

MINUTES OF THE

SANTA FE COUNTY

ARTS, CULTURE AND ENTERTAINMENT

TASK FORCE

Santa Fe, New Mexico

November 19, 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 2:30 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
Amado Abeyta
Lucie Duranceau-Church
Jason Hool
Maggie Muchmore
José Varela López

Member(s) Excused:

Busy McCarroll



Staff Present:

Duncan Sill, Staff Liaison

Other(s) Present:

Kris Swedin, Creative Santa Fe

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 4TH Day Of January, 2010 at 11:14:44 AM And Was Duly Recorded as Instrument # 1587450 Of The Records Of Santa Fe County

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

APPROVAL OF AGENDA

Following motion by Mr. Varela López and second by Ms. Muchmore, the agenda was adopted by consensus.

SFC CLERK RECORDED 01/04/2010

APPROVAL OF MINUTES – October 22, 2009

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

MATTERS FROM THE CHAIR

Mr. Varela López said the Fall Festival in La Cienega received good coverage from the *Thrifty Nickel* and the *New Mexican* with some radio time. He thanked Amado Abeyta for the music at the event. He said the logistics of setting up were challenging but it all came together even in the very cold weather. He heard good comments throughout the day.

Ms. Muchmore said she was there with her family and her grandchildren loved it – the dogs in costumes, face painting, three-legged races, etc. Through word-of-mouth the event will grow. She mentioned she met the Downs' groundkeeper at the event and he said he had not known it was planned.

Ms. Duranceau-Church said it was a terrific event and the only negative comment she heard was that the space felt too big.

Mr. Varela López said the Pojoaque Pueblo was very accommodating.

Ms. Duranceau-Church said advanced and better advertising would improve the event.

Chair Parrish remarked that Scott Hutton is talking about moving his radio show to the Downs rather than the Horse Park.

MATTERS FROM STAFF

Mr. Sill said he and Mr. Kolkmeier discussed the composition of the task force and propose including a new member from the Madrid community.

By sponsoring Madrid's Christmas parade, the task force could waive the fee and reinforce its relationship with the community.

Ms. Muchmore recalled the task force supports adding a Madrid resident to the team. She suggested the community choose the representative and that individual could serve as the liaison for the parade sponsorship.

There was committee consensus to sponsor the parade and invite a Madrid resident to serve on the task force.

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UPDATE: Creative Santa Fe

[Exhibit 1: Creative Industries Ecosystem Model; Exhibit 2: Santa Fe's Creative Industry financial contributions]

Kris Swedin said the County's draft Sustainable Land Development Plan includes information regarding economic development and the different industry sectors that the citizens want to encourage which she said meshes well with this task force, the city, Santa Fe Alliance and Creative Santa Fe. The plan calls out for green industry, energy and water technology, arts and culture, film, agriculture, sustainable agriculture, eco-tourism and outdoor recreation. Those sectors match with the industry sectors that the city wants to encourage as well as the Regional Economic Development Initiative that was developed for the northern part of the state. With the state of the current economy, Ms. Swedin encouraged collaboration and a pooling of resources to accomplish these goals through bonding capacity and other things.

Ms. Swedin said Creative Santa Fe in collaboration with Santa Fe Alliance will conduct candidate forums asking potential community leaders their positions on industry sectors and what they would do to encourage the development of those industries. In preparation for the forums, Creative Santa Fe has been working off a creative industries ecosystem model from Utah that helps encourage sector growth *[Exhibit 1]*. Those items include capital, talent, government intervention, education and technology/commercialization. She asked the task force to review the model and offer additions. The document identifies the tools that can result in a robust creative economy.

Using the College of Santa Fe as an example, Ms. Swedin said once the students are trained much can be done to keep those educated skilled people in Santa Fe. She said the Santa Fe Studio and the talked about broadband are important infrastructure pieces to developing a strong industry.

Ms. Swedin said there have been a series of economic development plans within Santa Fe that touch on the creative sector. The plans have in common a desire to identify the government's role and how to encourage the private sector in the arts.

