

DRAFT

MINUTES

REGULAR COMMISSION MEETING

MARCH 5, 2012 10:00 A.M.

AFRICAN AMERICAN PERFORMING ARTS CENTER, ROOM 120

300 SAN PEDRO NE

ALBUQUERQUE, NEW MEXICO

10:00 A.M. Call to Order (Larry Kennedy, Chairman)

Commission Roll Call

Commissioners present:

Member, Ruth Bitsui

Member, Kenneth "Buster" Goff

Member, Larry Kennedy

Member, Charlotte Rode

Member, Matthew Rush

Chairman, David "Hossie" Sanchez

Member, Kenneth "Twister" Smith

Commissioners absent: none

Pledge of Allegiance

Public Present: (represents only those officially signed in; spellings are best approximations of written names) Di McCall, State Fair Junior Livestock Foundation; Charles Brunt, Albuquerque Journal; Susan Sita, State Attorney General's Office; Val Cole, NMHA; Dee McCall, NMSF Jr. Livestock Foundation; Caren Cowan, New Mexico Stockmen; Becky Spindle, Dan Atchley, Bob Gerding; Charlie Bennett, La Mesa Neighborhood Association; Bill Prevetti, Murphy Bros. Carnival; Nancy Bearce, Asian American Association; Chad Smith

Staff Present: Dan Mourning, Interim General Manager; Sabrina Garza, Sponsorship Director; Beverly Zastrow, Livestock Manager; Mark Shoesmith, Attorney; Michael Henningsen, Media Director; Jamie Gerard, 2012 NMSF Queen

Approval Items:

Agenda:

Unanimous.

Minutes:

Commissioner Kennedy moved for approval of the November 21, 2011 Meeting Minutes, Commissioner Goff seconded the motion. Motion carried unanimously.

Commissioner Rush moved for approval of the January 23, 2012 Meeting Minutes, Commissioner Bitsui seconded the motion. Motion carried unanimously.

Action Item

Fair Dates

GM Dan Mourning explained that Fair management and staff have done due diligence over the last several months—studied other fairs, looked the Fair’s budget and books, national trends, etc.—and believe there is more than sufficient evidence to support condensing the Fair from 13 open days over a 17-day run to a 12- or 13-day event consecutively.

Commissioner Sanchez moved for approval of the Fair Dates September 12-23, Commissioner Goff seconded. Motion carried unanimously.

Commissioner Smith stated that the likely dates for the 2012 Fair Rodeo are the last 6 days of the Fair. Conference call with PRCA today to confirm.

Chairman Kennedy presented Commissioner Sanchez with a plaque thanking him for his years of service as Chairman of the Commission, and as a Commissioner.

2012 Legislative Update

HB 157—move State Fair under Cultural Affairs, which would have been combined with the Tourism Department; did not pass

HB 6—general appropriations;

HB 68—create African American Cultural Center, put AAPAC under Cultural Affairs; didn’t make it out of committee

SB 4—made State Fair a State Agency; did not pass

SJM 28—requestion AG and State Auditor’s offices to review past and present leases; did not pass

SJR 8—constitutional amendment to make land commissioner general supervisor of the State Fair; did not pass

Commissioner Rush thanked Caren Cowan and Chad Smith for tracking legislation during the session on behalf of the Fair.

Committee Reports

Chairman Kennedy stated that he had asked Commissioners to form Committees of no more than three Commissioners to work on specific areas of the Fair that require assistance, and that he specifically requested that Secretary-Treasurer Smith to form a Rodeo/Livestock Committee to work with staff and other experts so there would be a “**veritable fount**” of expertise on the Committee.

Rodeo Committee (Secretary-Treasurer Smith, Chair)

Secretary Smith stated that Beverly has been on for the last two weeks to sort things out “back-stage” in the livestock department; stated once again that the Rodeo Committee, along with Events Department, will be meeting telephonically with the PRCA to work out details on the 2012 rodeo. This year’s rodeo will be held on consecutive days. Secretary-Treasurer Smith also stated that this year’s schedule will be markedly easier for rodeo participants. Committee includes Commissioners Rush (cattle) and Goff (dairy), Caren Cowan, Michelle Frost (sheep), Di McCall (NMSF Jr. Livestock Foundation), Beverly Zostrow (NMSF). Mr. McCall stated that he is excited to work with the new staff and Committee, and that work is underway to combine Junior and Open shows during the same time period and to keep livestock shows and exhibits present at the Fair for the duration of the event.

Commissioner Rode stated that she hopes Committees can remain in place throughout each year so that the Fair benefits and gets better each year.

Commissioner Bitsui asked if there was any further news on the 4-H Rodeo. Secretary-Treasurer Smith stated that it is his understanding that the event has been moved to Moriarty.

Commissioner Rush stated that the livestock meeting earlier in the morning was very informative and helpful, and that the goal is to return the Fair's livestock element to its former glory. Furthermore, he stated that the New Mexico State Fair livestock shows can be as big as Houston, Denver, etc.

Chairman Kennedy stated that he believes strongly that condensing the Fair dates will be a boon for the north end (livestock and horse area), which will contribute in no small way to an outstanding Fair this year that can be built upon for years to come.

