



Santa Fe County

Arts, Culture, Cultural Tourism Committee (ACCT)

Projects, Facilities, and Open Space Conference Room

901 W. Alameda, Suite 20C, Santa Fe, NM 87501

Regular Meeting

March 10, 2017 at 2:00 pm

Please turn off cellular phones during the meeting

Agenda

- I. Call To Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
 1. February 10, 2017
- V. Matters from the Public
- VI. Matters from the committee
- VII. Discussion Items
 1. Discussion and status of report for duties assigned by resolution 2014-35:
 - A. Identification of Funding Sources
 - B. Potential Collaboration/Partnerships
 - C. Reports of Activities:
 - a. Inventory of arts, culture, cultural tourism entities
 - b. Inventory of crafts, cottage industries, arts related businesses
 - c. Recommendations of opportunities for branding and export markets
 - d. Recommendations of using existing SFC buildings to display art
 2. Discussion of Status of Subcommittees
- VIII. Action Items (none)
- IX. Matters from County Staff
- X. Next Meeting ; April 14, 2017
- XI. Adjournment

D R A F T

SUBJECT TO APPROVAL

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

February 10, 2017

Santa Fe, New Mexico

This meeting of the Santa Fe County Arts, Culture, and Cultural Tourism Committee (ACCT) was called to order by Jayne Levant at 2:05 p.m. on the above-cited date in the Projects, Facilities, and Open Space Conference Room, 901 W. Alameda, Suite 20C, Santa Fe, New Mexico.

A quorum was indicated with the following members present:

Members Present:

Ramona Sakiestewa
Michelle Laflamme-Childs
Charlene Cerny
Jayne Levant
Deborah Torres

Member(s) Excused:

Ann Weisman
Karen Nance

Staff Present:

Chris Hyer, Economic Development Manager
Penny Ellis-Green, Growth Management Director

III. Election of Chair

Ms. Cerny nominated Ramona Sakiestewa and Ms. Torres seconded. The motion carried unanimously and Ms. Sakiestewa was named Chair by acclamation.

Ms. Sakeistewa took over the duties of Chair.

IV. Election of Vice Chair

Ms. Levant nominated Ms. Laflamme-Childs and Ms. Cerny seconded. The motion passed by unanimous voice vote and Ms. Laflamme-Childs was elected Vice Chair.

Chair Sakiestewa welcome Chris Hyer, who gave a synopsis of his work experience in planning and background in economics.

Those present introduced themselves.

V. Approval of Agenda

Ms. Levant moved approval as published and Ms. Torres seconded. The motion carried unanimously.

VI. Approval of Minutes: August 12, 2016

It was noted that “flexi-box” should read “plexi-box.” With that change and upon motion by Ms. Laflamme-Childs and second by Ms. Cerny the minutes were unanimously approved.

VII. Matters from the Public

None were offered.

VIII. Matters from the Committee

Ms. Cerny reminded the committee of pending items from the last meeting, to wit, the logo and a possible art in public places program.

Regarding the logo, Mr. Hyer said the matter has been referred to the Lodgers Tax Advisory Board (LTAB). Ms. Levant stated as chair of the Marketing and Branding Subcommittee, she lamented this committee’s lack of a substantive role in choosing the logo, although she was a member of the group assembled for that purpose. An ultimate decision was deferred in order to allow input from the incoming Commissioners. Ms. Levant indicated she and Ms. Cerny met with a number of people and were very invested in the process.

Mr. Hyer said his goal was to establish where this committee was vis-à-vis the tasks set out in the enabling resolution.

Ms. Levant asked for authorization to contact Kristine Mihelcic and invite her to the next meeting.

Ms. Cerny noted subcommittees were established to deal with each of the points in the resolution and the logo falls under the branding goal.

Chair Sakiestewa pointed out that a progress report in the form of a presentation to the BCC was made by David Griscom. She added that they would await an update from the County Manager’s Officer regarding the logo.

Ms. Laflamme-Childs stated she has been working on an art in public places resolution based on Los Alamos’ program. She recently made a presentation to the Taos Town Council who are also interested in developing a program.

Issues to be resolved are whether road funds would be subject to the one percent and whether the art work would have to be placed on the property from where the money was drawn.

