

Corrales Arts, Community, Education Center Committee

Meeting Minutes

October 31, 2022

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

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

Advisors Present: Jim Kruger, Angela Gutierrez

Village Staff and Leadership Present: None present

II. Approval of Minutes from October 17th Meeting and October 24th

Meeting: On a motion by Jon Young and a second by Linda Parker, the minutes from the committee meeting on October 17th were unanimously approved as prepared. On a motion by Tony Messec and a second by Jim Wright, the minutes from the committee meeting on October 24th were unanimously approved as prepared.

III. Updates on Action Steps:

a. Develop Conceptual Drawing: Brian Kilcup and Mark Steinkamp from Facility Build will be meeting at the Adobe Theater on November 1 at 10:00. Committee members are invited to attend. We will determine at that time if Mark needs to come to the committee meeting on November 7.

b. Feedback from the Village Mayor: John Schumann set up a meeting with the Mayor to discuss his concerns on Thursday, November 4th. John will include Jim Kruger, Ken Duckert, and Barbara Boyd. Items to be included in the discussion are:

- i. Learn from the Mayor – reasoning for a slowdown of the project? Is the next bond going to the Gym?
- ii. Sharing from the ACE Committee - want to prepare content including the conceptual drawing with a budget of \$75,000 to begin promoting the ACE Center now. Reminder the Adobe lease is up in 3 years.

- iii. Clarify relationship to the Village – Village will own the property but will not manage the property, the newly established nonprofit will and the Village will have a contractual relationship with the managing nonprofit. The consensus of the ACE Committee and its advisors is to establish a new nonprofit now, realizing it takes at least six months for the IRS to issue a letter of determination and costs approximately \$750 not including legal fees. In the interim, MainStreet, acting as the fiscal agent, will accept any donations on behalf of the Corrales ACE Center. Once the new nonprofit is recognized and established, MainStreet will transfer money it is holding for the new entity, to the new entity. It is proposed that the initial fundraising be the first example of a Public Private Partnership relationship with committee members contributing on an as able basis as a demonstration of its commitment. We are hoping the Village will contribute (hopefully \$30,000) with the balance of the initial \$75,000 coming from local individuals and businesses.

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

Objective – Develop a 1-year Business Plan

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	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
<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	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	By 11/9*updated By 11/30 By 11/30 11/9 10/31 11/9

	-Adobe Theater -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	Barbara 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	11/14 11/9 11/15 12/10 11/15 11/15 11/15 11/15 11/15 11/15 11/1 11/30
Develop a Marketing Plan			
- 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

V. Operating Budget:

a. We discussed the Operating Budget

i. Income

- 1. Adobe Theater**
- 2. User fees on a sliding scale for youth, nonprofit, business, free for Village uses such as Candidate Forum**
- 3. Cleaning fee**
- 4. Kitchen usage fee**

VI. Additional Objectives

a. Operating Structure

i. Facility

ii. Public Private Partnership

1. Limited group experience

- a. Need to diversify base – Identify group/company with experience**

2. Monetary

3. Community “Buy-In”

- a. Constant Feeding/Dialogue, create feedback loop**

- b. 5% feedback**

- i. Horse riders**

- ii. People impacted – in close proximity**

- c. Action Item – determine how much time it takes to clear the parking lot at the Adobe**

4. Create a 501(c)(3)

- a. Filing fee is \$750**

b. Finance

i. Initial funding for this first year or so will go to Corrales Main Street

ii. Funding will move to new nonprofit once new 501(c)(3) is set up

c. Marketing/Branding

VII. Adjournment: The meeting adjourned at 11:10 a.m.

NEXT MEETING: The next regular meeting is *9:30 a.m., November 7*. Please note the starting time will be 9:30. The meeting will be the held at the St. Felix Food Pantry at 4010 Barbara Loop in Rio Rancho. We will continue working on the business plan, the next part is the marketing plan. Then we will move to a multi-year business plan.

Respectfully submitted,

Barbara Boyd, Recording Secretary