

Corrales Arts, Community, Education Center Committee Meeting Minutes September 19, 2022

I. Call to order: 10:03 a.m.

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

Advisors Present: Jim Kruger, Angela Gutierrez

Village Staff and Leadership Present: Mayor James Fahey

II. Approval of Minutes from September 12th Meeting: On a motion from Jon Young seconded by Linda Parker the minutes of the September 12th meeting were unanimously approved.

III. Discussion of a project in the Village: We discussed the use of the Darling Tribes space (across from the Frontier Mart) as a co-op for artists, place for Main Street offices, CAC office and classroom, and culinary classroom/demonstration or catering.

IV. Introduction to Corrales Schools: Ken Duckert and John Schumann shared the outcome of their outreach to Ms. Baca at Corrales Elementary School. She embraced the concept of the ACE Center and will connect Ken and John to the Parent Organization. Ken and John will meet with Ms. Nickerson at Cottonwood Elementary School (the Corrales Montessori School) on Wednesday morning. Ken and John are also working on appointments with the Seventh-Day Adventist School and Taylor Middle School.

V. Drawings: John Schumann is working with Tyson Parker and an associate. They are putting together an initial drawing by Thursday that we can incorporate into the presentation to the Village Council. They were asked to provide costs for the initial drawings and the final drawings.

VI. Grant writing: New Mexico MainStreet could help us find grants and help us write grants. The desire is to learn early in the process what is needed for a grant to be successful. There is also the possibility of asking an assistant to Senator Lujan to search for federal grants. Jon Young noted the Bill and Melinda Gates Foundation funds the Arts and Education. Bill Gates began Microsoft in Albuquerque before moving his company to the Seattle area. In writing grants the ACE Center would qualify for funding in any of a number of categories: quality of life, education, building local commerce and recreation.

VII. Strategy Planning: We discussed 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. Lack of extensive experience in public/private partnerships
- vi. Public support – needs to be sought

C. Opportunity:

- i. Public support
- ii. Adobe Theater

d. Threat:

- i. Public support
- ii. Adobe theater timeline with upcoming lease

VIII. Upcoming schedule: Monday, September 26 at 2:30 the four presenters for the Village Council meeting will meet in the Council chambers and test the technology and run through the presentation. **Tuesday, September 27 at 6:30** the Village Council meets. We do not know the order of presentations to the Council currently. The Committee is asked to **be at Council chambers at 6:00**. We are skipping our meeting scheduled for October 2 as John Schumann will be out of town. We will resume our meetings on **Monday, October 10 at 10:00** and will continue our strategic planning.

IX. Adjournment: The meeting adjourned at 11:11 a.m.

NEXT MEETING: The next regular meeting is 10:00 a.m., October 10. The meeting will be held in the Community Center. We will continue working on the strategic plan.

Respectfully submitted,

Barbara Boyd, Recording Secretary