

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

Santa Fe, New Mexico

March 25, 2010

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 Acting Chair Varela López in the Santa Fe County Community Services Conference Room, 901 W. Alameda, Santa Fe, New Mexico.

The following members were present:

Members Present:

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

Member(s) Excused:

Shaun Parrish, Chairman
Lara Morrow, Vice Chair
Jason Hool

Staff Present:

Duncan Sill, Staff Liaison
Roman Abeyta, County Manager
Julie Berman, Strategic Planner

APPROVAL OF AGENDA

Ms. Duranceau-Church asked that there be discussion of the calendar under Other Issues. With that modification Ms. Muchmore moved to approve and Mr. Abeyta seconded. The agenda was adopted unanimously.

APPROVAL OF MINUTES – February 11, 2010

No changes were recommended. Ms. Duranceau-Church moved approval as submitted and Ms. Muchmore seconded. The motion passed without opposition.

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MATTERS FROM THE CHAIR AND STAFF

Mr. Sill reminded the task force that its tenure is due to end June 30th. The County is reviewing the status of all committees, board and task forces and County Manager Abeyta and Strategic Planner Berman will be joining the meeting at some point to discuss this issue. There is a possibility the task force may be reduced in size. He recommended that the task force concentrate on establishing that they are meeting the goals proposed in the resolution establishing the committee.

Ms. Duranceau-Church asked if the committee's continuing existence depended upon the good will of the Commission. Mr. Sill said it is more contingent upon whether there is a demonstration of benefit to the local communities. Given the current budget constraints, the County is seeking the "biggest bang for the buck." The intent of the formation of this task force had to do with economic development. The ACE Task Force was to be a working group with a focus on resource development.

Mr. Sill suggested concentrating on concrete results the committee has accomplished.

Ms. Muchmore pointed out that with no resources available it falls to the committee members to take up the slack. Mr. Sill said that was not the intent and resources should be dedicated. He speculated the initial goals might have been over-ambitious and may not be practicable. He noted it's taken a great deal of time just to become familiar with the issues, and the focus has been on process rather than projects.

Using the previously discussed kids' art show as an example, Ms. Muchmore asked which was a higher priority, establishing contacts and organizations, and writing up how it could be done, or have one bad art show in the chambers. Mr. Sill said the former would be better. There are structural matters that need to be worked through.

Mr. Sill said one issue is finding ways to assist artists and musicians in the community and determining what they need.

Ms. Muchmore said the committee members have no authority to get things done. Mr. Sill said he is not meant to be the committee's secretary, although sometimes he had to take on those kinds of duties.

Mr. Sill stated it often comes back to infrastructure. An inventory was begun but it was scratching the surface. They have learned from experience lessons in putting on community events, and this is something that can be replicated and built on.

Ms. McCarroll asked if that was the purpose of the subcommittees, to establish those guidelines. She suggested that could be demonstrated to the BCC.

Mr. Sill said the focus groups have yet to populate the matrix proposed at the last meeting. It is possible that the groups will overlap.

Ms. Duranceau-Church indicated that she has kept a log of everything she has done, and

suggested that could help demonstrate what the committee has been up to. Mr. Sill reiterated there are still structural issues needed to help support the processes to help garner resources to do projects. The responsibility currently rests with the focus groups, for instance, working on media programming that would support art and culture in Santa Fe County.

Ms. McCarroll pointed out that musicians need more information on what to do, where to play, who to contact and how to get their music heard. The music scene is becoming bigger and more unwieldy all the time. In the past it was more manageable.

Mr. Sill said one of ACE's goals is to facilitate resource and information distribution for the various artist groups, and make inventories. Ms. Muchmore said she was envisioning more of a clearinghouse.

Ms. McCarroll noted that most other states have a Grammy panel; it's time Santa Fe had something like that. That could bring more excitement and more money in.

