ArtsCommission
Of the
City of Rio Rancho

MINUTES

October 13, 2011
6:00 P.M.
City Hall Parks, Recreation and Community Services Large Conference Room

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MEMBERS PRESENT:
Tracey Blocker
Jaymes Dudding
Lois Moreno
Paula M. Scott

STAFF PRESENT:
Jay Hart
Dyane Sonier

CALL TO ORDER

Jaymes Dudding called the meeting to order at 6: 09 p.m.

APPROVAL OF MINUTES: Jaymes Dudding asked if there was a motion to approve the minutes of September 8, 2011. Paula Scott motioned for approval. Seconded by Tracey Blocker. There was no discussion among the members.

The motion passed by a vote 4 for and none against.
Yes: Blocker, Dudding, Moreno, Scott
No: None
Absent: Laitner, Oster

COMMENTS FROM THE PUBLIC (3 MINUTES EACH)

None

PRESENTATIONS

1. None

REPORTS

1. UNM Art Project: Jaymes and Tracey told the group that 10 applications were received and are currently under review by the LSC. On October 28 the LSC will reconvene to select finalists for presentations. All of the submissions were professional, complete and very good.

2. HP Art Project: Dyane said that there had been no further updates from the State. She had emailed Ben Owen to ask for an update, and has yet to receive any reply. The State had indicated it may not be until November or so that they could begin the selection process.

3. SSCAFCA/Gateway Flood Wall project: Jay Hart told the group that the monuments are up, that the contractor is working on the textures and staining of the concrete, and he encourages the RRAC members to stop by and look at the demonstration wall on the south side of the actual project (off of Blacks Arroyo Road).

Paula asked Dyane to provide an update on the Car Max Property – and possible use as a studio space. She informed the group that the bank that owns the property is aggressively negotiating with a buyer, so at this time they do not want to complicate their potential sale. Dyane asked the company if they had other vacant commercial properties – they said no, the only other property that Berger Briggs has at this time is in a pending sale status. They did recommend working with a local realtor to identify other vacant store fronts that are part of existing commercial management (strip mall) associations, and approaching them for space.

Tracey Blocker described the City of Santa Fe's Store Front Art Tour where artists are assigned a hanging space in a vacant store front. There are guidelines and contracts that are used to manage the artwork/spaces. This could be an option versus taking on a whole store. The conversation turned to the Community Gallery in Santa Fe. This discussion led Jaymes Dudding to ask the group if agenda items 1 and 2 could be switched, to which all agreed.

DISCUSSION AND DELIBERATION

1. **Discussion on revenue opportunities for the Commission.** Tracey described new information she obtained about the City of Santa Fe's Community Gallery after meeting with someone from the Santa Fe Art Commission (Rod Lambert). She shared the 8 page artist's contract, and handed out a synopsis of their program which is city funded, with a sustainable budget. Her contact said that whatever the RRAC chooses to do – they should make it as grassroots as possible to ensure success.

   In discussing how to get a community gallery established and raise funds for the commission, Tracey also brought up a grant from New Mexico Arts. She said the grant application is for an "Arts Program" and the application is approximately 47 pages long and is located on the State website. She said the grant will provide a maximum of $20,000 with a 50% match and must include a partnership with a 501 (c)3. The group discussed how the RRAC could partner with a 501(c)3 and apply for the grant with a match (letter of support, in funds and in-kind services) from the City, or applying as the RRAC – through the City with the City matching (in funds and in-kind services) and partnering with a 501 (c)3 (getting a letter of support). Then the group discussed the October 21st early review deadline with a December 9th final review.

   With the deadline so close the RRAC would have to put a budget together very quickly. Tracey said that while it may be too late to apply this year, the RRAC could still put the grant application (budget, plan, etc.) together this year and apply next year. Dyane asked the group to let her look at the application, and see if it is possible to get it put together. She asked who would be best to contact to get additional information if it is indeed possible – and Jaymes and Paula volunteered, and they both recommended that Linda also be consulted, if needed.

