



# Agenda

DATE 2/4/13 TIME 10:40am

SERIALIZED BY Julie Bystrom

RECEIVED BY [Signature]

**ARTS COMMISSION**  
**Monday, February 11, 2013**  
**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) January 14, 2013
5. Fiscal Report
6. Report of the Chair
  - a) CRAM Committee
7. Report of the Director
8. Reports and Updates
  - a) Cultural Connections
    - 1) UNESCO Creative Cities Network
  - b) Art in Public Places
    - 1) Art on Loan Proposal: "Chasing Rainbow" by Rosa Silbert
  - c) Community Gallery
    - 1) "Common Ground": Proposed Changes for 2013
    - 2) Advisory Committee: Proposed Changes
9. Other Business
10. Event Evaluations
11. Adjourn

Persons with disabilities in need of accommodations, contact the City Clerk's office at 505-955-6520 five (5) working days prior to the meeting date.

**Index Summary of Minutes  
Santa Fe Arts Commission  
February 11, 2013**

| <u>INDEX</u>   | <u>ACTION TAKEN</u>  | <u>PAGE(S)</u> |
|--|--|----------------|
| Cover Sheet  |  | 1              |
| Call to Order  | Call to Order by Chair Kirk Ellis; at 5:00pm – City Councilor’s Conference Room  | 2              |
| Roll Call  | Roll call indicated a quorum   | 2              |
| Approval of the Agenda<br>8-A – Councilor Wurzburger will join the meeting and the agenda will accommodate her attendance.<br>Add: CRAM Committee Report   | <i>Ms. Pedersen moved to approve the agenda as amended, second by Ms. Springer, motion carried by unanimous voice vote.</i>  | 2              |
| Approval of the Minutes: January 14, 2013<br>Page 3: 5-a Common Ground Survey Results: Prize money and opportunity to sell their works.<br><br>Page 4: Q&A: <del>entry</del> ’s entries<br>7. Reports and Updates: Debra provided the Creative Cities and Art in Public Places Report.<br><br>Page 6-ii. Pop-Up Exhibit Pilot Project – reference to “I” is Brent Hamifall | <i>Ms. Pedersen moved to approve the minutes as amended, second by Ms. Deitch, motion carried by unanimous voice vote.</i>   | 3              |
| Fiscal Report (Exhibit A)  | Informational  | 3              |
| Report of the Chair<br>a. CRAM Committee   | Informational  | 3              |
| Report of Director<br>a. Silver Show   | Informational  | 3-4            |
| Report and Updates<br>a) Cultural Connections<br>b) Art In Public Places – Art on Loan Program<br>c) Community Gallery<br>d) Advisory Committee for Gallery<br>e) CRAM Report<br>f) Art Works Report   | Informational<br><br>Ms. Springer moved to approve the loan proposal for “Chasing Rainbow” by Rosa Silbert for a one year loan period, second by Ms. Pedersen, motion carried by unanimous voice vote. | 4-10           |
| Other Business<br>Announcements  | Informational  | 10             |
| Event Evaluations  | Informational  | 10-11          |
| Signature Page / Adjournment   | <i>Meeting was adjourned at 6:10 pm</i>  | 11             |

**ARTS COMMISSION**  
**Monday, February 11, 2013**  
**City Councilors' Conference Room**  
**200 Lincoln Avenue, Santa Fe, NM**  
**5:00 PM – 6:10 pm**

**1. Call to Order**

**The meeting of the Santa Fe Arts Commission was called to order by the Chair, Kirk Ellis at 4:00 pm. Verbal roll call constituted a quorum.**

**2. Roll Call**

**Present:**

Kirk Ellis, Chair  
Anne Pedersen  
Michael Namingha  
Ramona Sakiestewa  
Todd Lovato  
Gail Springer  
Sande Deitch  
Donna Scheer

**Not Present:**

Gabe Gomez, Excused

**Others Present:**

Councilor Rebecca Wurzburger

**Staff Present:**

Debra Garcia y Griego  
Julie Bystrom

**Others Present:**

Fran Lucero, Stenographer

**3. Approval of Agenda**

**8-A – Councilor Wurzburger will join the meeting and the agenda will accommodate her attendance.**

**Add: CRAM Committee Report**

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

#### **4. Approval of Minutes – January 14, 2013**

Page 3: 5-a Common Ground Survey Results: Prize money and opportunity to sell their works.