Mr. Sill suggested having something like the film industry has – a website with all sorts of resources. He said before that an assessment needs to be done.

It was agreed they could not really start projects without staff, money or approval.

Mr. Abeyta said it's going to be necessary to present a organizational front to the BCC. Mr. Sill added to that end it has to be shown how, for instance, musicians contribute to the community and the economy. If artists are not supported they will go away, so a support framework has to be identified. He said it is the group, not the liaison, that should be communicating the activities to the BCC.

It was agreed that meeting with individual Commissioners might be productive.

Accountability is the key, according to Mr. Sill, and showing that goals have been met. If it is decided this is the right format for making a contribution to the local economy the Commission will see it in a more favorable light. Prior to making a presentation it will first be necessary to have the structure in place.

Given the number of committees in existence, the BCC will have to decide which are the most valuable and the County Manager can help them with what components should be emphasized.

Ms. Duranceau-Church pointed out a certain amount of PR is necessary to show who the committee is and to define the role. Mr. Sill said the achievements should be documented vis-à-vis the goals, to demonstrate the viability of the task force.

Ms. Muchmore said she would line up people and have a list of people prepared to aid the effort.

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**V. DISCUSSION of 2010 Work Plan and Related Assigned Activities for Task Force
[Exhibit 1]**

Mr. Sill said the matrix features color-coding showing which activities directly support stated goals. He said this is an example of a framework and is subject to modification. He said there were 11 initial goals. For instance, the inventory has been done. The calendar would fit under arts and cultural institutions and meets goals 2 and 3. This demonstrates accountability.

Chair Varela López asked if all of the boxes on the chart had to be filled, and Mr. Sill said eventually the entire matrix should be populated. At this point there are still unknowns.

Mr. Sill said this will clearly delineate the processes and will be valuable to show the Commissioners at the end of the fiscal year. It should be in a format that will demonstrate viability and show a clear path.

Ms. McCarroll suggested putting it into a framework that was easier to understand. Mr. Sill said the focus groups should decide what works best for them. He reviewed the structure, with short-term and long-term goals.

Mr. Abeyta summarized that the short-term goal for the committee at this point is putting together a good “demo” for the Commission.

**VI. DISCUSSION of Other Issues
Update on Calendar Project**

Ms. Duranceau-Church showed the calendar she will be presenting to the La Cienega community at a breakfast on May 1st. The pictures are ready to be hung in County Chambers. There are also some pictures of the acequias in La Cienega that could accompany the exhibit. She said Commissioner Mike Anaya contributed \$800 from community funds to print 101 calendars. She will try to sell them to recoup costs and print more. The price has yet to be determined. It was suggested that all the Commissioners receive calendars. Las Golondrinas may want to stock them.

Chair Varela López mentioned that the Downs has put in an application to extend their master plan for another two years with a request to modify restrictions to expand the number of days allowed for markets. A community meeting on the master plan is to be held on April 13th from 2:00 to 4:00. Chair Varela López said there is a possibility for music activities as well. The LCVA is getting involved and he will report back on developments at the next meeting. Ms. Duranceau-Church said the Oshara flea market is coming back.

County Committee Review

Mr. Sill introduced Julie Berman who indicated the review into the committees began a year ago, and she found nearly 100 committees, task forces, boards, etc., on the books, some of which were no longer in operation. The impetus behind the review was a transparency project launched by the League of Women Voters. The County now has a much better handle on the situation but initially tracking down the documents enabling the organizations was daunting.

Many meetings were not being noticed and minutes were not being recorded. Ms. Berman worked with various departments in the County to find out which committees were still in existence.

