

**SANTA FE COUNTY
ART CULTURE, AND CREATIVE ECONOMY COUNCIL
WEDNESDAY, JULY 9, 2025, 9:00 AM
SANTA FE COUNTY ADMINISTRATION COMPLEX
240 GRANT AVENUE, SANTA FE, NM**

1. OPENING BUSINESS

A. CALL TO ORDER

The meeting of the Art Culture, and Creative Economy Council was called to order by Pam Sullivan, Chair, on Wednesday, July 9, 2025, at 9:00 am, at the Santa Fe County Administration Complex, 240 Grant Avenue, Santa Fe, NM.

B. ROLL CALL

MEMBERS PRESENT

Pam Sullivan, Chair
Anthony Moore, Virtually
Kevin Box
Mariah Burns
Michale Lancaster, virtually
Carla Sanders
David Lindblom
Nancy Sutor
(One vacancy)

MEMBERS ABSENT

Pablo Ancona
Brian McPartlon

OTHERS PRESENT

Juan Torrez, Director, Economic Development
Dr. Leila Shadabi, Economic Development Specialist
Dr. Tressa Berman, Consultant
Adeline Murthy, SF County Planning Department
Robert Lambert, SF County Public Works Department
Elizabeth Martin, Stenographer

C. APPROVAL OF AGENDA

MOTION A motion was made by Ms. Sutor, seconded by Ms. Sanders, to approve the agenda as presented.

VOTE The motion passed on a voice vote.

D. INTRODUCTIONS

Chair Sullivan stated that Juan Torres, Rob, Leila, our Consultant Tressa and Adeline Murthy are here.

E. ACCE RESOLUTION POINTS

Mr. Box read the ACCE Resolution points.

2. APPROVAL OF MEETING MINUTES

A. REQUEST FOR APPROVAL OF JUNE 11, 2025 ART, CULTURE AND CREATIVE ECONOMY MEETING MINUTES

MOTION A motion was made by Ms. Sanders, seconded by Ms. Burns, to approve the minutes as presented.

VOTE The motion passed on a voice vote.

3. MATTERS FROM STAFF

A. LEILA SHADABI, SUBCOMMITTEE STRATEGY SESSIONS PRESENTATIONS AND SURVEY

Mr. Torres said he wanted to touch base at the mid point in our process. One council member resigned . He is hearing frustrations and hates for someone to leave prematurely. He will be meeting individually with everyone to touch base and get a feel from everyone and will participate in the subcommittees going forward. He spent a good amount of time with Tressa regarding previous and future work. We developed an outline identifying the structure of the plan. Once you have that outline in hand, you will start to feel more comfortable with where things are and where they are going. He would like to visit each district. We contracted with the Regional Development Corporation, a nonprofit created by Los Alamos Labs, as a community engagement consultant. They work with 7 counties in the region. We contracted with them for business retention and expansion. This is a new program. We do have a website. That website will include targeted industries information including creative economy. By the next meeting he will be able to give a more detailed report on these things and how they integrate with this Council. He will schedule a time to come to your District with the Regional Development Corporation. He needs and wants to inform you of our work as

this Council continues their work. We are going to schedule these site visits in the Districts. You choose where to have it.

Mr. Moore said because we don't have the strategic plan yet, what would you say are the principal differences between this current plan and the plan from 2017.

Mr. Torres said the 2017 plan is not a traditional strategic plan. What is called for in this Resolution is a very solid 5 year strategic plan. Some of the things in that plan have come to fruition. Arts and Public Places is a policy utilizing funding through the 1% for the arts funding. There are other aspects that have moved forward since that plan was adopted. What we are going for here is a more clear road map for a 5 year vision going forward that gives direction to the Commission on what they should be focused on for the next 5 years.

Dr. Berman said one of the reasons we invited our guest today is she worked on 2017 report. 2017 was a report. It was never intended to be a strategic plan. That is an important distinction. 2017 was more focused on tourism.

Mr. Torres said tourism has a definite budget within the context of occupancy tax. They are required to expend those funds on marketing for those paying occupancy tax. That is why he has worked with tourism directly to try to supplement her budget intersection where tourism, culture and the economy meet. We are working on creating new events that support creative industries. We are planning an event at Los Golondrinas. We are supporting that with funds from the Economic Development Department. We have a lot of data points on tourism and will be able to connect directly the data to the effect of arts and culture. The amphitheater study is happening. Palo Solare has some funding to get back up and going. Whether the amphitheater goes forward is up to the County and the City depending on costs. The arts and culture creative economy is important to keep tourism in the forefront as this group comes up with things related to events and tourism. He will try to support those events financially. You should open your mind to as many concepts as you can. We can bring you back down to earth.

Ms. Sanders said thank you. That clarifies a lot of what we can do as a Council.

Mr. Torres said dream the dream and we will try to connect the dots and the economic impact and try to fund it.

4. PRESENTATIONS

A. MICHELLE LAFLEMM-CHILDS, NEW MEXICO ARTS

Ms. LaFlemme-Childs said she was the Vice Chair of the 2017 Committee. We were charged with specific areas to address. It is not a long term plan. New Mexico Arts is a State arts agency within the State. Every state has a federally funded arts

agency. Ours sits within Cultural Affairs. The mission is to ensure New Mexicans have access to the arts in their communities. We do that through a variety of things. NEA funds are funneled into our State and distributed through us..

Ms. LaFlemme-Childs explained the 1% for the arts program. We run several programs and mini funding programs federally funded including the artist in residence program. We have done a 5 year strategic plan that is more of a values driven plan and more flexible.