Page 4: Q&A: entry's entries

7. Reports and Updates: Debra provided the Creative Cities and Art in Public Places Report.

Page 6-ii. Pop-Up Exhibit Pilot Project – reference to “T” is Brent Hamifall

*Ms. Pedersen moved to approve the minutes as amended, second by Ms. Deitch, motion carried by unanimous voice vote.*

#### **5. Fiscal Report – Debra Garcia y Griego**

(Exhibit A) – Lodgers tax is up 6.63 % YTD. It was noted that two of the large properties have been behind in occupancy tax have paid and Debra stated she believed those payments came in November or December. The Arts Commission budget is slightly above projections for the year. It was also noted that staff is in midst of preparing budget for next year.

#### **6. Report of the Chair**

##### **a) CRAM Committee**

The Chair reported that Michael Namingha who has been on that committee for some time is stepping off to bring the Commission count down to three which is what is specified by Charter. Ms. Garcia y Griego stated that it is more appropriate to have three members vs. four members on a committee according to the City Clerk that way five is a quorum, three allows a positive discussion and bring forth to the commissioners as needed. This is the one committee that the commissioner count was above three.

The Chair provided an update on the search for the Director of the Arts Commission. The process has now gone through all of its necessary steps. There were seven applications received before the window closed, including Debra Garcia y Griego; five of those applicants have been asked to interview for the position. The interviews are taking place Wednesday morning and as the Chair, I will attend those interviews as the representative from the Arts Commission. Three interviews are being conducted in person and the other two are happening by Skype at a later date this week.

#### **7. Report of the Director – Debra Garcia y Griego**

Ms. Garcia addressed the outcome of the Silver Show which was very well received by members of the public, by artists who participated, by staff and commissioners who worked very hard. Commissioners Sakiestewa, Springer, Pederson and Deitch all worked at this event. This was a 95% sell out during the first hour, netting \$2,225 in sales. The

most important is congratulations and credit to Rod for being able to get the artist that participated to donate work which made a huge difference. This is a credit to the relationship he has with these artist. Both Debra and Rod are pleased that this event is in line with the goals of the commission to make art affordable to the community. Debra reported that they received a lot of press coverage for this successful event. We were mentioned in the Pasatiempo and the back side of the Journal Santa Fe. Artists brought pieces after they saw the article in the Journal and they wanted to participate. Ms. Pedersen said that there were other artists who conveyed to her had they known they would have participated so in the future they can increase the participate now that the awareness has been created. Feedback is that next time there should be two checkout lines and there will be a need for 15 volunteers. Art sold for \$25 and it was more than successful. The Chair asked if there was a photographer at the event. Debra said there was no press coverage of the actual event. Next year we should do a photo op.

The Chair complimented the Gallery for two successful events.

## 8. Reports and Updates

### a) Cultural Connections

#### a. UNESCO Creative Cities Network – Councilor Rebecca Wurzburger

Char Ellis welcomed Councilor and Mayor Pro Tem, Rebecca Wurzburger

Councilor Wurzburger provided history on the Creative Cities Network and that the City of Santa Fe became a member in 2005; the second in the network and now there are 35 cities worldwide. The domain started with design, folk art, music, culinary and two others. Now they have added media and film and the opportunities are quite amazing. One of the greatest successes has been with the city of Icheon which Councilor Wurzburger visited first in attendance of a meeting. They wanted to develop a meaningful relationship and we returned and spent 6 days there and met with their top artists in the country including Mr. Hon, the ceramic artist. Mr. Hon came to the folk market – he was also set up in the community gallery with a separate show. This year they came with a delegation of 7 people during the folk art festival for about 7 or 8 days. Councilor Wurzburger said that those are the types of relationships we are trying to develop. We also have interest on behalf of the high schools and teachers who would like to have an educator to teach art in Icheon. Councilor Wurzburger was invited to Taiwan on behalf of Creative Cities where she was a keynote speaker on Creative Tourism. She had the opportunity to talk about how we have developed the creation of a Creative City in Santa Fe. For Taiwan we really need to crack is to open up tourism. The average Asian trip to Santa Fe is about \$6,000. Councilor Wurzburger has always believed since she got involved with the Creative Cities movement that this is our opportunity to build on an industry that we already have and the problem is that people don't know we exist. Taiwan just lifted the visa requirements. Councilor Wurzburger has met the Counsel General for Taiwan in Los Angeles. The Councilor reiterated that we need to work on that marriage