Ms. Swedin distributed a one-page flier depicting the economic impact of that arts and creative sector in Santa Fe County. The flier will be useful in educating public leaders the importance of the arts industry.

She noted that \$4 out of every \$10 of new capital that comes into the community is through the arts. The City has been working on "the growth of economic base business" which essentially is a business that exports goods and services outside the county/state and imports cash.

Mr. Sill offered to provide the recent financial contributions that film production has brought to the county.

Ms. Swedin discussed the importance of an Art Center in Santa Fe: a facility that would provide affordable workspace for artists and non-profits in the arts and entrepreneurship training. Creative Santa Fe is seeking \$10,000 to hire Art Space out of Minneapolis to come to Santa Fe and help evaluate the facility needs for Santa Fe that would include location, size, need, and cost to develop and operate. Art Space is a non-profit developer of affordable live/work spaces for

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artists and work/training spaces. Art Space is currently working in Las Cruces and Taos.

Referring to the creative industries ecosystem model, Ms. Muchmore suggested including the tradesmen and technicians working in the film industry. Mr. Hool said government should include a Santa Fe Film Commission.

Mr. Sill said he hoped the task force could find joint initiatives to work with Creative Santa Fe.

Ms. Muchmore suggested a SCORE-type organization for the creative arts offering master classes. Ms. Morrow said that would fit in well with developing entrepreneurs.

Ms. Swedin said Creative Santa Fe would like to narrow their focus to work in collaboration with other entities.

UPDATE on Calendar Project

Ms. Duranceau-Church stated she has 12 subjects for the calendar and of those four need to be photographed. The narrative on each of the subjects has been drafted and a release form sign-off from the subject is required on the photo and text. The photographer, Orlando Diaz, will be given exclusive rights to his work.

Mr. Sill said the release form is developed through the County legal department.

Ms. Muchmore said it was important that the calendar be out in 2010 even if it is late. Chair Parrish agreed stating he understood that was the plan.

Ms. Duranceau-Church said that was not possible because the people of La Cienega expect the calendar to be a reflection of their lives. She expected to sell the calendar for \$8 to \$10 and place it in the gift shop at Las Golondrinas and downtown Santa Fe shops.

Mr. Sill recalled the calendar would include local events throughout the year.

Chair Parrish championed printing the calendar for free distribution in February 2010.

Mr. Duranceau-Church expressed concern that rushing the calendar to press may result in disappointment for the individuals who are highlighted each month. She said the photographer has a few more individuals to shoot and the subjects need to review the text.

Chair Parrish repeated his offer to set the calendar up on the computer and Wordwork offered editing services.

Chair Parrish recognized Ms. Duranceau-Church for the relationship she was building in the community.

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UPDATE – October 31st Fall Festivities at the Downs

[See Matters from the Chair, page 2]

Mr. Sill said part of the challenge was coordinating volunteers and services. As a first event, it was very successful. In the future, promotional activities would need to be increased. However, he said the community did a stellar job in putting on the event and demonstrated this type of event can work. He suggested the community begin discussing infrastructure and capital needs.

PREPARATION – Work Plan for development of La Cienega as Model

Mr. Sill said what La Cienega clearly demonstrated was strong local resources. A template can be developed from La Cienega's efforts resulting in an action-oriented plan.

Ms. Morrow remarked that for a work plan to be effective it must include the local residents.

Chair Parrish said Pojoaque Pueblo is developing a wish list for the Downs property. LCVA and other stakeholders are also developing lists. An informal "wish list" meeting will be held December 4th with Pojoaque Pueblo and that will be followed with formal meetings with the County.

Mr. Sill asked whether there were other facilities the community of La Cienega wants to focus on other than the Downs. Mr. Varela López said in the near term the Downs needs to be the focus as it is the only parcel large enough to host a community-oriented event. It's important the parties continue to work together on a common goal.

Chair Parrish said the Pueblo needs to make revenue on the Downs.

Mr. Varela López said the Downs is large enough to house several different uses. A discussion about the possibility of a racino ensued that could attract Albuquerque residents coming up on the train.

