



Pearl of the Pecos Arts & Cultural District

Director's Report

January 1 through January 31, 2020



Above: Digital ad design submitted to NM Magazine for April marketing.

Networking/ Meetings

- Jan 9th- Meet and greet with Speaker of the House- Brian Egolf
 - Jan 10th- First meeting with Mayor Janway on the 4th of July Bash planning
 - Jan 13th- FAAV Meeting
 - Jan 13th- MainStreet Board Meeting
 - Jan 14th- Meeting with MainStreet merchants
 - Jan 20th- Creative Carlsbad Arts Council Meeting
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- Jan 20th- CCAC Third Monday Meet & Greet
- Jan 27- POP Steering Committee Meeting
- Jan 28th- Meeting with NM MainStreet regarding underutilized spaces
- Jan 30th- MainStreet Approach webinar/training
- Jan 30th- KCCC Radio interview
- Jan 31st- 4th of July bash meeting

Promotion of the Arts in Carlsbad:

While Creative Carlsbad Arts Council hosts district events, it is also the responsibility of the Executive Director of the Arts & Culture District to ensure the promotion of other events and activities happening within. During the strategic planning session held by Creative Carlsbad in December, a marketing/promotion committee was formed to help support the social media piece of promotion for the arts in Carlsbad. To view all of the recent postings, please visit Creative Carlsbad's Facebook page.

Community Calendar

In January, the Pearl of the Pecos Steering Committee also met to formulate a new plan for promotion regarding Arts & Culture District specific events and creative enterprises. POP formed a marketing/promotions committee within their steering committee as well. As the committee begins their work in development of an official marketing plan, Julie continued her routine promotional work towards building and growing the community calendar at www.pearlofthepecos.org. She also designed and created two advertisements digital advertising as well as print ads for New Mexico Magazine.

Extra-Curricular Activity (outside of POP ACD)

Creative Carlsbad were asked by Mayor Dale Janway to assist in the planning, execution and promotion of the first annual Old Fashioned Fourth of July Celebration. The event will be held on the 4th of July at the Carlsbad Beach Bandshell. Local musicians will perform throughout the day, with the headliner being a Beach Boys cover band. Programming will take place throughout the day, recognizing local veterans. In addition to the annual 4th of July parade, a boat parade will also take place. We are encouraging class reunions to transpire that weekend, and to join us for the festivities at the beach. Julie Chester, Karla

Hamel, and Kyle Marksteiner have begun recruiting sponsors. Julie has created a logo for the event, as further promotion will take place in the coming months.

Social Media & Digital Marketing

The Pearl of the Pecos has also acquired a new Facebook platform for artists. This Facebook page was established in 2010 by a local art enthusiast. The founder of the page has since moved away from Carlsbad. Julie reached out to the owner, and offered to pick up where they left off. This social media platform is a commission free place for artists and art enthusiasts to collaborate, display, and sell their art.

On January 9th, 14th and 20th, Julie Chester sent emails to our database regarding artistic events and opportunities in Carlsbad, including live music at the Lucky Bull and Milton's Brewing, as well as Carlsbad Community Concerts, CCAC Third Monday Meet and Greet, and the Guadalupe National Parks Poster Contest.

Growth within the ACD

Local Artist, Marie Johnson has inquired with POP regarding a maker's space downtown. She, and a group of her artist friends are interested in sharing the space with a coffee house, or other "gathering" place of business. Julie has been in contact with two building owners downtown in hopes of recruiting this asset to the POP ACD. The space would give artists a place to meet, do art, and promote their work. It would provide space for art education, as well as enrich the downtown experience. POP is looking forward to assisting in the facilitation of this project.

Current Projects within the District:

New Mexico ACD Designation (ongoing):

The Pearl of the Pecos continues in the effort to achieve full state designation. Many milestones have been met, and others are still ongoing. One of the final requirements for state designation is the development of a cultural plan for the district. We have received confirmation that New Mexico MainStreet will assist financially in the development of the plan. More information will be forthcoming. Julie will be traveling to Santa Fe on Feb 12-14 to attend the New Mexico MainStreet winter quarterly conference. She will discuss with the

NMMS Director, Danielle Gutierrez, the financial support of developing a Cultural Plan, as well as the scheduling of required trainings to complete ACD designation. An evaluation of assets within the POP ACD is currently being conducted with the help of New Mexico MainStreet. This asset evaluation will help to determine work plans for the coming years, and the continuation of growth and stability.

Downtown Mural Project (ongoing):

The second electrical box in the downtown mural project has commenced. Art teacher, Elijah Nieto and his advanced art students have primed the box prior to painting, and have completed the outline sketch of the mural. There have been some delays during the holidays that have slowed the completion of the painting. As weather permits, the project will propel forward. Julie has been in communication with Scott Conard, the new assistant professor of digital media at NMSU to propel the mural renderings developed by students under the instruction of Ruben Olguin. Development of the third electrical box mural will be forthcoming. Mike Campos is also working on a rendering for a 4th mural box to be presented to the FAVV Committee for approval.

NMSA Workshops/Art Faire:

A date has been set for a Community Art Faire on May the 2nd. This event will be held at the Halagueno Arts Park, and the Carlsbad Museum & Art Centre. New Mexico School for the Arts will be bringing with them interactive experiences including an instrument petting zoo, community poem (participants will have the chance to contribute to the poem), learn a dance move, visual arts, and more.

Upcoming Projects within the District:

Concerts/Movies in the Park 2020:

POP is currently collaborating with Dave Morgan at the Carlsbad Museum and Art Center in the preparation and planning of the summer movie/concert series. POP will assist in the promotion as well as the execution of these events. Concession sales will take place at each, fundraising for projects within the ACD.

Bike Racks:

POP is working towards branding the district in a unique way. In an effort to bring more art, and beautify the district- and also to provide fluidity by way of recognizable branding, The POP event/project committee is pursuing an opportunity to install custom bike racks throughout downtown. Julie has requested bids from two local metal artists for the project. Once bids have been placed, and designs have been approved by the FAAV Committee, funding will be solicited.

HeritageFest:

The date has been set for September 19, 2020. Details will be forthcoming.

Night of Lights:

The date has been set for November 28, 2020. Details will be forthcoming.

Upcoming Required Meetings:

- *NMACD Winter Quarterly Meeting- February 12th-14th in Santa Fe*
- *Creative Carlsbad Arts Council BOD Meeting- February 17th, 4:30PM*
- *Third Monday Meet & Greet- February 17th, 6:00PM*
- *POP Steering Committee Meeting- February 24th, 3:30PM*