurred.

Mr. Sill said they are working to avoid similar problems. He said the budget for the festival is \$1,500, and there will be two sheriff's deputies and volunteer firefighters along with various in-kind services. Any donations or contributions will go to the La Cienega Valley Association.

Mr. Kolkmeier said La Cienega is in charge and the County didn't want to intrude unnecessarily. Mr. Varela López said the venue is driving the activities and the Pueblo is acting as a sponsor.

Mr. Varela López said the flyer will be emailed on Saturday.

OTHER BUSINESS

Ms. Muchmore showed an Artist Guild brochure, noting this is an organization that is just starting.

Mr. Sill noted the committee still has a vacancy, and it was suggested that the new member be someone from Madrid or Chimayo.

NEXT MEETING – November 19th, same hour, Community Service Conference Room.

ADJOURNMENT

The meeting was adjourned at approximately 4:05 p.m.

ATTEST:

Valerie Espinoza
VALERIE ESPINOZA
COUNTY CLERK

Approved by:

Jose Carlos Rios
ACE Task Force Member

Respectfully submitted:

Karen Tamul for Debbie Dyle