



# Agenda

DATE 5/7/15 TIME 3:07pm  
PREPARED BY Julie Bystrom  
APPROVED BY Alicia Hartung

## ARTS COMMISSION

Monday, May 11, 2015  
City Councilors' Conference Room  
200 Lincoln Avenue  
505-955-6707  
5:00 PM

1. Call to Order
2. Roll Call
3. Approval of Agenda
4. Approval of Minutes
  - a) April 13, 2015
5. Report of Chair
  - a) Appointment of Mayor's Awards Selection Committee
6. Report of Director
  - a) New Mexico Department of Cultural Affairs Cultural Collaborative Update
7. Committee Reports
  - a) Art in Public Places (Gabe Gomez/Anna Blyth)
  - b) Gallery Committee (Penelope Hunter-Stiebel/Debra Garcia y Griego)
  - c) Arts Education (Kathlene Ritch/Debra Garcia y Griego)
8. Action Item
  - a) Request for approval of 2015-2016 1% Lodgers' Tax: Special & New Projects Funding Recommendations (Funding Policy Committee)
    - i. After Hours Alliance
    - ii. Almost Adults
    - iii. Arte Flamenco de Santa Fe
    - iv. CENTER
    - v. Concordia Santa Fe, Inc.
    - vi. New Mexico Performing Arts Society
    - vii. Sacred Body Santa Fe Dance
    - viii. Santa Fe Botanical Garden
    - ix. Southwest Traditional and Bluegrass Music Association
    - x. The Film Festival

b) Request for approval of 2015-2016 Community Arts Development Funding Recommendations (Funding Policy Committee)

- i. ARTsmart
- ii. Compassionate Touch Network
- iii. Creativity for Peace
- iv. National Dance Institute NM, Inc.
- v. New Mexico Literary Arts
- vi. New Mexico School for the Arts-Art Institute
- vii. Pandemonium Productions, Inc.
- viii. Pomegranate Studios
- ix. Sangre de Cristo Chorale of New Mexico
- x. Santa Fe Performing Arts School & Company
- xi. Santa Fe Youth Symphony Association, Inc.

c) Request for approval of 2015-2016 1% Lodgers' Tax: Community Arts Promotion Year Two Recommendations (Funding Policy Committee)

9. Site Visits

10. Adjourn

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520 five (5) working days prior to meeting date

**ARTS COMMISSION  
INDEX  
May 11, 2015**

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Call to Order and Roll Call	Chair called the meeting to order at 5:00 pm in City Councilor's Conference Room, convened the Arts Commission meeting. A quorum was declared by roll call.	Page 1
Approval of Agenda Add discussion on Gabe Gomez.	<b>Ms. Ritch moved to approve the agenda as amended, second by Ms. Perry, motion carried by unanimous voice vote.</b>	Page 1
Approval of Minutes Page 2, #6: Mayor's Arts Awards is <del>October 8, 2015</del> it is on October 15, 2015 Page 2, #8: 3 <sup>rd</sup> sentence – The topic of discussion was on art that has moved away. Clarification: Art that has been placed in other areas or removed.	<b>Mr. Lovato moved to approve the minutes of April 13, 2015 as amended, second by Ms. Hunter-Stiebel, motion carried by unanimous voice vote.</b>	Page 1-2
Report of the Chair	<i>Informational Announced that Mr. Gabe Gomez will be leaving the Arts Commission. Thank you for dedicated service.</i>	Page 2
Report of the Director NM Department of Cultural Affairs Collaborative Update	<i>Informational</i>	Page 2
Committee Reports - Art in Public Places - Gallery Committee - Arts Education	<i>Informational</i>	Page 2-3
Action Items  • Request for approval of 2015-2016 1% Lodgers Tax: Special and New Projects	<b>Ms. Wells moved to approve the 2015-2016 1% Lodgers' Tax: Special &amp; New Projects Funding Recommendations excluding VI &amp; VIII, second by Mr. Gomez, motion carried by unanimous voice vote.</b>	Page 3-5

	<p><i>Mr. Gomez moved to approve funding for VI &amp; VIII, second by Ms. Pena, motion carried with a vote of 6 in favor, 2 recused.</i></p> <p><i>Ms. Wells moved to approve all recommendation excluding B-4 and B-6, second by Ms. Ritch, motion carried by unanimous voice vote.</i></p> <p><i>Mr. Lovato moved to approve B-4 and B-6, second by Ms. Hunter-Stiebel, motion carried by unanimous voice vote.</i></p> <p><i>Mr. Gomez moved for approval of the 1% Lodgers Tax Committee Arts Promotion FY 15/16 renewal recommendations in the amount of \$702,090, second by Ms. Pena, motion carried by unanimous voice vote.</i></p>	
Site Visits to Funded Events/Organizations	<i>Informational</i>	Page 5
Adjournment	There being no further business to come before the Arts Commission, the meeting was adjourned at 5:50 pm	Page 5
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**ARTS COMMISSION**  
**Monday, May 11, 2015**  
**5:00 PM – 5:50 PM**

**MINUTES**

**1. Call to Order**

*Chip Chippeaux, Chair for the Arts Commission called the meeting to order at 5:00 pm, City Councilor's Conference Room, Santa Fe, New Mexico. Quorum is reflected in roll call.*

**2. Roll Call**

**Present:**

Chip Chippeaux, Chair  
Todd Lovato  
Penelope Hunter-Stiebel  
Kathlene Ritch  
Ashlyn Perry  
Gabe Gomez  
Bernadette Pena  
Shannan Wells

**3. Not Present/Excused:**

Sandra Deitch

**Others Present:**

Ms. Debra Garcia y Griego, Executive Director Arts Commission  
Julie Bystrom, Project Manager, Arts Commission  
Anna Blyth, Program Planner, Arts Commission  
Anna Serrano for Fran Lucero, Stenographer

**4. Approval of Agenda**

Add to Report of the Chair: Gabe Gomez

*Ms. Ritch moved to approve the agenda as amended, second by Ms. Perry, motion carried by unanimous voice vote.*

**5. Approval of Minutes**

a) April 13, 2015

Page 2, #6: Mayor's Arts Awards is ~~October 8, 2015~~ it is on October 15, 2015  
Page 2, #8: 3<sup>rd</sup> sentence – The topic of discussion was on art that has moved away.  
Clarification: Art that has been placed in other areas or removed.