In working to clarify the situation Ms. Berman found that some groups were founded through ordinances and some through resolutions. Some, in an attempt to achieve quorums, kept adding more members. Efforts were made to standardize agendas and noticing, and the situation was formalized. Thirteen committees were not functioning and they were eliminated. An attempt was made to streamline the committees. She explained that a number of groups have County representation but are not run by the County, and some are established with a finite time span with a specific task in mind. ACE is in this latter group

Ms. Berman distributed a summary of ACE's mandate. [Exhibit 2] While this task force was established with nine members, a suggestion has been made that all committees would have only five members. No final decision has been made. A recommendation was made to visit the committees and explain the situation. Some of the committees were using their staff liaisons as secretaries, were not productive or were going outside their purview. Additionally, there was a lack of training. A plan is afoot to have orientation and training for committees as well as handbooks. To this end, a list has been established delineating the role of the committee liaison. [Exhibit 3] She went over the various duties of staff, emphasizing the liaison does not work for the committee.

Positing one possible outcome, Ms. Berman asked the members if of this committee were to consist of only five members could the work be done. The consensus was that it could. Ms. Duranceau-Church pointed out that having one member per Commission District was not necessarily reflective of the population they wished to represent.

Ms. Muchmore pointed out what's missing is an arts group in the County to receive recommendations from this committee; at the City the Arts Commission has authority.

Ms. McCarroll pointed out that the work could conceivably be done by five people, but since there are three focus groups seven people would be better.

Concerning the 13 non-BCC committees (those involving only commissioners) County Manager Abeyta stated the feedback he has received is some members feel they are wastes of time. Additionally, occasionally committee members will have a specific agenda, and some are unsure of their mission. He contemplates sitting down with the committees asking for a specific list of goals to be accomplished in the next six months or year. He noted that this committee has already accomplished things.

Ms. Berman said another option would be for the work of each committee to be subsumed into either the Capital Infrastructure Committee or the Community Services Committee, with subgroups being created as needed.

Manager Abeyta indicated that with state law requiring a per diem it would cost the County \$240,000 per year, and with budget constraints, "something's got to give." They are exploring having members sign a waiver of the per diem. It may happen that this would become a

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condition of appointment.

Ms. Berman reviewed the goals on ACE's mandate with the committee members. She said when the report to the Commission is made it will be important to raise the points where progress has been made. She recommended taking a snap shot of their current activities and to demonstrate what a permanent group would do. She said they should be specific and focus on economic benefit that will come from the committee.

Mr. Sill said the Lodgers Tax Committee promotes arts and cultural activities through advertising, but ACE goes beyond that. Ms. Berman mentioned CultureNet as a resource. Ms. Muchmore said without funds there's only so much that can be done.

Manager Abeyta once again stressed the fiscal impact. If there will be a return on impact by generating gross receipts taxes that will help obtain funds for the group.

Ms. Berman speculated that having two committees do everything would be too much work, so five-member committees might be the way to go. She emphasized that the County appreciates the work of all the committees, and everyone is aware of the important role the arts play in the economy of Santa Fe County.

ADJOURNMENT - The meeting was adjourned at 5:00 p.m.

ATTEST:

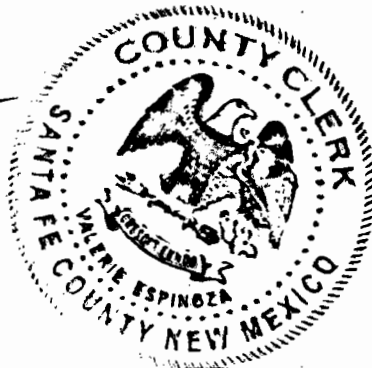
Valerie Espinoza vt
VALERIE ESPINOZA
COUNTY CLERK

Approved by:

Jose Varela Lopez
Jose Varela López, Acting Chair

Respectfully submitted:

Debbie Doyle Wordswork
Debbie Doyle Wordswork



COUNTY OF SANTA FE)
STATE OF NEW MEXICO) ss

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I Hereby Certify That This Instrument Was Filed for Record On The 21ST Day Of May, 2010 at 10:58:58 AM And Was Duly Recorded as Instrument # 1599350 Of The Records Of Santa Fe County

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