Mr. Sill said he'd like to develop a bullet power point type document on the history of the Downs and what infrastructure exists on the property to identify obstacles and begin the master plan update process.

Camille Bustamante is still working on the survey and Mr. Sill said he would invite her to attend a task force meeting in the near future.

OTHER BUSINESS

Chair Parrish said Deborah Bolt, a biofuel expert, has asked to participate on the committee.

Recognizing the task force has one vacancy there was consensus to recruit someone from

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Madrid and revisit an appointment for Ms. Bolt if the task force is made a formal commission. There was also mention that at this point it was important to have individuals serve on the task force that had a wide focus rather than a single issue.

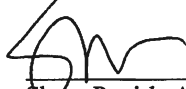
NEXT MEETING – December 17th, same hour, Community Service Conference Room.

Mr. Varela López thanked the County and Chair Parrish for their tremendous support at the Fall Festival.

ADJOURNMENT


The meeting was adjourned at approximately 4:15 p.m.

Approved by:



Shaun Parrish, ACE Chair

Respectfully submitted:


Karen Farrell, Wordswork

ATTEST:



VALERIE ESPINOZA
COUNTY CLERK



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Creative Industries Ecosystem Model

Adapted from Mike Macquellier and Dr. Nathan Furr

Industry	Capital	Talent	Government	Education	Technology Commercialization
Advertising	ACCION	Actors	SF County Media District Zone	Santa Fe Community College	Santa Fe Business Incubator
Architecture	City of Santa Fe Loan Fund	Architects		Institute of American Indian Arts	Santa Fe Complex
Craft	Grants	Artisans	Gaps		Santa Fe Studios (planned)
Culinary	WESST	Artists	Broadband Infrastructure	St. John's College	Shidoni Foundry
Cultural & Heritage Festivals	Santa Fe Community Foundation	Chefs		University of Phoenix	Gaps
(Indian Market, International Folk Art Market, Spanish Market, Contemporary Hispanic Market)	Non-Profit Foundation Funders	Composers		Gaps	Market Research
Culturally Based Education	Gaps	Creative Entrepreneurs		World Class Arts University: Laureate Education, Inc.	New Product Development
Design	Creative Industries Venture Fund	Curators			
Fashion Design	Quality of Life Revenue Fund	Dancers		Affordable University Classes to Support Creative Industries other than Arts:	
Film		Directors	<i>SF Film Commission</i> <i>Nichols</i>	Santa Fe Higher Learning Center	
Healing Arts		Designers		Industry Focused Intensive Creative Entrepreneurship Training	
Hospitality		Educators			
Interior Design		Film Makers			
		Gallery Owners			
		Musicians			

<p>Literature Marketing Museums Music New Media Performing Arts Publishing Software Development Software Licensing (Game Development) Visual Arts</p>		<p>Producers Promoters Sculptors Writers</p>		<p>Non-Profit Center for Excellence Hospitality Training Customer Service Training</p>	
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Santa Fe's Creative Industries Generate \$1.1 Billion Annually and 4 Out of Every 10 Dollars in New Money Flowing into our Community.

[Economic Impact of Arts & Cultural Industries in Santa Fe City and County]

- Employs 1 out of every 6 workers (17.5%)
- Returns \$5 for every \$1 invested by City of Santa Fe (500% ROI)
- Largest number of Arts & Cultural Enterprises per capita of any U.S. City

Inflows

- 39% of the total inflow of new money into Santa Fe's economy
- \$814 million attracted from outside Santa Fe
- Half of this new money is earned from the sale of products made in Santa Fe



**For every \$1 spent locally, 45¢ stays within the local economy.*

Outflows

- Corporate Profits
- Taxes
- Imported Goods / Services
- Utilities / Telecommunication

Source of Economic Data: University of New Mexico Bureau of Business and Economic Research, The Economic Importance of the Arts & Cultural Industries in Santa Fe County.

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Creative Santa Fe works to strengthen the Creative Economy advocating in our community for creative entrepreneurs, workers and cultural organizations.