between Santa Fe and the global economy. The opportunity before us is that we should invite the creative cities that are folk art cities to Santa Fe. This is the vision that has been discussed with Debra and Councilor Wurzburger would like to collaborate with the Arts Commission to make this happen. There is already conversation to have the 4 creative cities come the Wednesday before Folk Art to have a 1:1 not only to participate in the folk art market but to bring them here to develop a good relationship.

The Chair asked if there was a youth component.

Debra Garcia y Griego responded that keeping younger people and active in our creative economy the notion of leveraging them in creative tourism and proposing a future meeting. Councilor Wurzburger added that one of the highlights for her that for the first time in all of the years that she has been speaking that when she was in Taiwan – 80% of the people in the audience were young people. Councilor Wurzburger proceeded to invite them to lunch and when she entered there were about 70 to 80 young people, what a wonderful surprise. At this point she felt strongly that we need to sponsor an international conference with young people in cooperation with Creative Cities. Councilor Wurzburger complimented the relationship with former Councilor Carol Lopez when began with Creative Cities; she is a macro and Councilor Wurzburger is micro which is a good combination. Carol Lopez has said what if all high schools were involved in Santa Fe UNESCO Creative Cities and capture what the imagination of our young people.

The chair on behalf of the Arts Commission expressed his thanks for Councilor Wurzburger support and attendance at the meeting today and her information on Creative Cities.

Ms. Garcia y Griego informed the Commission of an internship opportunity through UNESCO. The Folk Art Market is part of the UNESCO Creative Cities program in China and Santa Fe will be receiving an intern within the next 2-3 weeks. The intern will be here for 6 months and will help to plan this conference.

Commissioner Sakiestewa asked the question about who provides the support for the work ahead with only three staff people. The Chair said that he would presume that support would be coming from the folk art money and that they would be taking some of the onus off of the Arts Commission in terms of the planning. Debra said that there is money through SFCVB to hire a meeting planner. It isn't a large amount of money but it is available to hire additional help as well as offset some of the expenses. This is heavily partnered with the Folk Art Museum in terms of planning the activities and involvement in their event. Ms. Sakiestewa said it takes great planning and it has to be paid for. We can't talk about expenses until we know what we are doing.

The Chair said that as Councilor Wurzburger described the partnership with former Councilor Lopez and the very macro idea, but unless it is micro-managed it will not have any comparable results. The Chair said he would not like to see an opportunity like this get squandered because the good ideas weren't followed up with very specific actions.

Ms. Pedersen said and reiterated that the Arts Commission does not want to become a subsidiary of folk art, because these are ideas that are different. The Chair suggested that we contact CIR, the Council for International Relations which does trips like this with artists on a monthly basis. Ms. Garcia y Griego said that she has a working relationship with CIR and will contact them.

It was reiterated that the Arts Commission needs to take the lead on this endeavor. The Chair said it is necessary to define what we are doing and have the budget conversations afterwards. Ms. Garcia y Griego recommended that at next month meeting we get volunteer commissioners to work with the Councilor and other partners to assure that the goals and objectives of the Arts Commission are set in to this plan and help define the scope. Minutes will be shared with Councilor Wurzburger.

- b. Debra reported that in late January they had a delegation from Zhang Jia Jie China visit. They are a sister city and came for a very short time. On their last day they stopped in at Zane Bennett and purchased two pieces of art work on their way out of town. Debra reported that they also had a couple who run the only Taiwanese Travel Agency specializing in North America travel who do tours, east coast, west coast, rocky mountains, Canada and new tour that will arrive in Lo Angeles via AMTRAK. The couple and their child spent a short time with us during their family trip.