*Mr. Lovato moved to approve the minutes of April 13, 2015 as amended, second by Ms. Hunter-Stiebel, motion carried by unanimous voice vote.*

6. Report of Chair

The Chair announced that Mr. Gabe Gomez would be leaving the Arts Commission as he has accepted a job in Texas. Thank you for all your dedicated work.

a) Appointment of Mayor's Awards Selection Committee

Committee Members: Todd Lovato, Bernadette Pena, Talia Kosh, Co-President and Founder of NM Lawyers for the Arts and Mr. Chippeaux.

7. Report of Director

a) New Mexico Department of Cultural Affairs Cultural Collaborative Update

Ms. Garcia y Griego reported that Secretary of Cultural Affairs, Veronica Gonzales stated that she has funds she is putting in to collaborative efforts. The Secretary has approached the Mayor and Ms. Garcia y Griego about how to partner with the Arts Commission. Ms. Garcia y Griego has offered the summer youth program that is in the long range plan. Secretary Gonzales oversees the State Museum; therefore several of the key partners are involved in the arts. Staff is working with their legal department and the City legal department to work on the MOU from the State to the City. Initial discussions started about 6 weeks ago; between now and June 30<sup>th</sup> the City will be developing a plan for the coming year.

Common Ground is our annual un-juried open Art Exhibit in the Community Gallery. The Arts commissioners help with the judging the Thursday night before, schedule to follow. Ms. Ritch asked when the call for art will go out. Ms. Garcia y Griego said it will go out this Friday, 5/15/15 and it normally fills up in a matter of a few weeks.

8. Committee Reports

a) Art in Public Places (Gabe Gomez/Anna Blyth)

Meeting was held on April 16<sup>th</sup>. During the meeting there was introduction of Katelyn Peer who joined the committee and there is currently 1 opening. Ms. Garcia y Griego re-introduced some of the candidates who have shown interest and more discussion will take place. Homework assignment was to introduce some of the public art pieces that had an influence on them.

Ms. Blyth expressed her thanks to Gabe and is sad that he is leaving.

Ms. Blyth reported that the members had a good meeting discussion public art projects from the municipal airport collection to community projects we are trying to engage. It was really outside the box thinking as far as public art including social engagement projects. The next meeting will be held on May 21<sup>st</sup> to discuss the project status and to hear of art projects internationally as well as nationally. Highlights for the May 21<sup>st</sup> meeting is that we will be presenting a possible new member to that committee. For the June meeting and for the Arts Commission

approval, we have several items of business on the Artist Walk on Fame as well as art on loan.

May 6<sup>th</sup> through collaboration with New Mexico Arts our City of Santa Fe Parks Division and other partners have placed the sculpture formally in front of the Land Office across from the Del Charro on the Alameda.

b) Gallery Committee (Penelope Hunter-Stiebel/Debra Garcia y Griego)

Rod Lambert has been busily at work and with the current art show he has made 4 sales. With the show coming up, Rod has sent out the call for artists for Narcissus, the selfie show. An article from the May 6<sup>th</sup> New Mexican was circulated – Santa Fe was referred to as the capitol city that takes the most selfies; we take 6.9 more selfies per user.

New Mexico School for the Arts Class of 2015 Visual Arts Senior Exhibition will also be held in the Community Gallery from May 21 to June 12, 2015. May 21<sup>st</sup> is the public opening.

(Exhibit A) – 2015 Professional Training Workshops for Local Artists, (Exhibit B) New Mexico School for the Arts Class of 2015 Visual Arts Senior Exhibition.

c) Arts Education (Kathlene Ritch/Debra Garcia y Griego)

Ms. Ritch reported on the contract with Art Works and noted they have done a lot since January 1<sup>st</sup> to April 30<sup>th</sup> of this year. They went in to 14 Public Schools which allowed more than 1,100 students to attend live works of art at the museum, they saw Midori the Violinist, poetry reading, they did Santa Fe Opera and of course their art show in the community gallery in February and they are planning on a summer teacher training workshop. The request for qualifications has been sent out for next year and the deadline is 5/15/15. The contract amount is \$30,000 and recommendation will be presented at next meeting. Ms. Ritch said that Art Works will probably re-apply, they have done great things. Additional information is on the website. (Exhibit C – Art Works Reflections Newsletter).

Ms. Garcia y Griego said that every year they do a poetry book of poems, they were delayed, more to report next meeting.

9. Action Item

a) Request for approval of 2015-2016 1% Lodgers' Tax: Special & New Projects Funding Recommendations (Funding Policy Committee)

- i. After Hours Alliance
- ii. Almost Adults
- iii. Arte Flamenco de Santa Fe
- iv. CENTER
- v. Concordia Santa Fe, Inc.

- vi. New Mexico Performing Arts Society
- vii. Sacred Body Santa Fe Dance
- viii. Santa Fe Botanical Garden
- ix. Southwest Traditional and Bluegrass Music Association
- x. The Film Festival

# VI & VIII – do not include in initial vote due to conflict of interest. Will be acted on separately.

Ms. Garcia y Griego explained the spreadsheet format; first column is the rank, listed from the highest to the lowest score, applicant name and total score with the Arts Commission and Panel breakdown. The application does say that the minimum score required for funding is 70% but does not guarantee funding. The recommendation was to fund fewer people and use the allocation of \$14,500. Last year when we allocated this category there were only 3 organizations that were eligible for funding. We are in the middle of city budget hearings and we have requested some increases for various things. If those increases are approved we could consider going back and increasing these awards to make it more meaningful in use for these three applicants or funding additional applicants. There are a lot of unknowns right now. The funding policy therefore recommends funding as indicated. Total recommended funding: \$14,500.

