

MINUTES OF THE
SANTA FE COUNTY
ARTS, CULTURE AND CULTURAL TOURISM COMMITTEE

October 10, 2014

Santa Fe, New Mexico

This meeting of the Santa Fe County Arts, Culture, and Cultural Tourism Committee commenced at approximately 1:00 p.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:

Ann Weisman, Chair
Ramona Sakiestewa
Michelle Laflamme-Childs
Charlene Cerny
Roger Holden
Jayne Levant

Member(s) Excused:

Deborah Torres

Staff Present:

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

III. Approval of Agenda

Chair Weisman requested moving action item V. b, identification of needed subcommittees and establishment of those committees to follow item VII. a, discussion of strategic focus.

Ms. Cerny moved to approve the agenda as amended and Ms. Levant seconded. The motion passed without opposition.

IV. Approval of Minutes: August 29, 2014

The following corrections were noted: Ms. Weisman was misspelled throughout the minutes; Roseanna Perea of WESTT was incorrectly identified as Ms. Padilla on page 5 and Laflamme-Child was also corrected. On page 5, Creative Stardust was corrected to read Creative Startups.

Ms. Levant moved to approve the minutes as corrected. Her motion was seconded by Ms. Sakiestewa and the motion passed without opposition.

V. Action Items

a. Election of Vice Chair

Mr. Griscom said the primary duty of the vice chair is to assume the duties of the chair in the event the chair is unable to attend. Chair Weisman said they may also attend executive meetings.

Chair Weisman invited self nominations. Ms. Levant submitted her name for the position.

Ms. Cerny recommended the vice chair have a two-year term on the committee and nominated Ms. Sakiestewa.

The committee voted by ballots and based on the results, Jayne Levant was declared ACCT vice chair.

VI. Matters from the Public

Chair Weisman said following action by the City Council on the City of Santa Fe Arts Commission strategic plan, Ms. Salazar-Griego will present it to the ACCT. An invitation will be extended to Tom Aageson to discuss Creative Startups and the Cultural Corridor.

VII. Matters from the Committee

Chair Weisman reviewed the basic guidance provided by County legal staff in terms of the State's Open Meetings Act. Only committee members can serve on subcommittees, although the public can participate as non-formal members. Mr. Griscom said he would ask legal whether an agenda for a subcommittee was necessary. Chair Weisman reminded the members that the ACCT was limited to six meetings per year. In terms of focus groups, Mr. Griscom said he would check what type of noticing was required.

According to the County Legal Department, agenda items for upcoming meetings are to be determined at meetings and cannot be discussed through email in order to avoid a rolling quorum. Meeting notice is 10 business days and the agenda is published 7 business days before the meeting. Tasks cannot be assigned via email; instead all business must occur during a formal meeting.

Mr. Griego offered that legal staff can be invited to attend and address any legal issues the committee may have.

a. Discussion of Strategic Focus

Chair Weisman recommended the Committee begin its strategic focus by defining the terms used within the enabling resolution to insure the committee is speaking about the same thing: review the tasks as outlined in the resolution, develop subcommittees to correspond to the tasks, and consider a timeline in which to proceed.

The committee discussed the terms in bold and developed the following definitions:

1. Artist/Artisan

- People engaged in creative pursuit/art making
- Visual arts
- Performing arts
- Folk art
- Literary art
- New media
- Architecture

2. Arts Business

- Artist or groups of artists (co-ops, etc.) actually engaged in selling their creative work
- Galleries, auction houses, consignment enterprises, theater companies, bands, artist studios
- Agents, promoters, merchants actively involved in selling artists' works

3. Arts-related Business

- Materials, services or goods to artists, art businesses, art buyers and audiences

4. Cottage Crafts (recognized as a marginalizing/discriminatory term)

- Artists and artisans working and selling at home-based studio or workshop

5. Culture

The sum total of all human activity

- History
- Tradition
- Science
- Religion
- Art
- Built environment

COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss
ARTS, CULTURE & TOURISM
PAGES: 8
I Hereby Certify That This Instrument Was Filed for
Record On The 9TH Day Of January, 2015 at 03:05:14 PM
And Was Duly Recorded as Instrument # 1754681
Of The Records Of Santa Fe County

Deputy *Marcella Aguirre*)
Witness My Hand And Seal Of Office
Geraldine Salazar
County Clerk, Santa Fe, NM

6. Cultural Tourism

- Generating revenue from a region's cultures by attracting visitors and consumers of arts and culture
- Landscape



7. Economic Development

- Programs and initiatives that have a positive economic impact on the citizens and Santa Fe County.
- Go forth and prosper
- “Appropriate economic activities support a healthy economy which enrich community life and promote values, such as healthy environment protection of social and cultural resources, self reliance, self-sufficiency and entrepreneurship.” SLDC
- Sustainable
- Creating new markets for Santa Fe County artist/artisan (import and export)
- “Coordinating with local communities on the development of artisan studios and additional places for the display of arts, such as, sculpture, exhibitions, open air markets and community art venues.” SLDC

[The committee recessed for 10 minutes]

V. b. Identification of Needed Subcommittees and Establishment of those Committees

Chair Weisman noted that ACCT has \$10,000 to work with which could address the inventories. Ms. Levant suggested investigating a method of doing the inventory without spending any money.