The Chair reiterated from a last conversation with staff that now that they had an opportunity to host a large and small group and it was seeming that these smaller groups where there is a 1:1 experience really help staff sell the city and the arts. Debra agreed and commented that even the group from Taiwan and the group of 8 from Zhang Jia Jie and that became an excellent evening. As a result, Bernie Rubenstein who is a former commissioner and conductor has been invited to their city for a country music festival.

Creative Tourism numbers for the month of January are \$3,680 in workshop sales and 570 workshops were available. Ms. Garcia y Griego said that what they are not able to track is when people come in and how long they stay at hotels. The Chair said he would like to continue to see a report in revenue.

Ms. Deitch noted that SITE Santa Fe's website is now connected to the Santa Fe Visitors and Convention Bureau and she asked if the Commission would like to publicize the community gallery expositions on the site and any art in

public places events. Ms. Garcia y Griego recommended that this be discussed at the next CRAM committee meeting.

- b) Art in Public Places – Debra Garcia y Griego
  - a. Art on Loan Proposal: “Chasing Rainbow” by Rosa Silbert

Debra circulated photographs and apologized for the quality of the images and asked that the commission take into consideration the recommendation of the Art in Public Place Committee. Ms. Silbert has provided other pieces which are on display at Salvador Perez Pool; she is very easy to work with and very responsible. She has another piece that would go mounted on the wall at 6’ but she doesn’t have anywhere in her home that she can mount it to photograph so she is showing it on the ground which isn’t a good way to see it. It is very much her style; it is made out of horseshoes, bright colors and will run along the wall. Michael Namingha noted that Art in Public Places did not like the pictures but they would support the loan and location.

***Ms. Springer moved to approve the loan proposal for “Chasing Rainbow” by Rosa Silbert for a one year loan period, second by Ms. Pedersen, motion carried by unanimous voice vote.***

Ms. Sakiestewa asked if there was an update or any discussion on the issues from the last meeting about age, and policy and determining the timeline for old and new art retention and placement. Ms. Garcia y Griego answered that this topic is being discussed at Art in Public Places and more information will follow.

- c) Community Gallery – Debra Garcia y Griego
  - a. “Common Ground” – Proposed Changes for 2013

Debra reported that at the last meeting issues were identified from a recent survey and staff identified three issues that were fundamental; 1) How overcrowded the exhibit was, 2) the fact that older works and entries were being submitted year after year and 3) the vagueness of the theme and that causing confusion for both participants and juror and ultimately the outcome. Staff talked about issue #1 which is how crowded the exhibit is, keeping in mind that overwhelmingly the number one reason people purchase space is to be shown in the community gallery. It was decided that during the event that transferring part of the exhibit outside were not resolutions as they want to be in the community gallery. It is the one exhibit in the gallery that anybody can come in and anybody can participate in.

Debra continued by saying that staff identified key issues that can be tackled this year; the crowded exhibits, older works and the makeup of the theme. Staff suggested that in order to keep up the spirit of this even which has always been to allow people who are not professional artists to participate in



an open show would be to simply limit the number of entries on a first come first serve basis also implement size restrictions

Secondly, work has to be produced in the last 2 years and cannot have been displayed in the Community Gallery in any previous exhibit.

The larger suggestion is the main theme as discussed at the last meeting was to bring cohesiveness as things were looking jumbled. What has been seen is that historically the winning entry was a representation of the history or culture of Santa Fe and there are many versions of what is representative of Santa Fe on the table. If you get 80 artists participating in an exhibit and they provide you their vision of what is representative needs to be reviewed.

Ms. Garcia y Griego provided the commission with the pictures of what has been presented in the past. What is needed is an evaluation of what the Commission's goals and objectives are as they have changed through the history of the poster competition to common ground to this. We need to come up with a theme or contest statement that not only artists, judges and the commission can have as reference point as well as the public. Ms. Garcia y Griego stated that staff recommendation is that in the past the theme was changed on an annual basis, that this be referred to the Community Gallery Committee for refinement and then at the end of this year we can evaluate how it went and what we need to do.