Regarding dedicated spaces in the new County administration building, display niches, such as are found in the Inn of Loretto or La Fonda remain a possibility. A process for choosing participants would have to be developed. Ms. Cerny quoted Mr. Horn, one of the architects as saying, "They envision a formal lobby with alcoves, hallways will connect to different departments and art could be exhibited in alcoves or display spaces." The goal is to provide additional exposure for county artists.

After a great deal of research a makerspace does not appear to be feasible for a number of reasons.

Also rejected following research was artists selling under the portal.

Mr. Hyer said demolition of the old building is anticipated within the year and completion is projected for three or four years.

IX. Discussion Items

A. Discussion of Status of Duties Assigned by Resolution 2014-35

B. Discussion of Subcommittees

Chair Sakiestewa said the subcommittees were AIPP [Resolution goal A], Inventory [Goal C.a], Branding and Marketing [Goal C], and Possible Arts Commission [Goal B].

Referring to a potential Arts Commission, Ms. Levant said she and Ms. Weisman developed a mission statement that did not advocate a separate Arts Commission. Ms. Laflamme-Childs said if there is an AIPP program there has to be a body to make decisions.

Chair Sakeistewa noted there is currently no one on the committee from the film industry. Mr. Hyer said Eric Witt is currently a liaison with the City-County Film Commission so that should not be necessary. Tomas Romero can be invited to participate at a future meeting to provide an update on the inventory.

Mr. Hyer emphasized completing the resolution's tasks before beginning anything else.

Chair Sakiestewa suggested inviting the new Commissioners to a meeting. Ms. Cerny recommended making a presentation to the BCC and asking for guidance. Chair Sakiestewa volunteered to work on a draft presentation and send it out for input. Mr. Hyer could then do the final edit.

Ms. Levant expressed her concern that the logo would get approved without any input from the ACCT. Ms. Cerny noted the logo was important because artists could use it in branding and marketing efforts. Chair Sakiestewa said that was not a priority in a survey taken of artists.

Regarding the goal of collaboration, Ms. Cerny said DCA should be included in that effort.

X. Action Items

None were presented.

XI. Matters from County Staff

Mr. Hyer said the current Commission seems open to art issues. He speculated the presentation could be made in April or May. Getting buy-in from the Commission is essential to avoid this committee from spinning their wheels.

XII. Next Meeting: March 10, 2017

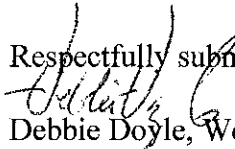
XIII. Adjournment

Having completed the agenda and with no further business to come before the ACCT, Chair Sakiestewa declared this meeting adjourned at approximately 3:15 p.m.

Approved by:

Ramona Sakiestewa, Chair
ACCT Committee

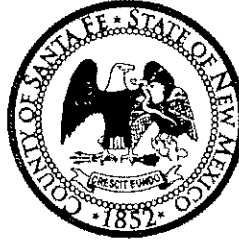
Respectfully submitted by:


Debbie Doyle, Wordswork

Henry P. Roybal
Commissioner, District 1

Anna Hansen
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3



Anna T. Hamilton
Commissioner, District 4

Ed Moreno
Commissioner, District 5

Katherine Miller
County Manager

DATE: March 1, 2017
TO: Penny Ellis-Green, Growth Management Director
FROM: Chris Hyer, Economic Development Manager
RE: Discussion and Status of Report to BCC of Resolution 2014-35

Summary

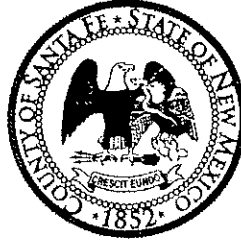
The ACCT Committee was formed by Resolution 2014-35. This Resolution asked the committee to explore each of the items listed below. Agenda item VII. asks that a discussion will provide an outline for a status report that will be presented to the Board of County Commissioners.