***Ms. Wells moved to approve the 2015-2016 1% Lodgers' Tax: Special & New Projects Funding Recommendations excluding VI & VIII, second by Mr. Gomez, motion carried by unanimous voice vote.***

The Chair and Ms. Ritch recused themselves from the vote on VI & VIII. Mr. Lovato resumed the role as acting Chair calling for the vote.

***Mr. Gomez moved to approve funding for VI & VIII, second by Ms. Pena, motion carried with a vote of 6 in favor, 2 recused.***

Community Arts Development FY15/16 Funding Recommendations: These are the programs that are funded by the Quality of Life from the general fund. The funding recommendations were done in the same format. #6 Creativity for Peace, their funding request noted in the review was for \$3,600, they are recommended to receive 100% of their funding. #9 – New Mexico Literary Arts, they are recommended for \$5,000. Publicly for the last 8 years, the Arts Commission has developed collaborated with the City Human Services Committee to fund a handful of applicants out of this category whose programming serves their mission but would not be eligible to apply because of their strict requirements. Every year we work with the Human Services Committee to review the applications to see if there is relevance and a recommendation is then made. This year the only recommendation was NM Literary Arts in the amount of \$5,000 and that funding is coming direct from Human Services but managed through the Arts Commission office.



Recommendation to remove B-4 and B-6.

*Ms. Wells moved to approve all recommendation excluding B-4 and B-6, second by Ms. Ritch, motion carried by unanimous voice vote.*

*Mr. Lovato moved to approve B-4 and B-6, second by Ms. Hunter-Stiebel, motion carried by unanimous voice vote.*

1% Lodgers Tax Committee Arts Promotion FY 15/16, Renewal Recommendations. Descriptions were attached for all contractors and recommended full funding as described.

*Mr. Gomez moved for approval of the 1% Lodgers Tax Committee Arts Promotion FY 15/16 renewal recommendations in the amount of \$702,090, second by Ms. Pena, motion carried by unanimous voice vote.*

Ms. Garcia y Griego reported that a letter will go out to all applicants. Please note that the amounts are recommendations once it has been final approved by the City Manager, Mayor and Council. Mr. Lovato asked if a Press Release will be issued after it goes through City Council and the answer was affirmative.

#### 10. Site Visits

Mr. Chippeaux attended the Lensic Gala.

Ms. Perry attended the Warehouse 21, Site Santa Fe function. She will be attending the Lensic tonight and went to David Bradley.

Ms. Pena also went to Warehouse 21, Wise Fool, her children performed in it. They had young directors.

Ms. Hunter-Stiebel attended the Lensic where they did a double header.


Ms. Garcia y Griego said the Arts Commission has received invitations from the Santa Fe Opera for Advocacy Night. This event is great visibility for the Arts Commission.

#### 11. Adjourn

There being no further business to come before the Arts Commission, the Chair called for adjournment at 5:50 pm.

**Santa Fe Arts Commission  
May 11, 2015  
Minutes**

**SIGNATURE SHEET**

  
Chip Chippeaux, Chair  
Fran Lucero, Stenographer

B. B

## 2015 PROFESSIONAL TRAINING WORKSHOPS FOR LOCAL ARTISTS

The City of Santa Fe Arts Commission is proud to host its annual series of Artist Professional Training Courses to educate and assist artists in their careers. All events will take place in the Community Gallery, located at 201 West Marcy Street, inside the Santa Fe Community Convention Center. For more information, please call 505-955-6705.

### SPRING CLASS SERIES

ALL CLASSES ARE HELD FROM 6:00 TO 7:00 P.M. AT THE CITY OF SANTA FE COMMUNITY GALLERY, 201 WEST MARCY STREET  
PLEASE RSVP TO 505.955.6705 or email [rdlambert@santafenm.gov](mailto:rdlambert@santafenm.gov)

#### **May 6 – Which Social Media Network Is for Me? - with Gabe Gomez and Todd Eric Lovato**

Facebook, Twitter, Tumblr, Pinterest, Instagram, LinkedIn, Flickr, Vine, Google +: When it comes to marketing your work online, there is wealth of options. With so many social media networks at our fingertips, it's easy to become overwhelmed with questions. Which is best for me? Should I use more than one? Who is my audience? How do I create online content that accomplishes my goals? In this talk, social media and web-content specialists Todd Lovato and Gabe Gomez focus on these questions and examine which social media platform is best for you and touch on creating web content that engages your audience.

**Gabe Gomez** is a communications & marketing professional, award-winning author, freelance journalist, arts and community advocate. He serves on the City Santa Fe Arts Commission and is chair of its Art and Public Places Committee. He has taught at University of New Orleans, Tulane University, College of Santa Fe and the Institute of American Indian Arts. He is currently the director of communications for St. John's College.

**Todd Eric Lovato** has been an early adopter of all things social media. He has a background in journalism and business administration. He is the founder of Todd Solutions, that produces writing and online content, advises on website content strategies, web development and social media. Lovato is the former editor-in-chief of SantaFe.com and Hutton Broadcasting, where he managed the social media accounts and websites of six radio stations and several arts, entertainment and travel websites. He is an award-winning musician and music producer, and founder of Todd and the Fox. Lovato currently helps manage the social media feeds for the City of Santa Fe Arts Commission.

Exhibit A

**May 13 – Art\*o\*mat® Ker-Plunking Culture Since 1997: Artists' Workshop and The Art-o-mat® Story - with Clark Whittington and Victoria Brown**

Please come meet Clark Whittington, owner/creator of Art-o-mat® from Winston-Salem, North Carolina, and Santa Fe Art-o-mat® host, Victoria Brown, to hear the history of the project and learn how to participate in this nationwide community art program that places art in vintage re-purposed cigarette machines. Artists will learn guidelines and receive free sample kits for submitting their work to this valuable marketing opportunity. Two-dimensional and three-dimensional artists working in all media are invited to attend!