Ms. Sanders said tell us the values in your new strategic plan.

Ms. LaFlemme-Childs reviewed the goals and points of their plan.

Mr. Box said there are 2 ways he sees public funding coming about, taxes, tax credits and subsidies allowing artists to work tax free. What do you think about that.

Ms. Sanders said she will send you a link to the National Assembly of Arts Agencies that speaks to some of that regarding alternative funding. We are doing a survey to other states to see what they are doing regarding alternative funding. She will share that when it is done.

Ms. Sutor asked how do you see the County collaborating with the State.

Ms. LaFlemme-Childs said we collaborate now with Rod, mostly through public art. It will be nice for us to find ways to interact as you work through your strategies.

Mr. Box asked how critical is timing for us.

Ms. Sutor said she thinks your charge is different. It is bigger and broader with people interested in longer term planning. Creative Industries was not the buzz word it is now. The Legislature created a Creative Industries Division because of the value. You want to turn in what you feel good about. Creative industries is publically funded.

B. TRESSA BERMAN, SAMPLE SURVEY

Dr. Berman said thank you to those who reviewed the sample survey. She thinks it is premature. We don't have the capacity to administer, evaluate and circulate the survey. We can continue to look at this, but maybe it could be part of a later plan. She discussed with Juan doing a quick poll.

Mr. Box said he agrees we don't have the bandwidth. Maybe we could do something more simple. We don't have the time to wait on that.

Dr. Shadabi said this is something important. Some of our Commissioners wanted a survey. The County does not have the capacity to do it.

Mr. Box said it is not in our mandate. We represent the districts and can address that. We can work with what we have.

Dr. Berman said we can think about the quick poll.

There was a discussion regarding a survey and a quick poll.

Dr. Shadabi said the survey will happen if you put it in the strategic plan. For now, you can represent the districts for the strategy plan.

Mr. Torres said we can provide you with a demographic breakdown of the Districts.

5. SUMMARY OVERVIEW OF SUBCOMMITTEE STRATEGY SESSIONS

Dr. Berman said we started our meetings with data gathering, site visits in your districts, subcommittee discussions and reporting. Strategy sessions and framework is next. She will send out an outline prior to our strategy sessions. We will have strategy sessions for each subcommittee. We have come up with 6 strategic goals for the County. We will work on those in the subcommittees.

Dr. Berman said as to the retreat, we can do a special meeting rather than a retreat, should you decide to do that. Her suggestion is in August.

Ms. Sanders commented that she feels we are compartmentalized.

Ms. Sutor asked Dr. Berman to send the Council members a copy of the 12 page document she has developed.

Dr. Berman said it is a draft.

Dr. Berman read the goals she is suggesting, which come from the subcommittee discussions. They are:

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| Goal I. | Expand and Affirm Economic and Cultural Diversity |
| Goal II. | Foster Connectivity County-Wide to Enhance Creative Economy Ecosystem |
| Goal III. | Invest in County Infrastructure to Support an Inclusive Creative Economy |
| Goal IV. | Create and Expand Existing Support Structures for Creative Economy |
| Goal V. | Create Culturally-Centered Aesthetic and Inclusive Initiatives |
| Goal IV. | Enhance Equity and Inclusion Through Creative Arts Programming |

Mr. Box asked Dr. Berman to send the Council members the goals in writing

before the meetings.

B. STAKEHOLDER PANEL

Dr. Berman spoke about having a stakeholder panel.

Dr. Shadabi said that idea came from Tressa, if you want to hear from different people. A survey is the best alternative. It needs time and organization. .

Ms. Burns said we may need more guidance from the County on something like that.

Mr. Torres said this is a very premature idea. We need to talk about this off line and circulate parameters of the concept by email.

C. SUBCOMMITTEE INFORMATION ADDITIONS/DISCUSSION

Dr. Shadabi said we can have a special meeting in addition to our regular meetings, but it will still be a formal meeting, It can be longer and can be in another location. We need to know 10 business days ahead so that we can publicize it to the public.

Mr. Torres said a special meeting will still have all the parameters of a regular meeting. The Chair will be in charge and minutes will be taken. If we have enough lead time we can rent a space and potentially provide food.

MOTION A motion was made by Mr. Box, seconded by Ms. Sutor, to proceed with a special meeting.

VOTE The motion passed on a voice vote.

Chair Sullivan said we need to come together after the strategy sessions with subcommittees.

Dr. Shadabi said August 13th is our next regular meeting.

Mr. Torres said you could have your regular meeting then a special meeting after that.

Dr. Berman recommended having the special meeting in August on a different day.

There was discussion around dates and times for the regular and special meetings.

Chair Sullivan said we need to decide if we take option one of having our regular meeting on August 13th with the special meeting following that with a working lunch, or option two of having our regular meeting on August 13th and a special meeting on August 29th from 9:00 am to 2:00 pm with a working lunch.

It was decided that the regular meeting will continue of August 13th and the special meeting will be held on August 29th, from 9:00 am to 2:00 pm with a working lunch.

6. ACTION ITEMS

None.

7. MATTERS FROM THE PUBLIC

None.

8. MATTERS FROM THE COMMITTEE

Council members announced upcoming events.

Dr. Shadabi said we are looking for another person to join the Council from District 5 due to the resignation.

9. NEXT ACCE MEETING: AUGUST 13, 2025

10. ADJOURNMENT

There being no further business before the Council, the meeting adjourned at 11:04 pm.

Pam Sullivan, Chair

Elizabeth Martin, Stenographer

