

**SANTA FE COUNTY
ART CULTURE, AND CREATIVE ECONOMY COUNCIL SPECIAL MEETING
WEDNESDAY, AUGUST 29, 2025, 9:00 AM
SANTA FE ASSOCIATION OF REALTOR'S EDUCATION CENTER
510 N. GUADALUPE ST. STE E, SANTA FE, NEW MEXICO**

1. OPENING BUSINESS

A. CALL TO ORDER

A special meeting of the Art Culture, and Creative Economy Council was called to order by Pam Sullivan, Chair, on Wednesday, August 29, 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
Pablo Ancona
Kevin Box
Brian McPartlon
Mariah Burns
Jennie Cooley
Michale Lancaster
Carla Sanders
David Lindblom
Rudy Bentz
Nancy Sutor, arrived after the agenda approval
(One Vacancy)

OTHERS PRESENT

Dr. Leila Shadabi, Economic Development Specialist
Dr. Tressa Berman, Consultant
Valarie Rengel, SF County Planning Department
Juan Torres, SF County Economic Development Department Manager
Jonathan Butler, Director, Community Development Department
Anne Wodarczyk, Senior Planner, Planning Department
Elizabeth Martin, Stenographer

C. APPROVAL OF AGENDA

MOTION A motion was made by Mr. McPartlon, seconded by Mr. Box, to approve the agenda as presented.

VOTE The motion passed on a voice vote.

D. INTRODUCTIONS

Introductions of staff were made.

2. APPROVAL OF MEETING MINUTES

A. REQUEST APPROVAL OF AUGUST 13 2025 MINUTES ACONA BURNS VOICE

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

VOTE The motion passed on a voice vote.

3. MATTERS FROM STAFF

Mr. Torres said we are hosted today by the Santa Fe Realtors Association. The refreshments in the back and the lunch are provided by them. Thank you so much.

Mr. Butler said thank you all for your service and time. He would like to acknowledge Leila. This is her last meeting with us. Thank you for your work and service to us. Anne is helping us through the transition period with Leila. We are looking forward to a productive day.

Mr. Torres said the structure for today is interactive and fun. There will be overviews at the beginning of each session, then we will open things up for discussion. By the end of the process we will have a document that Valarie will update in real time. Hopefully the framework will be approved at the end of the meeting. We are targeting noon as the end time. We have until 2:00 pm, but hope to get done by noon.

Dr. Berman gave an overview of the proposed framework for the strategic plan, saying the framework is the bones of the strategic plan. We are here to flesh out the meat on it. Today is an opportunity for all of your work to flow into one. You have the framework in front of you. She arrived at this framework as a result of meetings, subcommittee work, meetings with staff and meetings with stakeholders. More than 10 strategic plans were looked at and drawn from. This plan will have a mission/vision focus.

Ms. Shadabi said it has been her honor to work with all of you. She appreciates

all of your hard work and the time you have spent with us. She has learned a lot from all of you. We are happy to have Anne during this transition period. She has wonderful experience with writing strategic plans and in other areas.

Ms. Shadabi said this session is for you to exchange your opinions as to how you want this plan to work and to adjust the framework in real time.

4. PRESENTATIONS AND INFORMATION ITEMS

A & B. STRATEGIC PLAN STRUCTURE OVERVIEW AND DISCUSSION.

Mr. Lindblom said he has done strategic plans before. He thinks this structure is fine. He wants to get to a discussion of the mission, vision, and values and what we are going to do. If we run into a bump, we can go back and adjust the framework.

Mr. Box said he would like to suggest we start with a bigger broader perspective and where we are coming from. He spoke to the history and culture of Santa Fe and said he believes we are here to move forward the agenda set forth when the Council was created. Commissioner Bustamante and former Commissioner Anna Hansen created the Council. He spoke to both. Commissioner Hansen said she wanted to see a public art program. Commissioner Bustamante said she was inspired by events to bring Santa Fe forward in the arts. In the document creating us, they gave us a clear simple mission. Our job is to fill in the blanks and make examples for the outline. He feels we need to rely on the permanent employees to implement the plan and create a budget. He wants to move into the meat of it. He drafted a 2 page framework with examples. He also feels that the Council would have benefitted from the two Commissioners who created this group attending our first meeting to let us know their thoughts.

Ms. Sanders said what you said mirrors a lot of what all of us are thinking. She wants to thank Leila for all the work she has done. You are always welcoming and cheerful. We will miss you and wish you the best. She thinks there is a simple way for us to proceed, but also there are some complicated things we need to prioritize. We are on a precipice in Santa Fe. We could follow the status flow or work with all the organizations and government departments to really do the hard work of ensuring the culture of Santa Fe can continue and not just become consumed by the beast of tourism. We need tourism, but we need to tame it and make sure it is fulfilling what the culture, people and history of this area demand. She doesn't want to see Santa Fe turned into a caricature of their culture. She is hearing two terms being used. Creative economy and cultural economy. She thinks we need definitions. She also thinks cultural economy has some negative connotations to it.

Mr. McPartlon said Kevin gave a tremendous presentation. He totally agrees with him. We need a permanent Council and Budget. He thinks that is what the

County Commission had in mind when they formed this Council. That should be our primary goal.