- A. To identify all existing and potential funding sources and other resources including Lodger's Taxes, grants, "1% for the arts" programs, the Quality of Life gross receipts tax, and bonding for ACCT activities, programs, projects, and organizations;
- B. To explore areas of potential collaboration and partnership with local governments, traditional communities and other related organizations that would provide benefit to the arts, culture, cultural tourism industries throughout the County;
- C. To advise Board of County Commissioners by developing policy options, action items and specific project proposals for the Board of County Commissioners on matters concerning arts, culture and cultural tourism activities and related community development issues, including specific roles that the County might play in fostering these economic activities; including, but not limited to, the following:
 - a. An inventory of existing arts, culture, and cultural tourism nonprofit entities and their function or role;
 - b. An inventory of existing crafts, cottage industries, cultural tourism, film/digital media, and arts-related businesses in Santa Fe County;
 - c. Recommendations on how Santa Fe County can enhance opportunities for local artisans and craftsmen through branding and/or development of export markets; and
 - d. Recommendations on the feasibility of using existing Santa Fe County buildings to showcase local artists and craftsmen.

Henry P. Roybal
Commissioner, District 1

Anna Hansen
Commissioner, District 2

Robert A. Anaya
Commissioner, District 3



Anna T. Hamilton
Commissioner, District 4

Ed Moreno
Commissioner, District 5

Katherine Miller
County Manager

DATE: March 1, 2017
TO: Arts, Culture, Cultural Tourism (ACCT) Committee Members
FROM: Chris Hyer, Economic Development Manager
RE: Agenda Item VII. 2.; Discussion of Subcommittees

Summary

There have been various subcommittees formed and this agenda item will focus on how these committees can support the items in the Resolution. Discussion of whether the subcommittees are complete with their review and what other issues should be discussed will be included.

Santa Fe County Arts & Culture and Cultural Tourism Committee (ACCT)
Recommendation for Adoption of a Percent for Art Program in Santa Fe County

In the resolution forming the ACCT (2014-35), specific deliverables were identified. The very first one is:

- A. To identify all existing and potential funding sources and other resources including Lodger's Tax, "1% for the arts" programs, the Quality of Life gross receipts tax, and bonding for ACCT activities, programs, projects, and organizations;

The ACCT has explored different "percent for art" programs in the state of New Mexico in an effort to determine best practices, and to learn from the mistakes and challenges faced by other governmental agencies in adopting this type of program.

Among those researched are:

The State of New Mexico's "Art in Public Places Act"
The City of Albuquerque's "Art in Municipal Places Ordinance"
The City of Santa Fe's "Art in Public Places Ordinance"
Bernalillo County's "Art for Bernalillo County Public Places Ordinance"
Los Alamos County's Ordinances establishing an Art in Public Places Board and an Art in Public Places Account

The statutes/ordinances establishing these programs are all attached for the Commission's review.

In addition the ACCT took into consideration information provided by the National Association of State Arts Agencies, identifying and summarizing the Public Art Programs in 27 states in the US.

After careful consideration, the ACCT would like to recommend the Santa County Commission consider adopting an ordinance to establish a formal and funded Public Art Program modeled after Los Alamos County's program.

The Los Alamos County Art in Public Places Board and Account Ordinances was first established in 1988, and was revised in 2006. In 2016, new Policies and Guidelines were drafted and they were voted on and approved at the August 30, 2016 Town Council Meeting. The newly amended Policies and Guidelines are attached for the Commissions' review.

Research indicated that the Los Alamos County program would be the simplest to administer and was recently amended to account for the changing standards in the larger public art community.

MISSION:

The mission of a Santa Fe County Arts & Culture Commission is to enhance the quality of life for residents of the county, promote tourism throughout the county, and provide economic development opportunities to resident artists, artisans, and those engaged in traditional and contemporary cultural activities.

OR

To advise the BCC on arts, cultural, and cultural tourism issues.

An arts & culture commission could provide the following:

1. Oversee an Art in Public Places Program.
2. Oversee a grant program using Lodgers' Tax funds distributed to nonprofit and tribal organizations' programs that attract tourists to the county.
3. Oversee arts & culture programs in county facilities in all regions of the county. These programs could range from exhibits, including traveling exhibits; festivals; and educational workshops for all ages, including professional development workshops for artists, artisans, and cultural workers/practitioners. or after school/summer programs for children and youth.
4. Other projects and programs are not excluded.

MEMBERSHIP:

7 members – one from each BCC district and 2 at large. All must be residents of the county and have strong interests in arts and/or specific cultures.

NEEDS:

1. A budget appropriate to programming.
2. A staff person, as programming needs dictate.
3. Buy-in from the majority of BCC members.

