

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

Santa Fe, New Mexico

December 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 2:30 p.m. by Lara Morrow, Vice 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
Lucie Duranceau-Church
José Varela López

Member(s) Excused:

Busy McCarroll
Amado Abeyta
Jason Hool
Maggie Muchmore

Staff Present:

Duncan Sill, Staff Liaison
Jack Kolkmeier, Land Use Administrator

Other(s) Present:

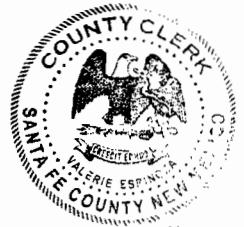
Paul Dixon, Madrid

APPROVAL OF AGENDA

The agenda was adopted by consensus.

APPROVAL OF MINUTES – November 19, 2009

With the inclusion of his proposed changes, Mr. Varela López moved to approve the minutes. Ms. Duranceau-Church seconded and the November minutes were approved without



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss
I Hereby Certify That This Instrument Was Filed for
Record On The 15TH Day Of February, 2010 at 09:47:35 AM
And Was Duly Recorded as Instrument # 1590985
Of The Records Of Santa Fe County
Witness My Hand And Seal Of Office
Deputy Marcella Salgado Valerie Espinoza
County Clerk, Santa Fe, NM

SFC CLERK RECORDED 2/15/2010

opposition.

MATTERS FROM THE CHAIR

This item was postponed awaiting Mr. Parrish's arrival.

MATTERS FROM STAFF

Mr. Kolkmeier thanked the ACE members for their diligence throughout the year. He summarized the accomplishments as having "opened the door" to county opportunities.

ACE served as the co-sponsor of the Madrid Christmas parade.

Paul Dixon, a Madrid resident, said this was Madrid's 26th official Christmas parade and was the best attended parade in memory. He thanked the County and said the necessity to have both a permit and pay a fee will make it tougher for Madrid.

Mr. Kolkmeier said the County waived the fee.

[Chair Parrish arrived at this point.]

MEMBERSHIP

Mr. Kolkmeier said there was past consensus to have a member of the Madrid community serve on ACE and Paul Dixon has been invited to fill that post.

Mr. Dixon said he was delighted by the invitation to serve on ACE. Before he assumes the position, he said there were a couple of issues to iron out within the community. He currently serves as the Chair of the Madrid Landowners Association and there are some who perceive a conflict of interest. He would be discussing the issue with MLA and the MCP (Madrid Cultural Projects) to obtain a consensus on who should serve on ACE. He said he was sensitive to the town's view of concentration of authority within the MLA.

Mr. Kolkmeier said the ACE appointment will be presented to the BCC in January.

Mr. Sill remarked that the grandstand improvements continue and architect Beverly Spears recently presented information to the MLA.

UPDATE on Calendar Project

Ms. Duranceau-Church said the project was originally a process-oriented project but at the last meeting she recognized it became a product-oriented project with deadlines. She said she was prepared to have something concrete to show by June.

A discussion ensued regarding scheduling, Spanish translation and edit, printing and distribution.

Ms. Duranceau-Church said all of her efforts and those of the photographer have been without charge. She said funds were necessary to print a quality product. She emphasized that, given that previous research had been funded by the Task Force, the calendar should be

supported financially by Santa Fe County. Requests would be made to Commissioners for discretionary funds

She mentioned that each of the residents highlighted in the calendar contains a paragraph narrated by the individual. The calendar is truly a product of La Cienega with her guidance. The calendar includes recipes.

Mr. Sill said the legal department was reviewing the agreement releasing the use of the photos for the calendar.

Chair Parrish asked that the ACE members have an opportunity to review the draft.

Ms. Duranceau-Church said she has included an acknowledgement that highlights the community's passion and pride in farming and ranching.

Mr. Dixon recommended that if a calendar focused on Madrid were developed, local merchants could defray costs by sponsoring pages and also sell them. He mentioned that there were thousands of tourists coming through Madrid and if the calendar had an entertainment component showing what Madrid is about it could sell. He mentioned Madrid's Nude Geezers calendar that ran and sold for a few years.

Mr. Kolkmeier mentioned that Madrid is the only Main Street in Santa Fe County and thought that and the old mining element could be capitalized on.

Mr. Dixon mentioned a new book about Madrid with photos from the 60s when it was still a ghost town. The Johnson Gallery is exhibiting the photos.

UPDATE – La Cienega activities

Mr. Sill said Camille Bustamante agreed to work with ACE to develop ideas for involving the youth of La Cienega. She has had difficulty in recruiting youth exclusively from La Cienega while there has been an expressed interest from other kids from the south side. Ms. Bustamante has suggested to staff that using a more diverse group may provide a better assessment of the youth situation. [*Exhibit 1: Interim Report*]

Mr. Sill said involving the youth is very important and Ms. Bustamante is currently collecting information with five young people from the south side communities. He anticipated the final report would be submitted in January.