The Chair asked; what is the number that Debra and Rod have discussed. Debra answered that based on what Rod has reported that he normally has 30-40 pieces in a show. This year there has been up to 100 and Rod thinks that 80 is probably the maximum of where he would want to go.

b. Advisory Committee for Gallery – Debra Garcia y Griego

When the gallery was established 5 years ago the Advisory Committee was set up and the purpose of that Advisory Group was to formulate operating policies and procedures for this new endeavor. It also ended up making recommendations about what should be accepted as exhibits as well as jurying the art. As it has evolved the needs of the gallery have changed so a group has been needed that is more responsive to the entire picture of the Arts Commission and has a better grasp on how the gallery and Arts Commission programming interact and where there can be synergy and can also act a little faster. Debra and Rod have spoken to Commissioner Sakiestewa as a representative to that committee from the Arts Commission and we recommend that it be more a commission based group similar to the funding committee and add the appropriate jurying individuals based on the show. In the past many of the members of the committee do not show up.

Mr. Namingha asked if this would be separate from the curate Arthur Lopez shows. Debra said, yes, but where this group of commissioners would come

in would be to review the submissions and make decisions on what should be done. Ms. Sakiestewa said that if individuals sign up they should show up. It would help to expedite three commissioners would help Rod and Debra. The Chair asked that this topic be placed on the March meeting agenda topic.

c. CRAM – Anne Pedersen

The CRAM committee met last week and the discussion centered on ways to promote the 25<sup>th</sup> anniversary of the Arts Commission. Debra has provided a list of events that the Arts Commission can put their brand on and the committee is separating the mechanics from social media and content as it has been said that would work better. The committee had talked about a thank you meeting that would go throughout the year and it was decided that they would start with a PSA from the Arts Commission to the Community (*read the script draft which took 45 seconds*). We say our name several times, creative redundancy. Todd Lovato has the script and is working on getting the voice for the script. We would hold off on the PSA's that feature organizations that are thanking us because we want to figure out how we can get maximum bang for our time. It is still being discussed if they will do audio and video, or both. In addition, we would also publicize the new director that would also provide an opportunity to give a 25 year history of the Arts Commission. Debra and Gabe will follow up on this. The discussion was to draft an article which has the history and possibly some testimonials from key organizations, Folk Art being one of them about how the Arts Commission has been instrumental in development. When the actual Director is named, plug in the particulars about who this man/women is. In March we will gear up on the Mayors Awards.

Debra added that on the article, the notion was the discussion at CRAM – “look back - look forward” and the new Director would have a good opportunity to talk about what has been done and provide a forward vision of where we are going. Debra has taken the statistics to include the Mayors Award, Todd has a bullet list and the social media group will work on how to bring them up as posts on Facebook along with creating an image archive. Anne and Shawn are working to work an initial list based on the bullet points. We want conversational prompts, so they reflect or interact in some way. Thank you to Debra for all she has done.

d. Art Works – Gail Springer

Reaching more Santa Fe children than ever before, there are 10-15% more units of study. There is more openness after No Child Left Behind, people feel like there is hope and we can fill it with the Arts. Nava Elementary Schools – this is the first time Art Works has taken a school and is putting their teaching artists to work and they are training all the teachers in Nava and they are in all of the classrooms. This is all very positive and there is a lot more enthusiasm from the teachers and the principals and the kids. They are going to work with special needs children at Nava which they have never done before. They

are also doing an art work pilot survey through UNM so they can start to generate actual data on how math is improving, how reading is improving and how attendance is improving in a school. Having Nava is a great way to compile these statistics. They have completed the Shakespeare Mid Summer Nights Dream activity, the Cinderella and they were all very successful. The next activities are Sonic Genius with Serenatta of Santa Fe on February 12<sup>th</sup> at 10:00 am at the Scottish Rite. There will be about 9 bus loads of children at this point. Other events were provided with dates for the commission to attend. The Community Gallery show opens on Friday, March 1<sup>st</sup> at 5:00 pm and the title of it is Art is Core, Second Annual Art Works – work reflections on the work of Margaret Bagshaw. The image done by a 2<sup>nd</sup> grader at Carlos Gilbert for the invitation was circulated. It is expected that there will be approximately 250 people in attendance.

Ms. Springer announced that the children are studying weeks before they go to the event in relation to Shakespeare Mid Summer Nights Dream and Cinderella to be able to understand the scenes. When they return to the classrooms they have another few sessions with the teachers.

