

## MINUTES OF THE SANTA FE COUNTY

### ARTS, CULTURE AND CULTURAL TOURISM COMMITTEE

August 29, 2014

Santa Fe, New Mexico

This meeting of the Santa Fe County Arts, Culture, and Cultural Tourism Committee commenced at approximately 10:05 a.m. on the above-cited date at 901 W. Alameda, Suite 20C, Santa Fe, New Mexico.

A quorum was achieved with the following members present:

**Members Present:**

Deborah Torres  
Ramona Sakiestewa  
Michelle Laflamme-Childs  
Charlene Cerny  
Roger Holden  
Ann Weisman  
Jayne Levant

**Member(s) Excused:**

None

**Staff Present:**

David Griscom, Economic Development Manager/Film Liaison  
Robert Griego, Senior Planner

**Others Present:**

Commissioner Miguel Chavez  
Roseanna Perea, WESST  
Barbara Holden, Bear Barn Art Gallery

**III. Approval of Agenda**

Ms. Weisman moved to approve the agenda as presented. Her motion was seconded by Ms. Sakiestewa and passed without opposition.

**IV. Welcome and Introductions**

Those present introduced themselves and outlined their involvement with arts and culture.

Commenting on the expertise the Committee members bring with them, Mr. Griscom thanked them for volunteering to help the arts and cultural industries within Santa Fe County.

**V. Welcome & Remarks by Santa Fe County Commissioner Chavez**

Commissioner Chavez said he was available to support the ACCT in any way and hoped they would address and meet the tasks outlined within the enabling legislation. He looked forward to the development of benchmarks to advance arts and cultural tourism.

**VI. Action Item**

**a. Election of Chair**

Mr. Griscom said the election of chair is done on an annual basis.

Upon nomination by Ms. Cerny, Ann Weisman was named Chair by acclamation.

**VII. Matters from the Public**

None were offered.

**VIII. Matters from Staff**

**a. Review of Resolution 2014-35**

Mr. Griscom said the County's Sustainable Growth Management Plan states that the arts, culture and cultural tourism should be supported as a critical component of the County's economy and this reflects the primary goal to facilitate the enhancement and expansion of the arts, culture and cultural tourism within Santa Fe County

Commissioner Chavez said that in drafting the resolution a distinction between the city and county was ignored. He envisioned the committee aiding the promotion of tourism. Mr. Griscom emphasized that Santa Fe is a regional economy.

The committee members represent each of the art-related sectors identified in the resolution. Mr. Griscom will be representing the film/digital media industry.

The committee can meet up to six times a year and may hold subcommittee meetings [less than a quorum] more often. The committee terminates after 24 months unless the resolution is amended for additional time.

Mr. Griscom highlighted the following points within the committee's enabling resolution:

- Identify all existing and potential funding sources
- Explore areas of potential collaboration and partnership
- Advise the BCC by developing policy options, action items and specific project proposals

Mr. Griscom noted that the inventories identified in 10. C. 1 and 2, have been to some extent accomplished by the previous Arts, Culture and Entertainment (ACE) Committee of the County. Mr. Griscom said an inventory of existing arts, cultural and cultural tourism.

Item 10.C.3, "Recommendation on how Santa Fe County can enhance opportunities for local artisans and craftsmen through branding and/or development of export markets," A key comment that repeatedly surfaced during the development of the County's Economic Development Plan was that no one outside of Canyon Road was working with artists to access the marketplace.

Speaking as an artist, Commissioner Chavez said he was interested in 10.C. c and d: To access the wider market and to utilize County-owned facilities to showcase local artists and craftsmen. He mentioned a past survey that indicated a preference to local craftsmen handmade items was desired.

Ms. Levant suggested advertising in in-flight magazines. She said the County's PR staff could investigate this and a calendar of major events in Santa Fe up through March/April 2015.

Ms. Sakiestewa said she appreciated the openness of craftspeople in all media doing one-of-a-kind as well as production pieces.

Commenting that the State's NM True Branding initiative is gaining momentum, Ms. Cerny suggested exploring partnering on the idea of authenticity with the state. At the Folk Art Museum partnerships were found to be the single most important thing and allowed for greater leveraging. Commissioner Chavez agreed that partnering was the right path but he was leery of the State's commitment to New Mexico craftsmen. He favored a Santa Fe brand.

Ms. Torres said her gallery uses the tag line "authentic Native American art" because there is a great deal of fakery. She supported collaboration as long as the branding was uniquely Santa Fe County.

Chair Weisman recommended the ACCTs first step should be to review the inventories and previous studies of County related arts.

Commissioner Chavez said Resolution item 10.C.d refers to the County-owned buildings and he mentioned that the County Admin building on Grant has wall and floor space as well as a portal that could serve for art display and perhaps sales.

Mr. Griscom said he would talk with County Legal staff to determine whether art can be sold in County-owned buildings.

State public art and City's public art in place policies should be reviewed rather than reinventing the wheel.

Mr. Holden said the vacant Edgewood Firehouse as a possible art gallery. He noted that the Arts Alliance has requested the County allow them to use it for an arts facility.

The resolution did not include any funding but along with staffing the FY15 economic development budget includes \$10,000 for the committee.

A question was raised to whether the County has an entity in which to accept private donations of gifts or grants. Chair Weisman said Creative New Mexico, a 501(c)(3), could serve as a fiscal agent for private gifts or grants. Ms. Sakiestewa recommended including for-profits in the mix.

Commissioner Chavez thanked the participants and excused himself from the remainder of the meeting.