Art-o-mat® machines are retired cigarette machines that have been converted to vend art. There are over 100 active machines throughout the country (four are located in New Mexico). Founded in 1997 by Clark Whittington in Winston-Salem, NC, Art-o-mat® began as a one-man art show with photos wrapped in cellophane that were offered for sale in a cigarette machine. Now there are over 400 contributing artists in the project. Art-o-mat® believes that art should be progressive, yet personal and approachable. The experience of pulling the knob of the machine is quite a thrill and you also walk away with an original work of art for only \$5.00. What an easy way to become an art collector! Paintings, drawings, jewelry, photography, sculpture, glass, and more is available -all the size of a box of cigarettes! Put in \$5.00, pull the knob, and KER-PLUNK! You're a collector of original art! For more information, visit the following: [artomatsantafe.blogspot.com](http://artomatsantafe.blogspot.com).

**Clark Whittington** is an artist and the creator of the Art-o-mat®. Winston-Salem, North Carolina, Whittington was set to have a solo art show at a local cafe, Penny Universitie (now called Mary's Of Course Cafe). This is when Whittington used a recently banned cigarette machine to create the first Art-o-mat®. The show opened in June 1997 and the original machine was installed along with 12 of his assemblage paintings. The machine sold Whittington's black & white photographs for \$1.00 each. This art show was scheduled to be dismantled in July 1997; however, Cynthia Giles (owner of the Penny Universitie) loved the machine and asked if could stay. Giles introduced Whittington to a handful of local artists and "Artists in Cellophane," the sponsoring organization for Art-o-mat®, was formed. Today, there are over 100 machines in the country, one in Europe, and two in Australia, and over 400 artists from 17 countries involved. The mission of Artists In Cellophane is to encourage art consumption by combining the worlds of art and commerce in an innovative form.

**Victoria Brown** moved to Santa Fe in 2012 and began hosting her first Santa Fe Art-o-mat® machine, lovingly named "MATHilda," in February 2013 at El Centro de Santa Fe. She co-owned the contemporary crafts gallery, BKB & Company, in Tacoma, Washington from 1998-2011 and hosted the first Art-o-mat® machine in Washington State in 2005. Being in love with Art-o-mat® for many years, she was determined to bring the project to Santa Fe. And without a brick-and-mortar gallery she decided to host Art-o-mat® machines in various locations in New Mexico. To date, she hosts machines in El Centro de Santa Fe, Santa Fe Community Convention Center, Range Cafe in Bernalillo, and Standard Diner in Albuquerque. She is also a participating Art-o-mat® artist which consists of wearable Americana: jewelry made from paint chips that have fallen from the Route 66 icon, Cadillac Ranch, in Amarillo, Texas. She loves the positivity of the anti-smoking sentiment that Art-o-mat® provides and Art-o-mat® art is healthier than cigarettes but just as addictive! She hopes to host more machines throughout the Santa Fe and Albuquerque area.

#### **May 20 – An Itinerant Business: Art. On the Road - with Mitch Berg**

You CAN make a living through participation in art markets. Learn the secrets to success from a local artist who knows both the business and fun of the market circuit. Mitch will cover all facets of market life: selecting the right markets for your work, developing applications to markets, life on the road, display/sales tactics and more. "I reference Jack Kerouac's famous novel, On the Road, because it is about nothing so much as it is about constant motion. My life as a Maker/Artist is a life in motion. In this lecture I will describe the entertaining ups and downs of selling art at street fairs. Just as unexpected, my life as an itinerant artist gives me as much joy and meaning as actually making art."

**Mitch Berg-** "For a long time I was uncomfortable describing myself as an artist. I have never taken an art class. I have a degree in Journalism/Geology from the University of Wyoming. I have lived in Santa Fe since 1986. In 2001, I began working with a small torch making little glass beads for fun. I started picking up bits of rusty junk which I would add to my glass beads making humorous figures that I sold at local art venues. I found a kiln and experimented with fusing glass to make larger work and that is what I do now. I started applying to art shows in 2002 to see if I could make a living from my creations. I quit my regular jobs after my first show was successful. The stories I thought I would tell with words I tell with glass and mixed media. And, now, I am quite confident calling myself an artist."

### **May 27 – Copyright Bootcamp 1 - with Talia Kosh**

Creative professionals and artists who have a grasp of copyright law and fair use have an advantage, both in their business and creative practices. They know what they need to do to protect their work, but even more important, they know how to better represent themselves and leverage their work to pursue licensing and marketing opportunities.

This Bootcamp will cover copyright considerations for creative professionals and artists. Topics will include: Copyright, Registration, Licensing and Assignments, Social Media, current cases will be covered.

The course is specifically for visual artists, producers, writers, musicians and attorneys interested in practicing in these areas. Cultural organizations and other professionals who represent artists should also benefit from this program.

*Talia Kosh is an Associate at The Bennett Firm in Santa Fe, specializing in the areas of employment, personal injury, contracts, entertainment law and nonprofit law. Talia received her J.D. from Loyola School of Law at New Orleans. Talia also received a L.L.M. in International Law at Washington College of Law at American university in Washington, D.C. Talia is a member of both the New Mexico State Bar Association and the Maryland Bar. Talia is President and Founder of New Mexico Lawyers for the Arts, a nonprofit organization dedicated to providing artists and art organizations with pro bono or low-cost legal assistance and educational programming. Talia counsels and advises artists and arts organizations on a daily basis. Talia is also Chair elect of the Intellectual Property Section of the New Mexico Bar.*

### **June 3 – Copyright Bootcamp 2 - with Talia Kosh**

Part 2 of the Copyright Bootcamp will cover important issues such as DMCA Takedown Notices, the exciting doctrine of Fair Use, Fanfare and Creative Commons.

### **June 10 – Assembling Effective Press Packet with Creative Marketing Materials - with Sara Shreffler Eyestone**

Sara will present an artists' workshop titled, *Assembling Effective Press Packets with Creative Marketing Materials*. Her complimentary one-hour workshop will give artists an opportunity to create a brief profile of their career; past and present, including a cover letter and ideas for enclosures that ensure articles and recognition in national magazines.

