

# Corrales Arts, Community, Education Center Committee Meeting Minutes October 17, 2022

## **I.** **Call to order: 9:37 a.m.**

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

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

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

## **II.** **Approval of Minutes from October 10th Meeting:** On a motion by Jon Young, seconded by Linda Parker, the minutes from the committee meeting on October 10 were unanimously approved as prepared.

## **III.** **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. In this meeting we added to the Opportunities and Threats. All are included for ease of use.

### **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
- vi.** Brings people into Corrales – Business community support including retail, restaurants, First Sunday, etc.

**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
- vi.** Competing venues

**IV. Objective – Develop a 1-year Business Plan** We spent the bulk of our time on the development of a 1-year Business Plan.

Objective – Develop a 1-year Business Plan

Goal	Action Step	Person Responsible	Date
<b><i>Develop 1-year budget</i></b>	<b><i>Completed</i></b>	<b><i>ACE Committee</i></b>	<b><i>October 17, 2022</i></b>
- \$60K for conceptual drawing by architect			
- \$10K for public outreach, collateral material, branding			
- \$5,000 for miscellaneous			
- <b><i>TOTAL of \$75,000</i></b>			
<b><i>Develop conceptual drawing</i></b>			
- Engage Facility Build for initial concept drawing	Contact to set up following meetings	John Schumann	By October 24
- Meet with Facility Build	Provide tour of Adobe Theater	John Schumann, Barbara Boyd, Jon Young	By October 28
	Meet with ACE Committee	John Schumann to arrange	On October 31 at St. Felix meeting room
<b><i>Identify sources of funding for first year</i></b>			
- Identify sources	<b>Sandoval County</b> -Commissioner Jay Block -Economic Dev Dept <b>Main Street</b> -Corrales -New Mexico <b>State</b> -NM Arts Council <b>Corrales</b> -Corrales Arts Center -CCAC -Adobe Theater -Village <b>Private</b> -Individuals – RMD and QCD -Corporate – Intel, Film Industry, PNM, NM Gas,		

	AT&T, Comcast, Century Link, Heritage Hotels <b>Federal</b> -NEA -Senator Ben Ray Lujan <b>Foundations</b>		
<i>Develop a Marketing Plan</i>			

**V. Adjournment:** The meeting adjourned at 11:00 a.m.

**NEXT MEETING:** The next regular meeting is *9:30 a.m., October 24*. Please note the starting time will be 9:30. The meeting will be held at the St. Felix Food Pantry at 4010 Barbara Loop in Rio Rancho. We will continue working on the strategic plan.

Respectfully submitted,

Barbara Boyd, Recording Secretary