**b. Committee Membership – staggered terms**

The resolution calls for staggered terms and Mr. Griscom identified the terms as follows:

Deborah Torres	1 year
Ramona Sakiestewa	2 year
Michelle Laflamme-Childs	2 year
Charlene Cerny	1 year
Roger Holden	1 year
Ann Weisman	1 year
Jayne Levant	2 year

**c. Discussion of Previous Efforts Undertaken by County for Arts and Culture Industries**

Mr. Griscom said the ACE, a committee of nine, was in service from 2008 through 2010. An inventory of Chimayo, Madrid and La Cienega was conducted of the arts, events, organizations, non-profit and for-profits in those three communities. Infrastructure needs to house art related events were also identified within those communities. He offered to email the inventories to the members. ACE produced a recipe calendar of La Cienega residents. Neither agenda nor policy was developed from the ACE and it is anticipated that the ACCT can develop a policy and agenda and expand the inventory for the County.

It was mentioned that a listing of Santa Fe County art-related organizations should be accessible through the State's listing. Chair Weisman said in the past the County has had 45 organizations applying to the State for funding. That information would be on the New Mexico Arts website. Ms. LaFlamme-Child offered to email that information. There may be City funded organizations that do not appear on the State's list.

The State's Film Commission resource guide was mentioned as a resource.

**d. Discussion of Potential Projects/Initiatives**

Mr. Griscom said he'd like to maintain this item on the agenda so new ideas can come forward throughout the year. He encouraged the committee to think out of the box. The following ideas were mentioned:

- Improve the connection from Albuquerque to Santa Fe via a Rail Runner Art Train – tying it to art festivals, gallery openings, etc. Include artists traveling on the train; Little Globe was mentioned as an example
- Participate in the Santa Fe to Albuquerque cultural corridor
- Sustainability of the project should be a major consideration
- Subliminal message regarding the arts through graffiti/street art
- Consider short-term and long-term benchmarks – partnering with existing events

Roseanna Perea of WESST, Women's Economic Self-Sufficiency Team, started in the late 1980s with a goal to help low-income minority women become entrepreneurs. The clients are 80 percent artisans. WESST, a non-profit a 501(c)(3) offers workshops to help women achieve success. Chair Weisman mentioned that New Mexico Arts collaborated with WESST to develop a workshop for artists participating in an arts trail program.

Ms. Cerny said she was particularly pleased that the enabling resolution talks about providing venues and WESST provides the training necessary to set up and present their work. The County needs to offer professional development opportunities for artists.

Ms. Perea said WESST is in Farmington, Rio Rancho, Las Cruces, Roswell, Santa Fe and has an incubator in Albuquerque. It provides non-credit based micro-loans. WESST helps prepare the artist for market. They recently received a grant and will be launching a rural economic workshop.

In regard to Esty, an online marketplace, Ms Perea said WESST was chosen to present the Esty workshop which is focused on marketing. Ms. Cerny said the class is six weekday classes/12 hours in total and is taught by successful Esty sellers – time management, branding, pricing, shipping and photography are emphasized.

In response to WESST's desire to sit at the table with ACCT, it was mentioned that non-committee members can participate in the subcommittee.

Other organizations that facilitate artists were mentioned: Global Center for Entrepreneurship has recently launched Creative Startups for business development. The training opportunities exist.

Chair Weisman said identifying the current training resources and then determining what needs to be done and that is not being done at present should be a first step.

Regarding subcommittees, the idea is to identify different topics and then formalize them at the next meeting.

It was mentioned that one may think they know their audience but an outside professional evaluator may identify a different market through the right questions. Stakeholder interviewers also provide valuable data.

Mr. Griego said once the committee determines what they are looking for, the County can seek an appropriate vendor. Mr. Griscom said hiring a firm for a survey would probably require an RFP. He recommended the conversation continue in a subcommittee.

Ms. Sakiestewa said a professional survey can help the committee determine what it is they're trying to get.

**e. Presentation of the Santa Fe County Economic Development Plan**

Mr. Griscom said the plan recently approved the Economic Development Plan which replaces the 2007 plan. The plan identifies arts and culture as one of its five target industries. He offered to email the plan to the members. The plan identified the need to update the UNM Bureau of Business & Economic Research (BBER).

**f. Presentation of the results of the BBER Arts & Culture Study**

Mr. Griscom said this BBER report was commissioned by the State and provides 12 interrelated policy recommendations.

Ms. Sakiestewa said an earlier UNM study revealed that one out of every four state residents believes they are involved with the arts. The new BBER shows a much lower number and she recommended parlaying a broader state perspective within its cultural opportunity.

Ms. Laflamme-Childs said this study was specifically about the economics. Income from the arts and culture industry in the state was more than construction and manufacturing combined in the state.

**IX. Matters from the Committee**

**Date for next meeting:** The next meeting date would be determined through Doodle.

[Chair Weisman excused herself from the remainder of the meeting.]

**a. Discussion of Etsy Business Model and NM Initiative:**

[Discussion occurs on page 5]

**b. Discussion of Route 66 Arts Alliance**

Mr. Holden said Route 66 has international fame and he listed recent visitors and film makers who travel Route 66. Route 66 Arts Alliance is highlighting the story of Retribution Road and has created a number of destination stops from Santa Rosa, Las Vegas, Santa Fe, Albuquerque, and back around.

Mr. Griscom said Commissioner Anaya has the Alliance's proposal to use part of the vacant firehouse in Edgewood for the arts.