#### 9. Other Business

Announcement: Diane will be leaving the Art Institute.

Folk Art Market has a new Director and the Chair will arrange to meet with this person

Ramona Sakiestewa: The Artist Table & At Works will have the Valentine Dinner at the Santa Fe Cooking School - 40 tickets have been sold and they would like to sell 50. The Santa Fe Arts Commission website provides a link and you can register to go.

#### 10. Event Evaluations

Sande Deitch – Attended Bench Warmers, excellent, better than other years.

Michael Namingha: Santa Fe Play House on Sunday.

Todd Lovato: Attended the open house to meet the director of the Folk Art Market, Shawn McQueen-Ruggeiro.

Donna Scheer: NMSA

Ms. Scheer shared that at the High School level in the SFPS they have been told that proposed art electives won't run next year. If we don't have 20 in a class they will cancel the class. We need to bring up our test scores. It affects teachers who might take 30 in Drama I so they could take 10 in Drama IV; that will no long apply. Should you have a school board member who lives in your district that you might want to write to, time is of the essence, this is citywide and is at the high school level. Contact your school board member, city councilor.

Ramona Sakiestewa: I have really loved the Snow Poem project. It has been great to see. Thank you to Debra in working with the group from the Santa Fe Arts.

Gail Springer: Lensic – The Magistrate – (live broadcast)

A wonderful presentation at Santa Fe University of Art Design – totally student driven for black history month, excellent. I don't know what relationship we have but when I think of how many creative, artistic students from all over the country and world are at that campus – it would be nice to somehow connect with them. These students don't feel connected to the city.

Anne Pedersen: Snow poems – it is a wonderful example showing that you can involve a lot of people in hands on art making – it is energizing.

CCA movies

Museum of Contemporary Indian Art – Opening of Thicker than Water

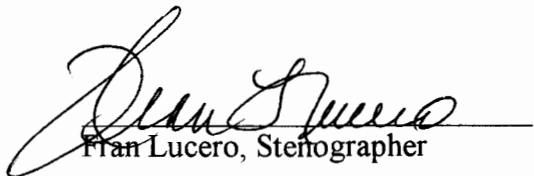
The Arts Commission was thanked at the opening, it was very well attended and she was really impressed. Rod was also there.

11. There being no further business to come before the Arts Commission, the Chair called for adjournment at 6:10 pm.

Signature Page:



Kirk Ellis, Chair



Fran Lucero, Stenographer

1% LODGER'S TAX - JANUARY 2013

*Exhibit A.*

| <u>2011-2012</u>          | <u>Transferred to 2112</u> | <u>2012-2013 Outlook</u> | <u>Transferred to 2112</u> |               |
|---------------------------|----------------------------|--------------------------|----------------------------|---------------|
| July                      | \$ 104,914.96              | July                     | \$ 132,933.64              | 26.71%        |
| August                    | \$ 143,624.24              | August                   | \$ 131,375.71              | -8.53%        |
| September                 | \$ 144,475.03              | September                | \$ 149,715.31              | 3.63%         |
| October                   | \$ 111,936.59              | October                  | \$ 112,787.82              | 0.76%         |
| November                  | \$ 109,416.67              | November                 | \$ 110,089.73              | 0.62%         |
| December                  | \$ 53,389.49               | December                 | \$ 62,950.11               | 17.91%        |
| January                   | \$ 67,369.76               | January                  | \$ 83,993.87               | 24.68%        |
| February                  | \$ 43,561.93               | February                 |                            | -100.00%      |
| March                     | \$ 39,370.44               | March                    |                            | -100.00%      |
| April                     | \$ 66,686.90               | April                    |                            | -100.00%      |
| May                       | \$ 63,487.16               | May                      |                            | -100.00%      |
| June                      | \$ 117,950.03              | June                     |                            | -100.00%      |
| <b>Total</b>              | <b>\$ 1,066,183.20</b>     | <b>Total</b>             | <b>\$ 783,846.19</b>       |               |
| Total Same time last year |                            | \$ 735,126.74            | Current Total              | \$ 783,846.19 |

% Comparison of total current vs total previous same time

6.63%