Subcommittees were gleaned from the tasks set out within the resolution. An Inventory/Asset Mapping within Santa Fe County which would identify the non-profit entities and crafts, cottage industries, cultural tourism and arts related businesses. It was noted that the County business license information will not provide adequate information. The State does not share CRS information.

Chair Weisman said there are a few existing inventories that are either incomplete or out of date. The idea is to develop a more accurate profile of what exists in the community.

The notion of holding public meetings/townhalls to solicit the public’s interest, or focus groups/needs assessment type meetings was mentioned.

In terms of inventory, gallery guides, the Community Gallery, SCORE – and other organizations could conduct an email blast for artists to sign up to be included in the County inventory. While there are many places to obtain cursory information, that requires synthesizing which could be contracted out.

New Mexico Arts was able to supply a listing of the non-profit art organizations that applied for grant money. That is not a complete list of artists in Santa Fe County.

The following subcommittees were mentioned:

Investment Research

- Artists' needs assessment
- Arts business' needs assessment
- How the list will appear: by discipline, by zip code...
- Hire Sabrina Pratt or somebody like her to pull the materials together

Branding/ Export Marketing

- Recommendations on how the County can enhance opportunities for local artists, artisans and craftsmen through branding and development of exports
- Branding cultural tourism development
- Determine who is already doing branding and piggyback on development of export markets
- Furthering the position of the arts market in Santa Fe County by branding
- A cultural tourism tool
- Work with the NM Tourism Department within their New Mexico True ads using a tag line to tie into the state's branding.

Use of County Facilities – premature

- Requires additional legal research
- The Nancy Rodriguez Community Center was mentioned as a beautiful site

Developing Partnerships/collaboration

Fund Raising

Developing Programs – this was removed because there was agreement that programs should derive from the subcommittees

When asked when the ACCT could expect additional funding, Mr. Griscom said the FY16 budget will need to be developed in March/April and ACCT's needs can be addressed. He would investigate budgeting money for ACCT members to travel the County and hold townhall meetings.

Mr. Griscom said he would talk to the County Procurement Director to determine whether a RFP is necessary for the inventory project. If not it will be easier to meet a March 1st timeline.

The subcommittee will determine what the inventory contract would require and that contract will be managed by staff. Mr. Griscom said he'll be attending subcommittee meetings.

In regard to the use of county facilities, Mr. Griscom said a subcommittee is premature. Legal staff has a series of issues that need to be reviewed before there is a go-ahead with the concept. He said he has information regarding the Palace of the Governors' portal program.

Three initial subcommittees were finalized as follows:

Inventories/Research: (Chair) Weisman, Sakiestewa and if she desires, Deborah Torres

Branding/Export Marketing:(Chair) Levant, Holden, and Cerny

Partnerships/Collaboration: (Chair) Laflamme-Childs, Cerny and Levant

Ms. Sakiestewa moved to accept the three subcommittees as listed above. Her motion was seconded by Ms. Cerny and passed by unanimous voice vote. The subcommittee members were appointed following the motion.

Staff was directed to proceed to pursue a contractor in coordination with the Inventories/Research subcommittee.

A discussion ensued regarding business cards for committee members and Ms. Laflamme-Childs offered to work on that project.

VII. b. Discussion of Art in Public Places Potential Projects for Santa Fe County Capital Outlay

Ms. Laflamme-Childs outlined the State's one percent public arts program. Every time the state lays out a minimum of \$100,000 for renovation or new construction of a facility, one percent of the state's contribution is earmarked for public art in that space. Infrastructure, pre-fab, non-accessible buildings and highway funds are not included. Often cities and counties contribute to the public arts funds.

The state conducts a public call for art either New Mexico Only or the Acclaimed Artists Series. New Mexico Only is for artists living or working in New Mexico or with galleries in New Mexico, and the award is \$20,000 or less. Acclaimed Artists Series is New Mexico and the five surrounding states. That award is between \$20,000 and \$40,000.