*Sara Shreffler Eyestone is known for the glorious colors on her palette. Her paintings are commissioned by private collectors and published internationally as Caspari note cards, calendars, art posters, limited editions and as a signature line of products including fabrics and intricate woven tapestries. Today she is the artist in residence and art curator at La Posada de Santa Fe.*

### **June 17 – Small Business/Entrepreneurial Loans - with ACCION**

If you think you can't qualify for a loan for your business, you may be looking in the wrong places. ACCION is a micro finance lender working with small businesses and entrepreneurs in New Mexico for over 20 years. In the past ACCION has helped business owners finance the purchase of new equipment for a studio, buy materials for upcoming exhibits, help with sudden cash needs and much more. How can ACCION help you?

*ACCION serving the states of Arizona, Colorado, Nevada, New Mexico and Texas, is an award-winning nonprofit organization dedicated to providing the tools you need to operate, grow or start your business. We increase access to business credit, make loans and provide training to help entrepreneurs **realize their dreams** and to help businesses thrive. Accion empowers people to be catalysts for positive change - **one small business at a time.***

### **June 24 – Shameless Self Promotion – with Bette Bradbury**

Artist? Chances are you are seldom (ever) self-promotional. Yet, some of the most financially successful artists are - or have hired - skilled communicators to market their art to the world. They have the ability to boast shamelessly about their art and accomplishments.

Join us to learn how to honestly position you and your art in the most positive way possible - without compromising your integrity, your work or your perception of yourself in the world of art.

***Bette Bradbury** is a business consultant who works with artists, arts organizations and entrepreneurs from start-up ideas through expansive growth. As the Regional Director for WESST (Women's economic Self Sufficiency Team), she has worked with hundreds of artists throughout New Mexico. 2009's SBA Home Based Business Champion of the Year, 2010 New Mexico's Women's Business Angel, winner of a bevy of national awards for creativity in marketing and advertising in the corporate world, author of Perfect Pitch, A User-Friendly Business Guide Book and Curriculum, Bette is fully engaged in the business development process and believes artists can benefit greatly from learning basic skills to enhance their arts business.*

8. (B)

# DOUGH

**New Mexico School for the Arts  
Class of 2015  
Visual Arts Senior Exhibition**

William Benson  
Kendra Carmona  
Sabrina Civale  
Tasmin Clarke  
Sofia Howard  
Sarah Jones

Stella Magestro  
William McNatt  
Cat Mills-Flegal  
Emma Steinman  
Alma Valdez-Garcia  
Pilar Valenzuela

**Opening Reception  
Thursday, May 21, 2015  
7 - 9 p.m.**

**May 21 - June 12, 2015**

NEW MEXICO SCHOOL FOR THE ARTS



HIGH SCHOOL & ART INSTITUTE

The Community Gallery  
201 W. Marcy Street  
Santa Fe, NM 87501  
Monday - Friday 10 a.m. - 5 p.m.  
Saturday 9:30 a.m. - 4 p.m.

*Exhibit B*





# *Reflections*

The ArtWorks Newsletter

Spring 2015



**A Visit to the Museum**

**ArtWorks Faculty**

**The Arts: Not Just Nice**

*Exhibit C*

# A Letter from the Director

## What is ArtWorks?

ArtWorks is an aesthetic education program for public school students that pairs artists with teachers and offers students live experiences with works of art — artist-led tours of museum exhibits and performances by some of Santa Fe's finest performing arts organizations.

ArtWorks was started in 2001 by the Santa Fe Arts Commission and is now a program of Partners in Education Foundation. The program serves approximately 50 teachers in public elementary schools in Santa Fe and the entire faculty of Nava Elementary School.

Using a teaching methodology developed at Lincoln Center Institute in New York City, ArtWorks' faculty of teaching artists — musicians, actors, dancers, poets and visual artists — deliver over 300 classroom workshops a year.

The workshops align with curriculum goals and provide students with personally meaningful interactions with professional works of art as well as opportunities to express themselves through diverse artistic media.

Perhaps the most exciting aspect of ArtWorks for students is the opportunity to work with real artists in their classrooms. ArtWorks teaching artists bring energy and enthusiasm that inspire curiosity and creativity — welcome additions to their test-driven school lives.

For more information about the Partners in Education Foundation and ArtWorks go to [sfpartnersineducation.org](http://sfpartnersineducation.org).

Sincerely,

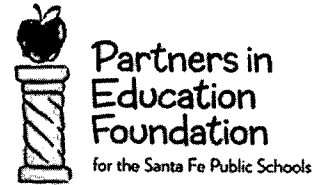


Kristin Watson, ArtWorks Program Director

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| 5 | ArtWorks Teaching Artist Faculty                  | 8 | ArtWorks' Generous Supporters                                |

**Cover: An ArtWorks student reflects on *The Rabbit Hunter* by Oscar Berninghaus at the New Mexico Museum of Art. Photo by Christopher Watson.**



ArtWorks is a program of the Partners in Education Foundation for the Santa Fe Public Schools. Partners is an independent non-profit foundation organization founded on the conviction that the entire community shares the benefits of and responsibility for the quality of public education. Our mission is to marshal resources and create alliances to foster excellence in Santa Fe's public schools.

## Partners in Education Foundation Staff

Ruthanne Greeley, Director

Kristin Watson, ArtWorks Program Director

Stella Gonzales, Office Manager and Field Trip Coordinator

Phyllis Roybal, Teacher Warehouse Manager

505-474-0240

[info@sfpartersineducation.org](mailto:info@sfpartersineducation.org)

[www.sfpartersineducation.org](http://www.sfpartersineducation.org)

PO Box 23374, Santa Fe, NM 87502

## Partners in Education Foundation Board

John Odell, Chair

John H. Odell Associates, Inc.

Tory Bloodworth, Treasurer  
US Bank

Francie Miles, Secretary  
Barker Realty

John Allen  
Educator, retired

Dr. Joel Boyd  
Superintendent, Santa Fe Public Schools

Susan Curtis  
Santa Fe School of Cooking

Susan Duncan  
Santa Fe Public Schools Board of Education

# Students Inspired by a Visit to the Museum

by Sabrina Pratt

If you were downtown in December, you might have seen school children arriving on a yellow school bus at the Museum of Contemporary Native Arts. Would you expect them to be a bunch of wiggly, loud kids, more interested in each other than the art?

