



Pearl of the Pecos Arts & Cultural District

Director's Report

October 1 through October 31, 2019



Networking/ Meetings

- October 1- Lodger's Tax Meeting 7:30am
 - October 1- KCCC Radio show 12:00pm
 - October 3- Meeting with NMSU's Scott Conrad 3:30pm
 - October 3- Farmers' Market, featured artist Mike Pfeifer
 - October 7- Night of Lights planning meeting 4:00pm
 - October 10- Farmers' Market, featured artist Renee Boyd
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- October 14- Night of Lights planning meeting 4:00pm
- October 15- Video interview with H&K 1:00pm
- October 16 thru 18- NM MainStreet Fall Quarterly conference in Tucumcarri
- October 19- Installation of Ball in Window and Cougar at HAP
- October 21- Annual Member Meeting at UnCorked Art 6:00pm
- October 23- Night of Lights planning meeting 4:00pm
- October 28- Night of Lights planning meeting 4:00pm
- October 31- KCCC radio show 12:00pm
- October 31- Carlsbad MainStreet Fall Festival

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 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:

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| <ul style="list-style-type: none"> • 10/2/19 Artist Gallery promo • 10/3/19 Local DJ Jose Ornelas promo • 10/3/19 Carlsbad Public Library Lego Club • 10/7/19 Thank you to Devon Energy, Sponsor of Night of Lights • 10/7/19 Fall Festival promo • 10/8/19- Carlsbad Public Library, TEENtober • 10/8/19- "Don't Scream" promo • 10/8/19- CECHS singers shout out • 10/8/19- Uncorked Art promo • 10/9/19- Rodney Carrington LIVE promo • 10/9/19- Carlsbad Museum & Art Center, quilts promo • 10/9/19- Farmers' Market promo • 10/10/19- Boys and Girls Club promo • 10/14/19- CCAC Annual Member Meeting promo • 10/14/19- "Don't Scream" promo • 10/15/19- Artist Gallery pop up class promo • 10/16/19- CHS Mummies play- Hotel Phoenician promo • 10/16/19- JMA Fall Festival promo • 10/16/19- Living Desert Art & Craft show promo | <ul style="list-style-type: none"> • 10/16/19- Ray Anaya Christmas Anonymous promo • 10/16/19- United Way, Santa Fun Run promo • 10/16/19- North Mesa Senior Center Craft Fair promo • 10/17/19- local singer/songwriter Melissa Jones Auld promo • 10/17/19- CCCA promo • 10/17/19- Rodney Carrington LIVE promo • 10/17/19- Shop local promo • 10/18/19- NM MainStreet shout out • 10/18/19- Carlsbad Community Theatre play, "Stories my Grandmother Told Me" promo • 10/18/19 "Don't Scream" shout out • 10/18/19- Desert Willow Benefit promo • 10/18/19- Jingle Jam promo • 10/19/19- HAP shoutout for new sculptures • 10/21/19- CCAC Annual Member Meeting shoutout • 10/23/19- Uncorked Art promo • 10/24/19- CECHS Singers shout out • 10/26/19- CHS Mummies play, Hotel Phoenician promo |
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- 10/27/19- Local artist Valorie Sams promo
- 10/28/19- Night of Lights, call for artists
- 10/29/19- Night of Lights, call for vendors
- 10/30/19- Fall Festival promo

Current Projects within the District:

Downtown Mural Project:

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. Completion of the mural is expected in November. 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.

Farmers' Market Artist Spotlight:

The Pearl of the Pecos Arts & Culture district featured a different local artist each week at the Downtown Farmers' market throughout October. Each artist demonstrated their work and had the opportunity to promote and sell their art at the market. "Featured Creative of the Week" was well received, and offered a creative addition to the Farmers' Market. The Farmers' Market season ended on October 10th. POP received positive feedback from the Artist Gallery artists that participated, and look forward to next year.

Chalk Art supplies were furnished each week by POP and Creative Carlsbad. The "Commoodle" was well received, and highly participated.

Annual Members Meeting:

Creative Carlsbad's Annual Member meeting was held at Uncorked Art, downtown in the POP district on October 21st. Food and beverages were provided, as well as entertainment by Captain Klas, local singer/songwriter. A slideshow of Creative Carlsbad's activity over the last 12 months was presented, as well as the annual financial report. Each of the 24 attendees were given a chance to speak about their upcoming events. Collaborations took place among members and non-members.

Upcoming Projects within the District:

Night of Lights:

Creative Carlsbad Arts Council presents the 5th annual Night of Lights at the Halagueno Arts Park on November 30, 2019. This year's theme for the event is "A NutCracker Jubilee". Each year, the event brings a warm feeling of the holidays to the community, and kicks off Carlsbad MainStreet's Electric Light Parade. As the event grows larger each year, we anticipate 3,000 to 4,000 people to attend. The City of Carlsbad does a fantastic job decorating the park in elaborate light displays, festively illuminating the Halagueno Arts Park.

A special performance by finalist on, "the Voice", Holly Tucker, will be presenting an acoustic concert titled, "Holly Jolly Christmas". The Carlsbad Early College High School Singers, and Accidental Harmony will also be performing live on stage during the event. A variety of local nonprofit organizations, vendors and food trucks will be on site, as well as a Christmas ornament decorating area for children. Santa will be in the park for photos, as well as a special character from the NutCracker for a fun social media "selfie" contest. Creative Carlsbad will also be hosting a chalk art contest during the event which has become a tradition over the last three years. Cheryl's School of Dance will be performing ballet in the street, just before Mayor Dale Janway "flips the switch" to illuminate the giant community Christmas Tree.

This event is full of surprises, and has something for everyone. Night of Lights has become a loved tradition in Carlsbad, and reminds residents, tourists, and transient workers that we are a community to be proud of, a place to call home, rich in holiday spirit and love for one another.

NMSA Workshops:

Communications, and planning has commenced for spring workshops provided by New Mexico School for the Arts. Details regarding creative writing, and dance workshops will be forthcoming.

Upcoming Required Meetings:

- CCAC and POP Coordinating Council Meeting- *November 18th, 4:30pm at the Carlsbad Community Foundation.*
- Third Monday Meet & Greet- *November 18th, 6pm at the Carlsbad Community Foundation*
- Annual Strategic Planning Session- *December 6th*