Additional Committee Suggestions: Secretary-Treasurer Smith (Sponsorship, Education), Commissioner Goff (Sponsorship), Commissioner Bitsui (Arts).

Mr. Mourning stated there has been increased emphasis on education within the State Fair via the School Days program, but there's more work to be done. APS has long since canceled Fair Days, but the Fair continues to do a good job of making the Fair available free to students throughout New Mexico. He reiterated that Sponsorship remains in dire need of new contacts statewide; encouraged each Commissioner to introduce the Sponsorship department to 5 (or more) businesspeople in the counties/areas they represent in an effort to increase sponsorship.

Commissioner Goff agreed that there should be a Sponsorship Committee, and stated he does not believe the Fair offers enough to Sponsors in the way of collateral. Chairman Kennedy asked if Commissioner Goff would like to chair the Sponsorship Committee. Commissioner Goff declined, saying he would instead participate. He then suggested virtual tours of some Fair exhibits and educational seminars during the annual event.

Management Report

Mr. Mourning stated that the new lease with the Downs is in place. There was a bid protest that is being handled by the State Procurement Office. Fair is currently holding weekly meetings with the Downs for updates on demolition and construction, which is scheduled to begin next week.

Annual Report

Mr. Mourning stated that Fair is still waiting on the final audit documents to attach to the Annual Report.

Financial Report

Mr. Mourning stated that the Fair is now current with all vendors with the exception of GSD. Stated that Fair is in the process of paying GSD, and that progress is being made. Events and facilities rentals are both on the increase, which in turn increases revenues.

State Fair Planning

Mr. Mourning started that the first major staff brainstorming meeting for the 2012 State Fair took place last week, and that management and staff are being aggressive in problem-solving. He also mentioned that the Fair is

Commissioner Bitsui asked where the Downs will be re: construction during the Fair. Mr. Mourning stated he was confident there would be no accessibility or other issues with Downs construction during the Fair.

Commissioner Rode asked why a CFO has not yet been hired. Mr. Mourning stated that the decision currently rests with the Governor's Office and DFA.

Commissioner Rode stated that she has heard some vendors are questioning whether the bid process is being followed re: vendors at Flea Market, year round Tingley events. Mr. Mourning stated that he will put Commissioner Rode in touch with Raina Bingham, NMSF Concessions Manager.

Discussion of Agenda Items for Next Meeting:

Kennedy: Committee Reports

Rode: Contracts, EPA/drainage issues

State Fair Queen Report

Jaime Gerard introduced herself, stated that she has spent that last 5 months attending various fairs and rodeos throughout the state, has put on two horsemanship clinics, met with the Governor during the Legislative session, attended AgFest. Stated her emphasis has been on public speaking opportunities thus far, as winter is the slow season for rodeo. As spring draws near, she will have more opportunities to attend rodeo events. Ms. Gerard also has four additional horsemanship clinics planned, along with several other statewide Fairs and agriculture events scheduled.

Asian American Association of New Mexico Presentation (aaanm.us)—Asian American Cultural Center (Sue Thorson)

Ms. Thorson explained that the AAANM was founded in 1999 as a 501c3 to represent the state's growing Asian American community. AAANM is a multiethnic organization prepared to partner with the city and state to build a cultural center. Site committees determined the center should be in the International District, preferably at the northwest corner of the Fairgrounds, to exist side-by-side with other cultural venues like Villa Hispana and Indian Village. The AACC would be a 20-22,000 square-foot multi-use facility with a focus on stage presentations and art exhibitions, much like the African American Performing Arts Center. The idea would be to represent all of the many diverse cultures that inform the state's Asian American community.

The Asian Cultural Center would set itself apart as a tourist destination that would be open year-round, a minimum of 5 days per week. Globalization has sparked an interest in learning about Asian cultures, which the AACC would serve through a variety of attractions. Internships, collaboration with local schools and universities, and other educational programs will also be available, in addition to theater arts, film, literature, etc.

Architect Sanjay _____ presented a conceptual chart detailing the proposed AACC, explaining that it would encompass approximately 20-22,000 square feet, and stand as a multi-use facility with a small theater/auditorium, museum and gallery/exhibit space. He stated that a prominent location is key to the success of such a center.

Currently, the AAANM has extremely limited funding, but is confident that Legislative support is on the horizon. AAANM funding previously secured from the state for the cultural center was frozen in 2009 due to economic factors. Furthermore, the Asian American community is underway with its own

fundraising efforts. Such a cultural center could be a boon to economics in the neighborhood, paving the way for more—and more diverse—restaurants, retail stores, goods and services.

Nancy Bearce and several other attendees reiterated the need and community support for an Asian American Cultural Center on the Fairgrounds.

Commissioner Rode expressed her gratitude for the tenacity of the Asian American community.

Commissioner Bitsui expressed her thanks for the presentation and wished the Ms. Thorson and her colleagues the best on their continued efforts to secure funding.

Next regular, quarterly meetings scheduled for Monday, June 4; Tuesday, September 4

Commissioner Sanchez put forth a motion to adjourn, Commissioner Goff seconded. Motion carried

Potential Agenda Items for June 4 meeting:

Rode: contracts, EPA issues