

**SANTA FE COUNTY  
ART CULTURE, AND CREATIVE ECONOMY COUNCIL  
WEDNESDAY, AUGUST 13, 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, August 13, 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  
Kevin Box  
Mariah Burns  
Michale Lancaster  
Carla Sanders  
David Lindblom  
Nancy Sutor  
Brian McPartlon  
Pablo Ancona  
(Two Vacancies)

**OTHERS PRESENT**

Juan Torrez, Director, Economic Development  
Jonathan Butler, Director, Community Development  
Dr. Leila Shadabi, Economic Development Specialist  
Dr. Tressa Berman, Consultant  
Elizabeth Martin, Stenographer

**C. APPROVAL OF AGENDA**

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

**VOTE** The motion passed on a voice vote.

**D. INTRODUCTIONS**

Mr. Torrez introduced Jonathan Butler, Director, Community Development.

Mr. Butler introduced himself.

**E. ACCE RESOLUTION POINTS**

Mr. Box read the ACCE Resolution points.

**2. APPROVAL OF MEETING MINUTES**

Ms. Sanders stated that some of the comments of the former Chair of the strategic plan group were attributed to her.

**MOTION** A motion was made by Ms. Sutor, seconded by Ms. Sanders, to approve the minutes as amended.

**VOTE** The motion passed on a voice vote.

**3. MATTERS FROM STAFF**

Mr. Torrez said the subcommittees met and he had his meetings with Council members. We have reports and handouts that cover the areas discussed and the special meeting on the 29<sup>th</sup>. We want to give everyone time to express their thoughts today.

**4. INFORMATION ITEMS**

**A. ACCE FEEDBACK**

Mr. Box said there is a lot of talent in this room. We began with a rocky start as to what we have to do. We have moved forward now. He thinks we are fully capable to do a strategic plan for five years. The idea of the special meeting is to have free-flowing conversation as to meaningful contributions to the plan and recommendations to the Commission.

Mr. Box reviewed ideas from his subcommittee and other ideas as follows:

- have a rule of criteria to aim resources at the County and to serve the County.

- look at subsidized housing
- look at subsidized education program
- involve schools as meeting sites and resident artists
- create tax break for the creative economy

Ms. Sutor said what keeps coming back to her are issues regarding potential funding and how things are going to be with the things going on in Washington. She would rather focus on things that already exist and awareness of what is special about northern New Mexico. We can focus on villages and their history and culture and what makes them special. It is realistic to focus on what is going on already. The things she is working on are the Agua Fria Cultural Center, partnering with the City and other groups and the Collaboration Lab.

Ms. Sanders said there is a need for a staff person who can collect and decimate all of this information about all the things going on. There then would be one person to go to for information and opportunities. She feels we do need to gather needs. The survey was talked about. There are other ways to collect that information through small events and resource fairs. Santa Fe County is large and encompasses all kinds of people and landscapes. We could promote that.

Mr. Lindblom said his basic theme is that whatever we do, it be based on what is here and create a relationship between levels of arts and culture economy - upscale and lower scale. He knows it is important to increase the tax base. We need to find a way to attract people to New Mexico based on what this place is. It is an art center. We need to be dynamic and include all levels of the creative economy. Give agency to everyone.

Mr. Lindblom said the film industry is not thriving here. What could the County have to impact the film incentive so New Mexicans get some sort of uplift.

Ms. Burns said one of the things she is focusing on is the need for a hub and a website. One of the main categories for New Mexico True is arts and culture. They have information on their website. How do we lean into the work they have already done. How can we make this more about local things and more comprehensive. The City of Santa Fe has an events calendar. Bring that into focus and fill in the gaps.

Chair Sullivan said she lives in Madrid. The challenge in the community is connecting with the County and how the different areas of the County matter. Marketing the Santa Fe County creative economy is important. There are challenges of regulation, permitting and more for businesses to thrive. We need an individual to go out into the communities to connect all regions of the County. The other two issues she is interested in is fundraising and not reinventing the wheel.

Mr. McPartlon said he is looking forward to the 29<sup>th</sup> and the final strategic plan. His focus is supporting the County and private enterprises and to encourage private enterprises. We have all these great things happening here, but the west is growing and changing at a tremendous rate. We have to think about what we have here. We have competition. He is interested in fairness and neighborhood activities. We need consensus on the nature of politics and political changes and its effect.

Mr. Lancaster said his initial vision is to put meat on the table and harvest all our work here. The obstacle is now knowing what we are keying in on. His focus is on what already exists and that is very helpful. We need a full time staff person to work in the field and on the website and outreach so that information is kept current.

