

Pearl of the Pecos Arts & Cultural District

Director's Report


January 1st through January 31st, 2019

Carlsbad Community Event Calendar

Fri, February 1 ☰ ☱ ☲ ☳ ☴ ☵ ☶ ☷


Venues

Pre-School Story Time at Living Desert Zoo & Gardens State Park FEB 1 FRI
09:30AM




Living Desert Zoo and Gardens State

Wait for What- LIVE FEB 1 FRI
06:30PM



They fabulous husband and wife duo is back in the taproom on Friday, February

Carlsbad Rotary's Pancake Day FEB 2 SAT
07:00AM



Carlsbad flips over our pancakes! Rotary Pancake Day is scheduled for Saturday, February 2, 2019 at the CHS Cafeteria. We still have some corporate sponsorship opportunities available! The sponsorship...

By Martin & Chris Richb FEB 2 SAT

Monthly Meetings:

- Creative Carlsbad Board of Directors Meeting, December 22nd @ 4:30PM- NCKRI
- "Third Monday Meet & Greet", December 22nd @ 6:00PM- NCKRI
- NMACD Training, December 24th @ 10:30AM- Carlsbad Museum & Art Center

Upcoming Executive Director Training Requirements:

Western States Creative Placemaking Summit- Albuquerque, February 7-9, 2018

Networking/Meetings:

- January 4th- Meeting with Julia Heaton to discuss Halagueno Arts Park promotion
- January 7th- Financials meeting with Michele Robertson
- January 8th- Meeting with Red Rocket Media to discuss promotion possibilities for ACD
- January 9th- City-wide planning meeting
- January 11th- Mitchell Cruse Open House/ Ribbon Cutting
- January 14th- MainStreet Board meeting
- January 17th- Keep Carlsbad Beautiful meeting
- January 18th- Murals project meeting
- January 29th- Meeting with Carlsbad Museum & Art Center- summer event scheduling

Promotion Within the District:

While Creative Carlsbad Arts Council hosts district events, it is also the responsibility of the Executive Director of the Arts & Culture District to promote other events and activities happening within. Below is a list of activities and events that were promoted via social media and/or emailings and the date they were promoted:

- Artist Valorie Sams' new work- 01/07/19
- Artist Helen Gwinn new work- 01/09/19
- Singer Songwriter Melissa Jones Auld at Lucky Brew- 01/10/2019
- Carlsbad Community Concert Association- 1/10/19
- Artist Valorie Sams recognition for acceptance to the National Pastel Painting Exhibition- 1/10/19
- Hall of Fame Shane Andrews- 1/11/19
- Carlsbad Community Theater upcoming plays- 1/15/19

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- Carlsbad Wind Symphony rehearsals- 1/16/19
 - Public Meeting invites- 1/17/19
 - Artist Mike Campos new work- 1/18/19
 - Valorie Sams new work- 1/24/19
 - Zuzu African Acrobats @ NMSU- 1/24/19
 - Carlsbad Community Concerts- 1/23/19
 - Local Artist Renee Valliere new work- 1/24/19
 - CECHS talent show promo- 1/26/19
 - Carlsbad Local newspaper promo- 1/26/19
 - Carlsbad Community Theater- 1/28/19
 - Carlsbad Public Library promo- 1/28/19
 - Carlsbad Community Concerts promo- 1/29/19
 - CHS Mummer play promo- 1/30/19
 - Local Artist Valorie Sams new work- 1/30/19
 - Living Desert Zoo (Friends of the Library book sale)- 1/31/19
 - Singer/Songwriter Melissa Jones Auld promo- 1/31/19
 - CHS Mummers Play promo- 1/31/19
 - Carlsbad Community Theater promo- 1/31/19

Current Projects within the District:

Carlsbad Community Event Calendar:

The new calendar was launched on January 30, featuring hundreds of events and happenings in Carlsbad over the next several months. The idea behind the calendar is to create a platform that residents and tourists are able to access with the click of a button. The calendar is free for anyone who wishes to access it, as well as to those who wish to add their events. This calendar will also be a beneficial tool for the scheduling and planning of community events, helping to eliminate events booked on the same day. New events can be added by contacting Julie Chester at acdcarlsbad@gmail.com, or via the Creative Carlsbad Facebook page. The calendar is available on our facebook page and website, www.creativecarlsbad.org. The link to access the calendar is: <https://calendar.time.ly/wnl3rhfz/posterboard?fbclid=IwAR2Y5EYOdjFw5djzsnFB8N6LHS7B6Nalc2qQy-KxWQyZWYgnW48I969dhwg>

Downtown Mural Project:

Mural drafts are nearly complete, they will be presented to the Mayor's Fine Arts Acquisition & Vetting committee for approval on February 11th. Identification of the electrical box owners is underway, once we can determine who owns each box, the committee will proceed to make plans for sand-blasting the surfaces to prepare for painting. Keep Carlsbad Beautiful has secured \$900 through the Anti-Drug Coalition for supplies and will seek sponsorship for remaining expenses.

New Mexico School for the Arts Workshops:

Scheduling has been postponed until March 2019. More information will be available in the February Director Report.

Summer Concert Series at the Halagueno Arts Park:

It has been determined that the Summer Concert/Movie series in the Halagueno arts Park will be scheduled for the months of May through September, alternating movies and concerts on Sunday evenings and Thursday evenings. There will be two events each month. We are currently seeking performers and movies. The Carlsbad Museum & Art Center has adequate funding for these events. The Pearl of the Pecos Arts & Culture District will be responsible for the promotion and providing the volunteers to staff the events.

ACD Coordinating Council- Established:

The ACD Coordinating Council has been established, comprised of: Julie Chester, Ken Britt, Karla Hamel, Ruben Olguin, Mike Campos, Carolyn Olson and Shannon Carr, with the potential addition of graphic designer, James Saunders. Meetings for the Coordinating Council will commence in February.

New Mexico ACD Site Visit/Training in Carlsbad:

The training was informative, and well attended. It was determined that the benchmarks set forth by NMACD to achieve our official state designation will be accomplished in the next 6 months. To begin the process, a Letter of Agreement is currently in circulation which outlines the commitment of the Pearl of the Pecos ACD, Carlsbad MainStreet, Creative Carlsbad Arts Council, and local government.

Patrons of the Arts Program:

The Patron of the Arts program has been reviewed by the Creative Carlsbad Board of

directors and will begin circulation in February 2019. This program will ensure financial stability for the 2019 Inaugural Initiatives.

Pearl of the Pecos Inaugural Initiatives:

The purpose of developing these initiatives is to ensure the forward movement and development of the Pearl of the Pecos Arts & Cultural District, organizationally and financially. The plan is designed to incorporate all facets of art within the district, including: Visual Arts, Performance Arts, Literary Arts, Youth Art, and Cultural/Historical Assets. The Inaugural Initiatives have been reviewed by the Creative Carlsbad Board of Directors. These will be the core initiatives that will be executed by the ACD in 2019.

Website Makeover:

The Creative Carlsbad website, www.creativecarlsbad.org is in its final stages of transformation. There have been new donating features added to encourage the Patrons of the Arts Program, as well as a more user-friendly format for new and existing members to join or access their account information. The Carlsbad Community Event Calendar has been added to the home page. The website will also include a page that describes and promotes the use of the Halagueno Arts Park. Photos of the park will be taken in the Spring for better visual stimulation, as well as promotion for the new art installations coming in 2019.