***the portraits don't have to look like the person, but rather be a personal expression of the person, expressed through abstraction, symbolism, metaphor and unusual colors***

Not these kids. They were looking forward to seeing the work of Native American painter Ric Gendron. Acequia Madre Elementary art teacher Katy Hees and her

6th graders, sketchbooks in hand, were met by ArtWorks Teaching Artist Gregory Gutin. They had already worked with him in their classroom, where they learned about Expressionist/Fauvist movements of the early 20th century and practiced gesture drawing. At the museum, they discovered Gendron's ability to capture the shape and energy of his subjects. Gutin told them about Gendron's family history in the northwestern U.S.



**An artist points to his work at the Art is Core: ArtWorks Works! exhibit at the City of Santa Fe Arts Commission's Community Gallery. Photo by Ruthanne Greeley.**

Looking at his self-portraits and portraits of family members, they discussed his drawing and painting techniques and use of symbols and color. Some students were interested in finding symbols used throughout his work.

Others reacted to his mix of animal and human body parts. There was also time for pulling the sketchbooks out and examining a favorite painting up close.

There were three more meetings of the art class

back in the classroom to further explore these themes and create self-portraits. Part of Gutin's lesson was about "how the portraits don't have to look like the person, but rather be a personal expression of the person, expressed through abstraction, symbolism, metaphor and unusual colors." The students were challenged to use symbols, show themselves as part animal, and use paint and other media. Hees felt that as a result of the use of mixed media "a lot of the pieces turned out to be really powerful."



**Santa Fe Mayor Javier M. Gonzales congratulates ArtWorks students on their work in the Art is Core: ArtWorks Works! exhibit at the City of Santa Fe Arts Commission's Community Gallery. Photo by Ruthanne Greeley.**

This class' colorful and self-reflective imagery were featured in an exhibit titled "Art is Core: ArtWorks Works!" at the Santa Fe Arts Commission's Community Gallery, in February. The student exhibit title refers to the connection between the study of artistic work and the Common Core standards. Gutin and Hees emphasized speaking and listening, two of the Common Core standards, as they guided the students to express and share their ideas about the exhibit.

At the last meeting with Gutin, the 6th graders continued to work on these standards by sharing their completed work with each other. Gutin was pleased that "many of them commented on the personal process they experienced and how they came to better know both other students in the class and themselves too!"

**Sabrina Pratt is principal of SVPratt Creative Strategies; she was director of the City of Santa Fe Arts Commission for 22 years. She serves on ArtWorks' education committee.**

# The Arts: Not Just Nice to Have Around

by Yann Lussiez

**It's** sobering every time we hear how New Mexico is at the bottom of the list of states for education, health care, etc. According to the National Center for Children in Poverty, seventy-five percent of young children in our great state have at least one risk factor known to impact health, education, or development.

Twenty-three percent of our children are at moderate or high risk for developmental delays or behavioral problems. New Mexico students have some of the lowest math and reading proficiencies in the nation.

Eight percent of our high school students are at risk of dropping out; 7,200 students dropped out in 2013. In that same year, thirty percent of female students who dropped out indicated it was due to pregnancy, with four percent of all the females between the ages of 15 and 19 giving birth; that's 2,946 teen births. We lead the nation in damaging substance abuse, alcohol death rates and mental-illness rates.

**our students  
need something  
different than  
the status quo**

Unfortunately, the disengagement and disillusion our students feel is a national trend.

Gallup recently found that student engagement starts high in elementary school, with 76 percent of kindergartners engaged in school, but quickly drops by middle school to 61 percent engaged and by the end of high school, only 44 percent engaged. Overall, only 50 percent of our students are engaged in schools, with 30 percent not engaged and 20 percent actively disengaged. The Hope Index, the ideas and energy students have for the future, is also only 50 percent hopeful, with the remainder stuck or discouraged. Thirty percent of our students in New Mexico indicated feelings of sadness or hopelessness.

It is clear our students need something different than the status quo. And yet the answers are already here; decades of research show that participating in the arts — music, visual arts, dance, drama or theater — can jump-start school improvement by leading to higher levels of school engagement, higher academic performance, greater leadership, confidence, resilience, civic engagement, and improved creative and critical thinking skills.

Arts education can help reinvent K-12 education, because the arts provide cognitive and developmental benefits that are reaped by students regardless of their socioeconomic status. "Arts education enables those children from a financially challenged background to have a more level playing field with children who have had those enrichment experiences," says Eric Cooper, president and founder of the National Urban Alliance for Effective Education.



**An ArtWorks student presents her work to the class, building confidence and practicing communication skills. Photo by Kristin Watson.**

The benefits of art education go beyond the classroom for our students in New Mexico. The arts are a significant piece of our economy. A recent University of New Mexico study found that the arts and culture provide more jobs for New Mexicans than construction or manufacturing.

That translates to one in every 18 jobs, or more than 43,000 New Mexicans, that work

in arts and cultural jobs. This creative industry pays over \$1.3 billion in wages and contributes more than \$5.6 billion to the state's economy each year. Today's employers have identified intelligence, personability, persistence and creativity as the top personality traits most important to career success, all of which the arts develops.

It's important that our local, state and national leaders and policy makers need to understand that the arts are not just a "nicety" but rather a national economic and educational priority. New Mexico is poised to be a leader in the arts; let's take the step!

**A former educator, Yann Lussiez works at the Legislative Finance Committee evaluating statewide educational programs and issues. He serves on ArtWorks' education committee.**

# ArtWorks Teaching Artist Faculty

## Artistic Advisor and Teaching Artist



**Oliver Prezant** is the Music Director and Conductor of the Santa Fe Community Orchestra, a lecturer and educator for the Santa Fe Opera, and a faculty member in the Contemporary Music Program at Santa Fe University of Art and Design. He has presented lectures and education programs for the

Santa Fe Chamber Music Festival, the San Francisco Opera Guild, and others. He has presented programs on the relationship of music and visual art for The Georgia O'Keeffe Museum and The Albuquerque Museum of Art. Oliver studied conducting at The Pierre Monteux School, and is a graduate of The Mannes College of Music in New York City.