NOTE: Currently, the requirement for membership on the City of Santa Fe Arts Commission is that a person reside in the county and be involved in the arts. So I don't know how easy or difficult it would be to ensure that a minimum of one commissioner be from outside the city limits and reside elsewhere in the county. I also wonder about alternating between north and south in the county to ensure representation. Also – what would the county be expected to provide?

Strawman Maker Space Overview and Option

The Santa Fe County Arts, Culture, and Cultural Tourism Committee (ACCT) was tasked with looking at the feasibility of having a "maker space" in the upcoming New County Building, in downtown Santa Fe.

The following is an overview of the pros and cons of what exists and an optional consideration.

Nationally, Maker Spaces populate libraries, elementary schools, major academic institutions, and urban centers. They vary in use and equipment. Some are simple "craft/art making" spaces, while others are fabrication centers for robotics and technology projects.

Examples:

<http://oedb.org/ilibrarian/a-librarians-guide-to-makerspaces/>
www.davismakerspace.org
<http://makerkids.com/#sthash.UlRdszXA.dpbs>

Santa Fe currently has:

• CoLab : A Co-Work Site

Twenty years ago, the Second Street Studios introduced a live-work concept to Santa Fe. The CoLab is an extension of that original concept, offering shared workspace for independent professionals. There are shared facilities for Internet access, copying, scanning, and a private conference room.

Pros: This is an established location and the user market is known.

Cons: None noted

Pricing: \$275 per desk, office space \$400 and \$500 per month

• **joineightandsand.com** appears to be similar to CoLab. The website was launched beginning in April. No description as to services or offerings has been made, but tours of the space are being offered. No response to emails for tours to date, however.

Pros: Unknown.

Cons: Unknown

Pricing: Unknown

• **Arts & Creativity Center** - 60-70 affordable live-work spaces on Siler Road. Similar in concept to the Second Street Studios and The Lofts on Cerrillos Road. The City of Santa Fe has provided five acres in the Siler Road area for the project. There is a \$150,000 NEA planning grant in place. This project is a collaboration between the New Mexico Interfaith Housing and Creative Santa Fe.

Pros: There is strong interest in having more affordable housing for artist/crafts people to strengthen the art industry in Santa Fe County.

Cons: There are still challenges like identifying qualified residents, sustainability and partnerships with other organization so as not to duplicate scopes.

Pricing: Individual cost of spaces is unknown at this moment. The tentative cost projection is \$13-14 million to build out the site.

- **MAKE Santa Fe** – a maker space operating out of leased space from Meow Wolf in the former Silva Lanes. At the moment, MAKE Santa Fe has two 3D printers, two laser cutters, and a series of rental “work pods” in a large space at Meow Wolf. They require anyone using the space and equipment to be certified in the use of the laser cutters and 3D printers during three hour training sessions. The equipment requires industrial venting and safety precautions. MAKE Santa Fe has personnel on-site at all times to work with maker members and insure safety and offer technical support.

As a next phase there will be a woodworking and metal shop set up in another portion of the building. Their goal is to be a community builder and workforce developer. Their business plan for sustainability is through memberships, studio space rental, specialty course tuitions, and long-range, commissioned works.

Pros: MAKE Santa Fe gave the clearest view of what skills people currently want. They organized a series of 10 pop-up activities that identified who might use the MAKE space and skills desired. The ages surveyed ranged from teenagers to 60+ individuals. The top traditional skills desired were machining, painting/airbrushing, glass blowing, casting & mold making, and metal fabrication, in that order. The top five desired tech skills are 3D printing, laser cutting, CNC routing, robotic, and arduino (an open source software platform), also in that order of interest.

Cons: Too early to assess

Pricing: There are three tiers of pricing: Makerspace \$65 - \$650, Family \$100-\$1100, and Studio \$200 - \$1100.

- **A City entrepreneurial space** is in the planning stages, according to Kate Nobel who heads up the City Economic Development Division. The cost estimate is \$750,000. No other details are available at the moment.

- **Community Gallery** – an exhibition and programmatic space for local artists, local projects, and related exhibitions.

The gallery space serves a variety of needs for local artists. As many as 20 galleries have closed in Santa Fe since 2009 and few represent local artists as their main stable of artists. The community gallery shows the work of artists from ages 5 to 100, and offers lecture space, artist demonstrations, workshops and themed exhibitions.