   The group then discussed the Military Museum, which Jay said at one time was considered for a mobile museum – where two retired book mobiles were considered for display space, and would have housed enclosed display shelving and cases. The mobile museum idea was later shelved. The group said that taking a "mobile" approach to the gallery is a nice idea or alternate option.

   Paula was asked to further describe her research on the Community Arts Awards. She had researched the awards held in Tucson/Pima, Arizona. She thought about visiting Tucson to meet with their Art Commission, as their LUMIES program is so well organized and well done, with categories, judging and nomination criteria, and more. She described some of their categories. She described how their awards event started out as a luncheon, and then has grown over the years to something more like Rio Rancho's Mayor's Ball. This last year the

LUMIES event had over 500 participants at over $100 per ticket. The awards recipients are on their website. She will email a document summarizing what she has found to the group.

Once Paula has distilled all of this information together, she would propose it to the RRAC to vote. Then she sees them forming a subcommittee, that would then work on the event for 2012. Jay noted that in order for the RRAC to use City funds or to create a line item for donations – they would need to have a budget in place, and also would have to have a source of funding or budget in place before event (where most of the money would be made at or just before the event in ticket sales, silent auction, etc.). Paula agreed, and said she would have more information at the next meeting. Jay asked if part of this event could be supported through the Community Foundation. Paula said yes.

Jaymes brought up a solicitation he received for outdoor sculpture display, where an artist's work is on display in public places in Olathe, Kansas for one year – and the artists display their work "on-loan" for around $500 - $750/year. This could allow the RRAC to display art in Rio Rancho in a more affordable way. He also brought information for "The Wheels Museum's" fundraiser to save the rail yards –saying that the RRAC could use their event and process as a model as well.

2. **Art in the Park.** Jay said that he and staff thought that the event/s went fairly well overall. He said it introduced a new activity to the area, and the artists appeared to like being in the park. From the Department's perspective, they would like to continue the program next year, providing the park space and making it available. He didn't feel that "tightening up" the program would help it grow in the first few years. He said that the fees and artist evaluation is acting as a barrier at this time. In his experience with Albuquerque's similar programs they have a hodge-podge of vendors and artists and that is what we need to really get the program going. Over time, making the event more of an art-centered event could work well once the event/program has momentum. Paula said that there needed to be more coordination with the art and music. Paula also asked, who would staff the event next year and Jay said that Jonas and his staff would still work on logistics for each event date. Jay also said that the RRAC's time would be best spent doing what Linda did to make more people aware of the event – meeting, calling, emailing, posting notices, etc.

   Jaymes asked about the sign cost question that Linda had raised at the last meeting. Dyane said that Connie bought 8 copies of larger posters two different times – at around $8 a piece. That plus the set up fee with Rio Rancho Printing totaled the questioned amount.

OTHER BUSINESS

Paula reminded the group to check out the display at the Kimo Theater during the exhibit hours (11-4, Wednesday – Sunday).

The group asked about filling John Hunt's position. Dyane said that the one applicant that the City Clerk's office received did not provide information to show they were an artist or experienced with art, so the position was not filled. In order to fill the position, the group asked how they could get the word out. Paula was going to ask Gary Herron and/or other Observer staff to get the information published in the paper – in the Community Calendar, and possibly to do an article. Tracey recommended that since the UNM project LSC members includes Rocky from The Observer, they could ask him if he could do an article on the projects – such as the UNM and Gateway Projects, then finish off with a call for people to fill the vacant commission position.

ADJOURNMENT

Jaymes Dudding called for a motion to adjourn the meeting. Paula Scott motioned, and Lois Moreno seconded. There were no comments from the Commission.

There being no further business to come before the Commission, the meeting adjourned at 7:14 P.M.

APPROVED THIS 8th DAY OF DECEMBER, 2011

Linda Laitner, Chairperson

ATTEST:

Dyane Sonier, Resource Development Manager