Mr. Lancaster said the average in the County is 58. We have not been bringing the energy to focus on youth. He would like to see Warehouse 21 come back and be revitalized. Let the youth brand it and give a name to it. The two projects he would like to see are a sculpture park and an art park. We can also look at the Galisteo Reservoir.

Mr. Ancona said he finds himself thinking about artists who are talented, but they don't know what opportunities exist here. There are a lot of resources. The artists are undeserved and unaware. We can build on existing venues. He likes the idea of being a partner with New Mexico True and their site. His ideals include a skateboard park and a sculpture park. We need to help people who are here and have ideas to make those ideas a reality. A creative job board would be a good thing. He is committed to make a meaningful contribution.

Chair Sullivan asked where will the special meeting on the 29<sup>th</sup> be located.

Mr. Torrez said it will be at the Santa Fe Association of Realtors office from 9:00 am to 2:00 pm. Lunch will be provided. He will send out an email.

Chair Sullivan said that was an amazing discussion and exchange of ideas. She will turn this over to Tressa.

**B. MISSION, VISION, STRATEGIES OBJECTIVES AND GOALS -  
DEFINITIONS**

**C. SYNOPSIS OF FACILITATED SUBCOMMITTEE SESSIONS**

**D. OVERVIEW OF SUBCOMMITTEE NON FACILITATED MEETINGS**

Dr. Berman said it was really great to hear from everyone. There are handouts on the table that address items B, C and D on the agenda.

Mr. Torrez said we wanted to put this information together for you to have a reference folder. A shared doc folder has been created where we will put these docs for your reference. They will be in Drop Box. We will be working on the framework of the strategic plan on the 29<sup>th</sup> and fleshing it out.

Mr. Box said this says we will look at a mission, values and goals. That is different from the initial ideas for the 19<sup>th</sup>.

Mr. Torrez said we will bring draft ideas to you on the 29<sup>th</sup> for discussion and consensus.

Mr. Box said we need to fill in the blanks and put something together.

Mr. Torrez said we need a unified vision as a group in order to do the strategic plan. That requires a conversation as a group. You don't have to start with a blank slate. We have been discussion these things for a while now. It should take about an hour to flesh out the mission, values and goals to inform the strategic plan. Then we will work on the objectives and strategies.

Chair Sullivan said we are talking about developing the strategic plan.

Mr. Torrez said absolutely. We are aiming on the aspects of the strategic plan including the details of the plan. We have the ability to do additional special meetings based on everyone's time.

Dr. Berman said she will provide a document before the 29<sup>th</sup> with the framework for the mission, values and goals as a starting point.

## **5. ACTION ITEMS**

None.

## **6. MATTERS FROM THE PUBLIC**

None.

## **7. MATTERS FROM THE COMMITTEE**

Chair Sullivan said Anthony Moore has resigned as he and his family are relocating. We will be looking for two new members and a Vice Chair.

Mr. Torrez said we have a nomination for the first vacancy that will be going to the BCC for approval.

Chair Sullivan said let's talk about the agenda for the 29<sup>th</sup>. Mr. Torrez said the mission, values and goals will take about an hour.

The following ideas for the agenda were suggested:

- discussion and sort out ideas that align with the mission, values and goals
- gather information together and put into a structure
- make sure the mission aligns with the County and what the BCC wanted.
- establish a rule of criteria to align projects or ideas
- no break-out groups.
- define ideas more clearly
- where do the subcommittees fit in or do they go away now

Chair Sullivan said we all agree that there should be no break-outs.

Dr. Berman said she would like clarification as to her roll on the 29<sup>th</sup>. She would like to walk away being able to start drafting a draft plan. There are a lot of exercises that require break-outs for more intimate conversation.

Mr. Box said we have been over facilitated. We need group dialogue. We want you there to hear and extract. It would be helpful to have a large map of the County there.

Mr. Lindblom said the valuable role you could have is synthesizing. That is different from facilitating.

Mr. Lancaster said he believes having separate committees will lose it's importance. We need to meet as a whole, not in small groups.

**8. NEXT ACCE MEETING: SPECIAL MEETING AUGUST 29, 2025, 9 AM - 2 PM**

**9. CONCLUDING BUSINESS**

**A. ADJOURNMENT**

There being no further business before the Council, the meeting adjourned at 11:03 am.

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Pam Sullivan, Chair

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Elizabeth Martin, Stenographer