Note: The Make Santa Fe Space is also offering specific workshops by artists to the public. The Arts, Culture, Cultural Tourism Survey also noted that 24% of respondents are interested in “artists in residence” programs at County facilities.

Pros: Gives local artists a quality venue for exhibitions. Has a preset but flexible schedule of programs a year in advance, however, can still accommodate the occasional pop-up show. Has good community involvement.

Cons: Currently none as there is on-going funding for support of the Gallery from the City.

Pricing: There is no charge for having exhibits/showings in the space.

New County building

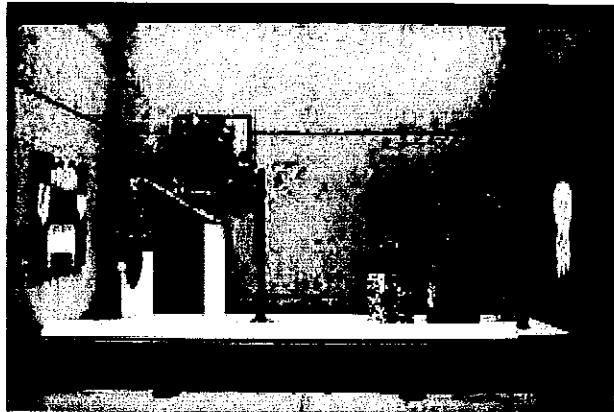
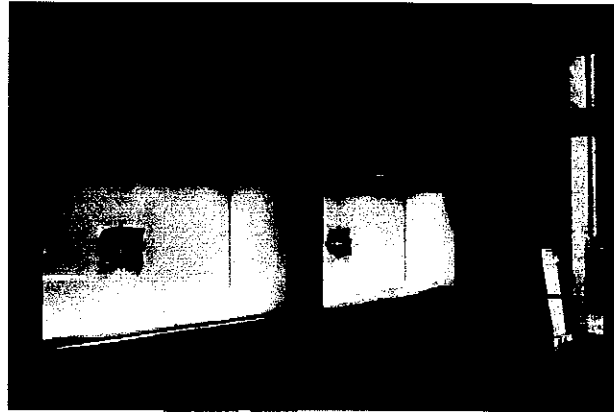
There are many considerations for a maker space in the new County Building. Depending on the activities that might take place, the insurance, liability, staffing, OSHA requirements, industrial venting (which is very noisy), industrial electrical upgrades, materials disposal for paint, sawdust etc., need to be thoroughly vetted with regulatory agencies and the architect. There will be additional upfront building expenses for OSHA compliance, for example, and long-term costs for county staffing and security. Questions to answer include: What are the hours of operation available for a County building? What will the scheduling and charge be for the space? Is there a real need with existing venues that cover a number of maker space program offerings?

An option for underserved artists, galleries, and tourism-based businesses outside of the incorporated city limit could be the addition of architecturally integrated exhibit cases and alcoves. This is similar in concept to the hotel cases that are rented to artists and businesses at La Fonda and the Inn at Loretto.

If the new County building develops a program of changing exhibits (three times per year) throughout the year it would become a feature to draw locals and visitors. This option could serve county artists/crafts people and related businesses that do not have city-centric representation. Beautiful art work exhibited in well lit, integrated exhibit cases and/or alcoves in well trafficked public areas of the new building would keep the "public art" fresh and interesting.

The architectural plans might include 10 to 16 cases, 36" x 36" x 12" deep, and two 4' x 8' x 10' alcoves for larger 3D work like sculpture and furniture.

Pros: The advantages include minimal County staffing, change of artwork for many more vendors during the year, themed shows of artworks, and minimal maintenance for the county. The "call for exhibitors" could be done a year in advance to facilitate themed exhibits and general administration.



Cons: There would need to be some initial start up publicity letting the world know about the venue. The new County website could provide good PR on an ongoing basis, as well as linking with other sites that promote "what to do" in New Mexico.

Pricing: \$80 for 4 months.

La Fonda currently charges \$125/month and Inn at Loretto \$325/month.

Since the architect is in the process of developing drawings for the new building, there is still time to collaborate on the plan.



DRAFT