

# Corrales Arts, Community, Education Center Committee Meeting Minutes October 10, 2022

## I. **Call to order: 10:12 a.m.**

**Appointed Committee Members present:** John Schumann, Linda Parker, Barbara Boyd, Tony Messec, and Jon Young.

**Advisors Present:** Jim Kruger, Angela Gutierrez, Sandy Rasmussen

**Village Staff and Leadership Present:** Mayor Fahey could not attend for precautionary Covid reasons.

II. **Approval of Minutes from September 19 Meeting:** Linda requested a change in the grant writing section to the categories: quality of life, education, economic development (instead of building local commerce), and recreation. Upon agreement by the Committee to the change, a motion from Linda Parker with a second by Jon Young the minutes of the September 19th meeting were unanimously approved.

III. **Postmortem of the September 27 Village Council Meeting:** There was general discussion and agreement that the Council seemed to be impressed by our presentation. Many of us were confused by the definition of a “straw vote” which seemed to mean take the pulse of the Council without a vote. Feedback offline is that excitement is growing due to the diverse use of the Center.

IV. **Continue Strategic Planning:** We recounted the purpose of a strategic plan and the components of a plan. We started with a SWOT analysis: Strengths, Weaknesses, Opportunities, and Threats. Strengths and Weaknesses are internally focused, and Opportunities and Threats are externally focused.

### a. Strengths:

- i. Diversity of skills
- ii. Recognition of need
- iii. Mighty – team has might

- iv.** Knowledgeable group
- v.** Focused/committed group
- vi.** Success/Confidence
- vii.** Community Pride
- viii.** Public/Private relationships exist
- ix.** Village administration support
- x.** Access to external resources
- xi.** Adobe Theater

**b. Weaknesses:**

- i.** Need funding
- ii.** Small organization
- iii.** Village communication – need to reach stakeholders
- iv.** No marketing/branding expertise on the current team
- v.** Limited experience in public/private partnerships
- vi.** Public support – needs to be sought

**c. Opportunity:**

- i.** Broader public support/knowledge
- ii.** Adobe Theater
- iii.** Leverage Main Street
- iv.** Organize marketing
  - 1.** Leverage existing contacts with Press
- v.** Broad access to funding/grants

**d. Threat:**

- i.** Public support (lack)
- ii.** Adobe theater timeline with upcoming lease
- iii.** Down economy (inflation, supply chain)
- iv.** Perception of Corrales as a wealthy community

**V.** Political uncertainty – village and state level

**e. Objectives (create 3 to 5):**

**i.** Develop a one-year (12 month) plan

**1.** Goal: Budget

**2.** Goal: Conceptual drawing

**3.** Goal: Funding

**4.** Goal: Marketing

**V.** **Length of meetings:** Agreed to lengthen the meetings to one and a half hours until the strategic plan is completed. We will start this new schedule on Monday, **October 17<sup>th</sup> starting at 9:30 and adjourning at 11:00.**

**VI.** **Adjournment:** The meeting adjourned at 11:05 a.m.

**NEXT MEETING:** The next regular meeting is ***9:30 a.m., October 17.*** Please note the starting time will ***be 9:30.*** The meeting will be held at the St. Felix Food Pantry at 4020 Barbara Loop in Rio Rancho. We will continue working on the strategic plan with one specific agenda item – How to access funding for the architectural drawings.

Respectfully submitted,

Barbara Boyd, Recording Secretary