Mr. Sill advocated developing programs to engage the youth of the County's local communities.

Mr. Kolkmeier said he hoped to weave this information into the other programs.

Chair Parrish said he and Mr. Kolkmeier met with the Pueblo of Pojoaque representatives Alan Mosely and their attorney to talk about the Pueblo's wish list. He said he met with José Varela López and Carl Dickens to talk about the LCVA's wish list. At this point the most important component is developing a working partnership.

Mr. Varela López said he brought up the wish list at the last LCVA meeting but no specific activities were developed yet.

Mr. Kolkmeier mentioned the commercial district around Los Pinos north of the Downs. He said that area is well suited for mixed commercial uses. He said the Fall Festival was very successful and opened the door.

DISCUSSION 2010 Work Plan and Project for the Task Force

Chair Parrish said he has developed a three-item list of things he would like to accomplish with the task force during 2010: look for economic engines in the communities related to art, culture and entertainment; marketing ACE through branding to increase community awareness – perhaps review LTAB's budget; and present a spring festival in La Cienega in May.

Ms. Morrow advocated developing a concrete plan for the funds requested from LTAB. Mr. Kolkmeier suggested the calendar production may be appropriate.

Mr. Kolkmeier said the big challenge next year will be funding and ACE will need to go after grants. He said while personnel resources are stretched at the County he thought there might be an opportunity for some assistance in grant writing.

Mr. Dixon said his wife worked as a professional grant writer and Mr. Kolkmeier said it may be possible to contract that service out.

Mr. Kolkmeier said ACE needs to clearly identify the projects they want involvement in. A four-page brochure containing ACE's mission statement and accomplishments could serve as a marketing tool to gain access to some funding.

Mr. Dixon suggested piggybacking on a project as a partial sponsor and mentioned the restoration of the Madrid Engine House Theater which was condemned lacking an adequate fire safety system. He suggested ACE could raise its profile by cosponsoring with Madrid.

Mr. Kolkmeier said Rio Arriba County recently created a film office [*Exhibit 2*] and when Santa Fe Studios opens film will be a major contributor to the County. The County is going to need an intermediary between the Studio and the State's Film Office. The County will need some presence. A suggestion of a film office coming from ACE to the BCC would be appropriate.

Mr. Kolkmeier said he would invite Rio Arriba's film office manager, Mateo Pumphrey, to speak to ACE.

Mr. Kolkmeier mentioned the County has an allotted number of hours on public television and could host an arts, culture and entertainment program. The program would require a big time commitment but the opportunity is clearly there. Also mentioned was that this might interface well with the youth of the community.

Ms. Duranceau-Church suggested a program similar to the View would be successful.

Mr. Kolkmeier mentioned Elizabeth Baker, a local filmmaker, who might be willing to work on this concept.

Chair Parrish suggested issuing an RFP on the program idea and seeing what comes out of the community.

Mr. Sill recommended that ACE develop two or three ideas and demonstrate to the BCC the viability of those ideas. He said developing a relationship with LTAB would be an important step.

Mr. Dixon recommended developing a series of half-hour programs on the ACE Task Force, La Cienega, Madrid, individual projects, uploading them on youtube and getting the word out that the video is available 24 hours a day. A program discussing the Spring Festival and then placing it on the Internet which serves as a portal for the ACE Task Force would provide branding and visibility.

Ms. Morrow said a comprehensive list of the events that have occurred from the time the task force began is imperative to attract funding. The event listing/history would create a portfolio of the task force accomplishments.

Mr. Dixon agreed and said the events should be listed as press releases for portfolio business. He offered that in the past he did the publicity for Music in Corrales, the Corrales Cultural Arts Council, the Old Church and a few other groups.

Mr. Dixon encouraged ACE to investigate every government sponsored outlet (i.e. Department of Tourism) and add ACE as a link.

Chair Parrish asked that staff develop a checklist of the mechanics necessary to air a program on the public station.

NEXT MEETING – January 28th, same hour, Community Service Conference Room.

ADJOURNMENT - The meeting was adjourned before 4:00 p.m.

ATTEST:

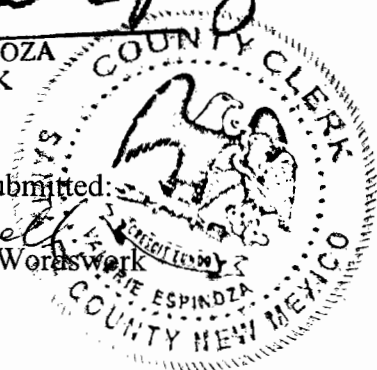
Valerie Espinoza VT
VALERIE ESPINOZA
COUNTY CLERK

Approved by:

Shaun Parrish 2-11-10
Shaun Parrish, ACE Chair

Respectfully submitted:

Karen Farrell
Karen Farrell, Wordswork



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