A package of submitted works is curated to a manageable number eliminating items not suitable for public buildings, and the slide show of catalogued art is toured to the places eligible for art in their facility. The state requires that the person making the selection of work for a facility is the user not the owner. The user is usually set up as the site representation and the owner agency signs off on that representative.

Ms. Laflamme-Childs said the City of Albuquerque and the County of Bernalillo have their own one percent programs. Noting there was a precedent with the County of Bernalillo, staff was asked to broach this topic with County legal staff.

Ms. Laflamme-Childs provided a list of Santa Fe County owned facilities that received state funding and have not used their 1 percent art allocation. The funds do not revert and the art work is to be permanent. Included in the price from the artist/gallery is delivery, installation, etc. Ms. Laflamme-Childs said the art is required to be mounted with security hangers, behind plexiglas, bolted down, etc. A recent audit by the LFC showed the audit sample to be where it was supposed to be.

Recognizing this was not listed as an action item, Mr. Holden said he was prepared to formally recommend that the BCC consider adopting a one percent art in public places program for County projects similar to what Bernalillo has.

Ms. Laflamme-Childs said many organizations are unaware of the money set aside for their facility. She said there were over 8,000 projects statewide that need to address their public art. Any of the organizations can solicit additional funds to purchase larger works if desired. She said she has focused on the rural communities and will be reaching out to Santa Fe County and Bernalillo in the spring of 2015.

When state funding is involved the state's policies and procedures must be followed.

Ms. Laflamme-Childs discussed commission projects that differ from the procedure of the one percent. As an example, Santa Fe Studios has a project of approximately \$52,000 for a site-specific commissioned work. The plan is a monumental sculpture near SR 14 identifying the studio from the road. Because it is public money, there needs to be a public meeting that meets the meetings act requirements and there are specific procedures that must be adhered to in selecting the art.

The goal with public art, stated Ms. Laflamme-Childs is not just to support our artists but to give the public the best art experience possible.

Chair Weisman offered to include the notion of Santa Fe County adopting One Percent for the Arts as a future agenda item.

c. Discussion of Craft/Cottage Association

Ms. Levant said she has a lot of experience with branding and is excited to work on this for Santa Fe County. She provided an overview of her ideas which will play into developing the artist inventory. She wanted Santa Fe to regain its uniqueness and thus regain its market share. She offered the idea of developing an alliance of artists that would entail a process for entry. The alliance may open associations/alliances to the crafts people.

Chair Weisman said she was pleased that the Branding/Export Marketing Subcommittee was off to a good start.

d. Discussion of Potential Projects/Initiatives

Mr. Griscom said this agenda item will appear on future agendas to provide committee members the opportunity to bring forward new ideas and concepts.

VII. Matters from Staff

a. Portal Program Update

While the portal outside of the County Courthouse/Admin Building was the original notion, Mr. Griscom said the discussion within the resolution is much broader: how to use a County facility to showcase art. He said he met with Palace of the Governors Interim Director

John Hunner and learned the following about the Portal Program: it began in the 1920s, artist are required to vacate the portals for three events per year; 200 artists participate in the program; a committee of 10 organizes the program; artists must be Native American from a local New Mexican tribe, authenticity is evaluated by a committee; there are 72 vendor spaces and a lottery process is used. The artists do not pay for their space under the portal. The program is sanctioned under federal law. He offered to forward the rules and regulations to the members.

The program is complicated by the Anti-Donation Clause and the County would have to open it to everyone. The County Legal Department is reviewing the issue and the ACCT should not expect an opinion from the Legal Department for some time; however, he assured the committee that he would continue to pursue it.

b. Inventory Update

Mr. Griscom reported that he and Chair Weisman met with Bruce Poster from Southwest Planning & Marketing who did the previous inventory and that information would be shared with the inventory subcommittee.

c. Agenda Items for Next Meeting:

The notion of earmarking one percent of the County's contribution to construction of County-owned facilities for art in that building requires more research. It was suggested that the item be listed for discussion and possible action at the next meeting. Ms. Laflamme-Childs said she would forward the information on the County of Bernalillo's program to staff.


- Subcommittee Reports
- Discussion and possible action regarding recommendation that the County establish a one percent contribution for public art
- Report from City of Santa Fe Arts Commission regarding the Strategic Plan
- Creative Start-ups and Cultural Corridor information from Tom Ageson
- Potential new subcommittee(s)

The next meeting date would be determined through Doodle.

X. Adjournment

Having completed the agenda, this meeting adjourned at 4:05 p.m.

Approved by:


Ann Weisman, Chair
ACCT Committee

Respectfully submitted by:

Karen Farrell, Wordswork