Mr. Bentz said we are talking about a long history of Native culture. Where are the Natives in the Council.

Dr. Berman said we have been working with Tribal liaisons.

Ms. Burns said we should have heard from the Commissioners at the beginning. We have not focused on their expectations. It might be too late now. That would have been a great way to start.

Mr. Box said we are the Council that was volunteered and will persist and has to represent equity in the County. Commissioner Bustamante said getting diverse members to show up would be when we have an organized group with goals, staff and budget so it would be taken seriously. How to deal with over tourism is serious right now. The thrust of our goal is going to be aimed at every district. Micro grants would be aimed at people who live here, not to tourists. Around the county, they are going to history and culture, oral history recordings and projects for historical markers in communities. If we focus on \$1,000, \$5,000 or \$10,000 micro grants toward public art, that would be huge. We cant dismiss our past or our future ancestors.

There was discussion around the previous plan and it's usefulness, the want of a cultural program for the County, equity on the Council, how to accommodate different voices in the community, a permanent Council with a budget and a dedicated staff person, building trust and the ability to assist under represented artists and the need to move on to the mission and vision.

C & D. REVIEW OF MATERIALS AND VISION/MISSION INPUT/FINALIZING ON VISION/MISSION

Chair Sullivan said we are ready to move into mission, vision and values.

Dr. Berman said she has a lot of affinity with many of the things said. She intends to put a glossary in the plan that everyone can use. Both creative and cultural economies are embedded in economic development. That is are why we under economic development. She wants to remind people that the vision is related to the high level of goals. The mission is the meat. We want to work that out together and get consensus today. She took a stab at it with all the input. The mission is about action. We can play with the verbiage as a goggle doc and rework it as we go. We are going to do an interactive on the values. What is in the Resolution is a mandate - an external call. What is the Council's mission.

Mr. Torres said Tressa distilled down a mission. We can discuss and change etc. What things jump out at you that align or diverge from our thinking.

The following ideas and thoughts were expressed:

The word culture is used twice, the diversity of the County is missing, it is too wordy, it should be more impactful and put people first, get the word history in there, inclusive and connect are important words, resilient economy is good, use resilient economy, include diverse, strengthen the economy is good, empowering the community, grounded vs rooted, grow the economy is a good statement - that is what we are here for.

There was discussion around the wording of the mission and vision. The wording of both changed several times during the discussion.

Statements were made by the Council members including the following:

We are losing young people in the County and need to think about how we bring people into the County, cultivate is a good word to use, switch cultivate and invest, we need to speak to current and future generations.

The following mission and vision were agreed upon, for now, by the Council:

VISION

An inclusive and connected creative economy rooted in Santa Fe County's diverse history of artistic and cultural expressions empowering sustainable, resilient and thriving communities.

MISSION

To identify, cultivate, and invest in individuals and communities to strengthen the cultural and creative economies of Santa Fe County that honors existing and future generations.

A break was taken to get lunch and have a working lunch.

E. GOAL PRIORITIZATION EXERCISE

Mr. Torres said we will rank the goals as short, medium and long term goals.

Mr. McPartlon left the meeting.

GOAL 1

It was agreed that the short version of Goal 1 was the best.

GOAL 2

The following input was given:

We need the connectivity of all the different people and groups in the County, we are missing the ecosystem, building connections through ecosystems.

Goal 3

It was agreed upon that goal 3 was good.

Goal 4

The following input was given:

Goal 4 is too broad, we could eliminate this goal or put it under another goal, put expand and take out create, cooperation and collaboration are good opportunities under this goal, we need to communicate and support artists, we need the broader public to understand we are providing this important work, we need to simplify the goals.

Mr. Torres suggested that they add Mr. Box and Ms. Burns goals parenthetically, for the next conversation at our next meeting. We will compile this information and send it out. We will have to adjourn without actually voting on any of the items we discussed.

Mr. Butler said we will consolidate this information and send it out to you so you can digest and vet it. That is the intent. We want to honor the spirit of what you are trying to do and give voice to that. We will continue to allow for the space you have wanted. We have your suggestions and won't go backwards.

5. ACTION ITEMS

A. APPROVAL OF FRAMEWORK FOR THE DRAFT STRATEGIC PLAN

This item was postponed.

6. MATTERS FROM THE PUBLIC

None.

7. MATTERS FROM THE COUNCIL

A. CHAIR DESIGNATION OF ACTING CHAIR FOR SEPTEMBER 10, 2025

MEETING

Chair Sullivan said our Vice Chair resigned from the Council as he is moving out of state.

Ms. Burns was designated as Acting Chair for the September meeting.

Chair Sullivan said she is going to try to attend the meeting virtually.

8. NEXT ACCE MEETING: SEPTEMBER 10, 2025

9. ADJOURN

MOTION A motion was made by Mr. Lancaster, seconded by Ms. Sutor, to adjourn the meeting.

Mr. Box said he is opposed to adjourning the meeting. He thought we had until 2:00 pm today. He brought a draft proposal to share with everyone. He passed out copies.

Mr. Torres said we were not aware that this office was closing early today due to Zozobra.

VOTE The motion passed on a voice vote.

There being no further business before the Council, the meeting adjourned at 12:45 pm.

Pam Sullivan, Chair

Elizabeth Martin, Stenographer

