



Pearl of the Pecos Arts & Cultural District

Director's Report

August 1 through August 31, 2020



Above: A rendering by Demetri Ambrose of the newest electrical box mural that will be located on the corner of Greene and Canyon.

Networking/ Meetings

- August 3rd- Carlsbad MainStreet Food truck crawl planning meeting
 - August 17th- Creative Carlsbad Board Meeting
 - August 18th- Cavern Theatre Design Meeting
 - August 21st- HeritageFest Art Contest Planning Meeting
 - August 24th- POP Steering committee meeting
 - August 24th- MainStreet BOD Meeting
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Promotion of the Arts in Carlsbad:

Ongoing: 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.

Social Media & Digital Marketing

Ongoing: With the recent pandemic that has swept our nation, we are using social media, particularly Facebook, to create a platform for hope and encouragement. Our new Facebook "Create Art, Cultivate Joy" now has over 1,300 followers. It has been determined that we will utilize this digital platform to host a HeritageFest Art contest. The contest will be launched in September. More information regarding the contest can be found below.

Community Calendar

Ongoing: The community calendar, found at www.pearlofthepecos.org continues to be a useful resource for Carlsbad. However, the COVID 19 pandemic has caused innumerable events to cancel and postpone. We are looking forward to being able to refill the calendar as events become allowable in the state of NM.

Announcements

During the monthly CCAC BOD meeting on August 17th, Julie Chester, Executive Director of the Pearl of the Pecos Arts & Culture District announced her resignation. Julie's final day will be September 30th, 2020. With the leadership of Creative Carlsbad's president, Mary Garwood, the board along with the POP Steering committee have announced the position online, and are currently seeking qualified candidates to assume this role for the community. A committee has been assigned to perform the task of hiring a new Executive Director. A decision will be made early to mid September. Julie will be available for training and assistance during the transitional period.

Current Projects within the District:

New Mexico ACD Designation (ongoing):

The Pearl of the Pecos continues in the effort to achieve full state designation. This effort has taken somewhat of a pause due to COVID-19. As restrictions begin to lift in the state of NM, the POP Steering Committee will forge ahead with designation procedures. 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. New Mexico MainStreet has advised that financial support will be available through their program for the POP ACD's cultural plan. The POP steering committee has agreed that a professional planner should be involved in the process of developing our plan. With the assistance of CCAC, POP is obtaining detailed demographic information on the businesses within the district. Once complete, the information will be shared with NMACD for evaluation. This asset evaluation will help to determine work plans for the coming years, and the continuation of growth and stability.

Downtown Mural Project (ongoing):

Elijah Nieto's mural box on the corner of Halagueno and Mermod is still in progress. The box is about $\frac{1}{2}$ of the way complete. Hot summer days delayed the project, as proper paint adhesion was not achievable in excessively hot temperatures. As the weather begins to cool down, we expect that the completion of this mural will be expedited.

The third mural box renderings have been approved by the FAAV committee via an email approval process. Demetri Ambrose's artwork will be painted on the corner of Greene and Canyon. The city has been asked to sandblast the box to prepare the surface of the box. Painting is expected to commence early in September. We are looking forward to another beautiful addition to our POP district.

Mary Garwood, of Keep Carlsbad Beautiful has offered funding to ensure that this project moves forward. Each artist that participates will receive a \$500 payment for their artwork and time. During these trying times, it is with great relief that Keep Carlsbad Beautiful is able to partner on this project even further. We are looking forward to expanding this project outside of the boundaries of the ACD in the future.

Cavern Theatre Project (ongoing):

As an ongoing project, the Cavern Theatre Rehabilitation is well under-way. Decisions regarding the design and interior paint of the theatre are being made in collaboration with Julie. The overall goal is to re-create the ambiance of the theatre as it was when it was originally built. Julie will remain on this project after her employment as Executive Director has ceased.

Upcoming Projects within the District:

HeritageFest:

It has been determined that a physical event will not be possible in 2020. Instead, POP & CCAC will host an online celebration of the culture and history of Carlsbad via the Create Art, Cultivate Joy Facebook group. During the month of September, we will host regular demonstrations, tutorials, and presentations that will celebrate and illuminate the rich culture and deep historic roots of Carlsbad. Along with these video tutorials, we will be hosting a HeritageFest Art contest. The contest will be launched on Carlsbad's birthday, September 15th, and will allow entries through March 15, 2021. The contest rules are currently being developed, and cash prizes have been secured via the POP Patrons of the Arts program. More details will be forthcoming in our September report.

Night of Lights:

The date has been set for November 28, 2020. Details will be forthcoming as mass gathering restrictions are still in place. The governor of the state of NM is persistent that a vaccine or a cure for COVID-19 must be in place before the restrictions are lifted.

Upcoming Required Meetings:

- *CCAC Board Meeting- 9/21/2020*