

Corrales Arts, Community, Education Center Committee

Meeting Minutes

November 21, 2022

I. **Call to order: 9:35 a.m.**

Appointed Committee Members present: John Schumann, Barbara Boyd, Jon Young, Tony Messec, Jim Wright, Ken Duckert, and Linda Parker.

Advisors Present: Jim Kruger, Angela Gutierrez, Sandy Rasmussen

Village Staff and Leadership Present: None present

Approval of Minutes from November 14th Meeting: On a motion by Linda Parker and a second by Jon Young, the minutes from the committee meeting on November 14th were unanimously approved as prepared.

II. **Updates on Action Steps:**

- a.** John Schumann has completed the paperwork necessary to file Articles of Incorporation with the NM Secretary of State. The new entity's name is Friends of the Corrales ACE Center. Jim Kruger is registered with the Secretary of State and will file the necessary documents. Jim will also pay the \$25 filing fee. The Articles of Incorporation are necessary for the new entity to conduct business.
- b.** John Schumann will contact Terry Cosper to inquire about D&O and liability coverage for the Friends of the Corrales ACE center's officers and directors. He will consult with Tony Messec on the policy.

III. **Updates on Facility Build Concept #2 dated Nov 1, 2022:** John and Barbara had a very productive with Mark. In addition to the changes in the concept drawing, John and Barbara also advised Mark that a virtual tour of the center would likely work much better than a physical model. Mark will pursue pricing of the virtual tour. John reported that he had asked Mark for a room by room cost of the center. These costs would be the basis of fundraising for potential naming rights.

IV. **Budget Details:** The Committee needs to prepare a detailed budget for the first-year operation to present to the Village Council in January. John Schumann

felt it was important to determine sources of funding to also present to the Village Council.

a. Sources: We will attempt to obtain the funding noted below by December 31, 2022 except for the last two which we will try to obtain within the first quarter of 2023.

i. ARTS Community

- | | |
|----------------|--------------------|
| 1. CAC | \$750 |
| 2. CSA | \$500 |
| 3. CCAC | \$1,000 to \$2,000 |

ii. MainStreet \$1,000

iii. ACE Committee \$4,000 to \$5,000

iv. Kiwanis \$1,000 to \$2,000

v. Citizens \$5,000 to \$10,000

vi. Totaling around \$15,000

b. Uses:

i. IRS filing \$800

ii. State filing \$25

iii. Marketing/branding \$10,000

iv. D&O and Liability Ins \$1,750

v. Virtual Tour \$65,000

vi. Grant searching ?

vii. Totaling around \$77,000

c. Action Items:

i. Insurance – John Schumann will work with Tony Messec to ensure proper insurance and reasonable costs. Barbara will share the costs to The Adobe Theater for insurance.

ii. Virtual Tour – We have asked Facility Build for an estimate on the virtual tour. Angela and/or Sandy will ask Ideum what they would charge for a virtual tour. May consider CNM and UNM.

iii. Funding sources – John Schumann will contact Ben Ray Lujan to see what grants might be available for startup. John Schumann will also contact Santa Fe Opera for other ideas.

- iv.** Jim Kruger will invite Heidi and Sammi to our December 5 meeting to start working on marketing and branding. We hope the meeting will give us some sense of direction and costs for marketing and branding.

V. **Adjournment:** The meeting adjourned at 10:45 a.m.

NEXT MEETING: The next regular meeting is *9:30 a.m., December 5*. Please note the starting time will be 9:30 at the Village Community Center.

Respectfully submitted,

Barbara Boyd, Recording Secretary

Objective – Develop a 1-year Business Plan We updated the Business Plan

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Goal	Action Step	Person Responsible	Date
<i>Develop 1-year budget</i>	<i>Completed</i>	<i>ACE Committee</i>	<i>October 17, 2022</i>
- \$60K for conceptual drawing by architect			
- \$10K for public outreach, collateral material, branding			
- \$5,000 for miscellaneous			
- <i>TOTAL of \$75,000</i>			
<i>Develop conceptual drawing</i>			
- Engage Facility Build for initial concept drawing	Contact to set up following meetings	John Schumann	Completed Nov 1
- Meet with Facility Build	Provide tour of Adobe Theater	John Schumann, Barbara Boyd, Jon Young	Completed Nov 1
	Meet with ACE Committee	John Schumann to arrange	Completed Nov 2
<i>Identify sources of funding for first year</i>			
- Identify sources of seed money	Sandoval County -Commissioner Jay Block -Economic Dev Dept Main Street -Corrales -New Mexico State -NM Arts Council -Legislators Corrales -Corrales Arts Center -CCAC -Adobe Theater	John S, Jon Y, Angela (ICIP - \$1M already listed for this project) Angela, Jim K Sandy Lobby for support after election Jim W John S Barbara	By 12/15 By 12/15 By 12/15 12/15 12/15 12/15 12/15

	-CSA -Village -ACE Committee members -PTAs -Ex Novo -Casa Vieja -Frontier Market Group -Trees of Corrales -SWOP -Corrales Realty (Ann and Lynn) Private -Individuals – RMD and QCD -Corporate – Intel, Film Industry, PNM, NM Gas, AT&T, Comcast, Century Link, Heritage Hotels Federal -NEA -Senator Ben Ray Lujan Foundations	Ken Jim K Ken D and Angela Jim K Jon Y Sandy Jim K Sandy Tony Put in MS news - Angela Wait for concept drawing and more information for larger requests John S	12/15 12/15 1/10 12/15 12/15 12/15 12/15 12/15 12/15 12/15 12/15
<i>Develop a Marketing Plan</i>			
- Identify resources to help develop marketing plan and branding	Heidi Ames – HIHO Design Sammi – OHBOYSAM	Jim K to contact after the meeting with the Mayor	11/7