**Charles Gamble** is an actor and teacher who trained at the Ecole Lecoq in France and also leads residencies for elementary students for the Santa Fe Opera ALTO program and teaches high school actors at the New Mexico School for the Arts.

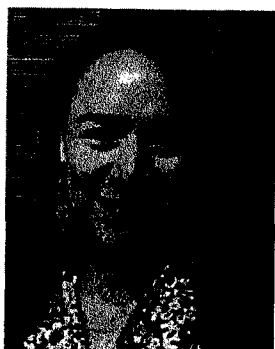


**Gregory Gutin** is a musician, artist, educator and art therapist, working primarily with children and adolescents. He is a graduate of the Tisch School of the Arts at New York University and in 2010 he received his Masters in Art Therapy from Southwestern

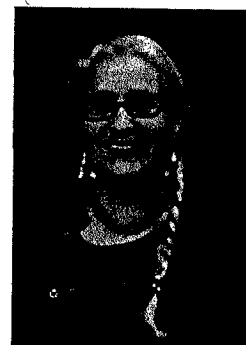
College. Gregory is deeply committed to helping youth find healthy passage into adulthood through creativity and hope.

## Teaching Artists

**Jennifer Alexander** is a mixed media artist, videographer, and licensed NM K-12 educator with a specialty in art education. Jen studied Cultural Anthropology and Art at Kenyon College and has worked with museums on curriculum design and educational videos. In the classroom, Jen encourages self-confidence and creativity through an in-depth exploration of the visual arts.



**Joan Logghe** served as Santa Fe Poet Laureate from 2010 to 2012. She has brought poetry into schools from kindergarten to university, from Chimayó to Zagreb, Croatia. She is the author of eight books of poetry and recipient of a National Endowment for the Arts Fellowship in poetry. Photo by Jamey Stillings.



**Wendy Chapin** has taught acting to ages 7 - 70 for over 30 years. Recently she directed two plays, *Good People* by David Lindsay Abaire and *Gideon's Knot* by Johnna Adams. Wendy is the recipient of a National Endowment for the Arts Directing Fellowship.



**Ann Pelaez** is an award-winning choreographer and dance instructor who has taught all dance styles for over 20 years. Ann is bilingual English/Spanish and her background also includes visual art, costume design, writing, and a Master's Degree in English Literature. Ann is most at home helping children make creative connections in the classroom.

# The Blank Page is the Snow

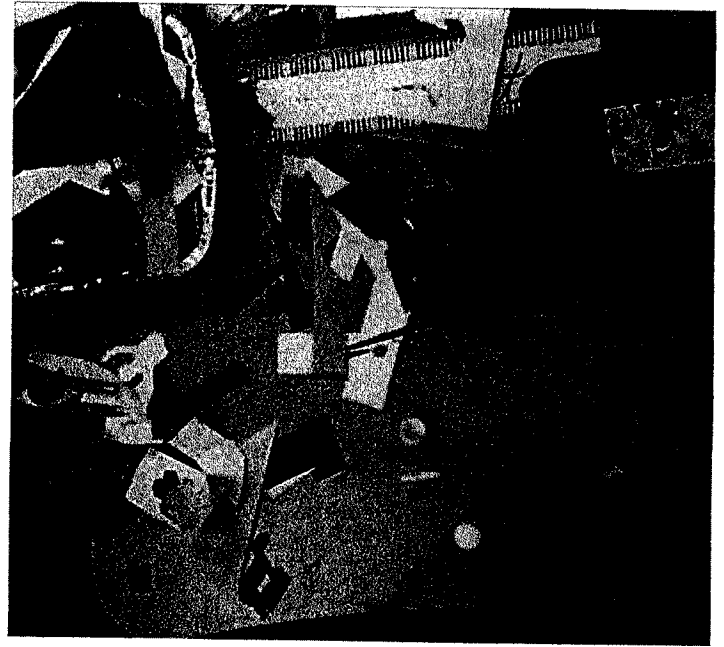
for Ms. Deborah Hawthorne and  
Mr. Eric Druva

*By Joan Logghe, ArtWorks Teaching Artist*

The twelve children  
still in school on a day of raging snow  
know the words simile, alliteration, onomatopoeia.  
Accumulates is my favorite verb. Their teacher  
wears suspenders and bow tie. His hair slick  
as black ice. It's Black & White day at school.  
Meanwhile incessant, flashing veils of snow

out the window. Each child knows something  
they didn't know they knew. The silence  
of writing is like snow. Both are rare in school.  
The art teacher falls in love with the moment.  
The morning is long as empty playground hours.  
The boy says his grandmother is a clock. The snow  
is old, it is Navajo snow, Sangre de Cristos are gone

In snow. The loudspeaker breaks in. Early dismissal.  
No basketball, no cheerleaders, no this, no that.  
Pretty soon everyone is speaking in poetry. They draw  
in black on white, like a magpie on chain link. The art  
teacher finds a magpie online, dressed formally.  
I pilfer language, gather bits and specks as it accumulates  
from our brilliant snow-blown minds.



An ArtWorks student's workspace. Photo by  
Christopher Watson.

## Snow Walk

*By Brayan Arras  
Mr. Druva's 6th grade class  
EJ Martinez Elementary School*

As I walk along the snow I can  
hear my boots making crunching noises  
and the empty sound of snow falling  
to the floor makes me feel enlightened  
being hit by the snow blizzard as  
cold as can be.

Along my walk I can feel snow  
turning to water as it hits my face  
and then fade, my walk in the snow is  
unperishable.

# ArtWorks Units of Study Included Visits to Some of Santa Fe's Performing and Visual Arts Organizations in 2014-15

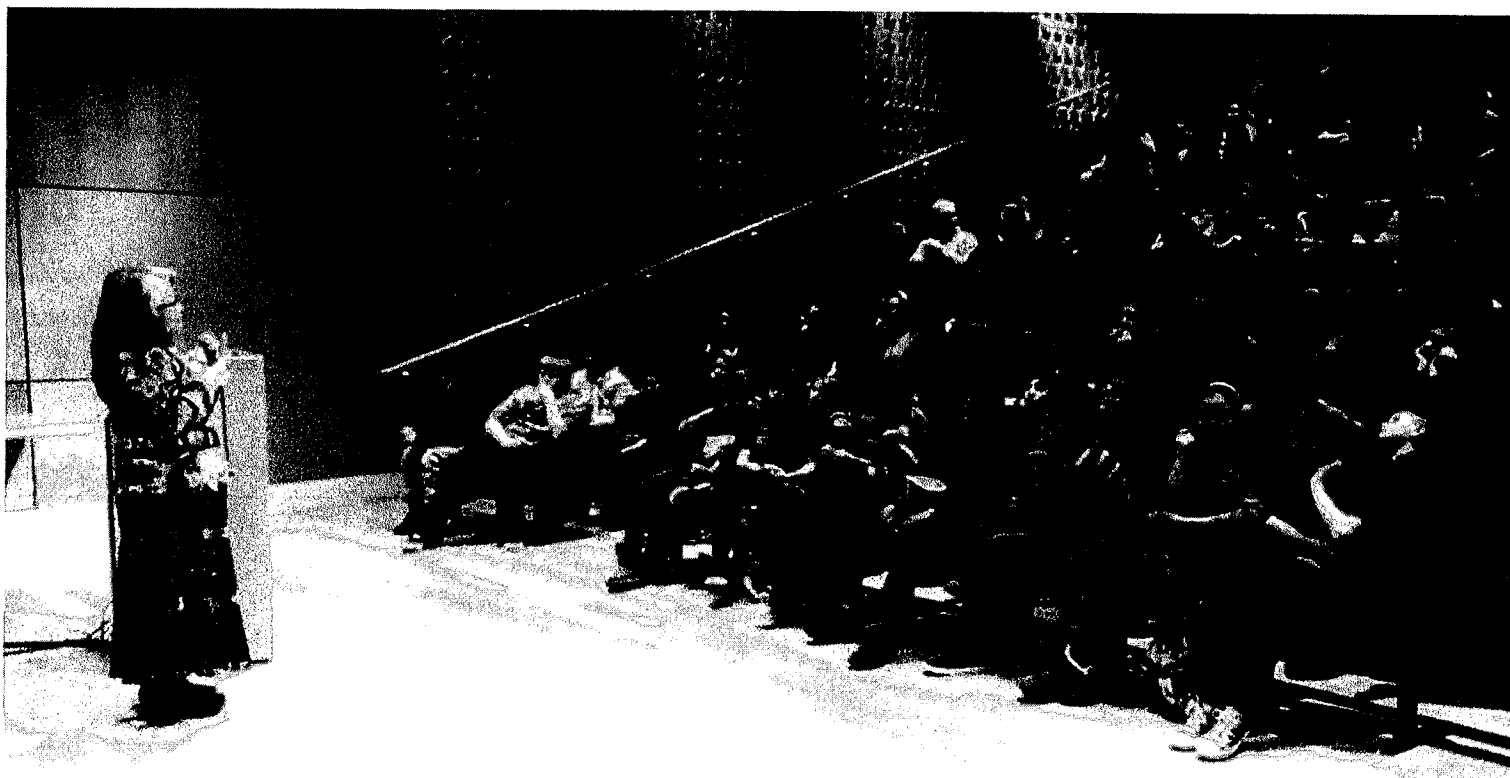
We thank the staff and supporters of these world-class organizations, without whom ArtWorks would not exist.

## Performing Arts Organizations and Works

October	Santa Fe Symphony and Chorus at the Lensic Performing Arts Center
November	Body Traffic (contemporary dance) at the Lensic Performing Arts Center
December	Circus Luminous at the Lensic Performing Arts Center
January	Hansel & Gretel, opera by Humperdinck, presented by Performance Santa Fe at the Scottish Rite Temple
February	Poetry readings by Luci Tapahonso (Poet Laureate of the Navajo Nation) at La Tienda in Eldorado and the New Mexico History Museum
March	Nuestra Musica (Cipriano Vigil) at the Lensic Performing Arts Center
April	Santa Fe Opera youth production at the Lensic Performing Arts Center

## Visual Arts Organizations and Exhibitions

New Mexico Museum of Art	New Mexico Art Tells New Mexico History
Museum of Contemporary Native Arts	Ric Gendron: Rattlebone
Georgia O'Keeffe Museum	Georgia O'Keeffe: Ghost Ranch Views and Modernism Made in New Mexico
Museum of Indian Arts and Culture	Native American Portraits: Points of Inquiry



Navajo Poet Luci Tapahonso gave two poetry readings in English and Diné for 300 ArtWorks students this year. The New Mexico History Museum hosted the reading pictured here attended by students from Nava and Carlos Gilbert Elementary Schools. Photo by Ruthanne Greeley.

# ArtWorks and the Partners in Education Foundation for the Santa Fe Public Schools Thank our Generous Supporters

## ArtWorks Arts Education Committee

Marcia Berman  
Peter Chapin  
Ellyn Feldman  
Jenniphr Goodman  
Joan Logghe  
Yann Lussiez  
John Odell  
Sabrina Pratt  
Ramona Sakiestewa  
Gail Springer

## Foundations, Businesses and Public Agencies

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City of Santa Fe Arts Commission  
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George Watson  
Jane Wetzel  
Laurie E. Wilhite



The ArtWorks Poetry Project is funded in part by an award from New Mexico Arts.



THE CITY OF SANTA FE  
ARTS COMMISSION



JMB's workflow: 5/6/15

- Pick up mail
- Make deposit
- Firestik to Finance
- Copy AC and SC packets
- Move BAR through
- Common Ground – Complete revision of form on website by 5/15
- MRA notebooks – review backup materials
- Spreadsheet of all Contracts ending June 30, 2015 (almost complete)
- Complete financials

#### Secondary MISC

Purge box in closet

Make labels for SC files

Research organizational habits, IT possibilities, and products

Filing

Labels



# *Reflections*

The ArtWorks Newsletter

Spring 2015



**A Visit to the Museum**

**ArtWorks Faculty**

**The Arts: Not Just Nice**