



City Art Board

~~December 13, 2021~~

January

The following are minutes for the meeting of the **City Art Board** held at 4:30 p.m. on January 13, 2022, at City Hall, 700 N. Main St., Las Cruces, NM, Conference Room 1158.

**MEMBERS PRESENT:**

Christina Ballew, Chair  
Abby Howard  
Melanie Grey Brown

**ABSENT:**

Chantelle Yazzie-Martine  
Katrina Chandler

**OTHERS PRESENT:**

David Chavez, Mesquite District  
Ceci Vasconcellos, Art Program Coordinator  
Leticia Soto, Museums

**I. CALL TO ORDER**

Board Member Ballew called the meeting to order.

**II. INTRODUCTIONS**

None at this meeting.

**III. APPROVAL OF THE AGENDA**

The agenda was accepted as presented.

**IV. APPROVAL of DECEMBER 9, 2021 MINUTES**

The minutes were approved by Board Member Grey-Brown, and seconded by Abby Howard, accepted as presented.

**V. PUBLIC INPUT**

There was none.

## **VI. STAFF UPDATE AND ACTION**

- Ceci Vasconcellos, Art Project Coordinator
  - Klein Park

Ceci Vasconcellos thanked the Board Members for attending the meeting. A recap of the survey analysis was given; the survey clarified questions which the committee previously had as well as supported earlier data gathered. This is good information as the City Art Board, ACD, and the Mesquite Historic District have not been able to quickly move forward. Summary of the findings include, art should be changed over time, art throughout the park with or without a unified theme, murals are preferred, followed by functional art, folk/regional art is the preferred style, themed pictorial art should depict the historic Mesquite District or native peoples/culture or local myths and legends; the time frame preferred is split between pre-statehood 1800 through 1912, and 1912 through 2000. Additional findings include the neighborhood should be a tourist attraction, strongly agreed that the art should be created in tandem with neighborhood residents, and the art should be functional. Most thought the art can be done by someone outside of the Mesquite District, not just limited to those within the Mesquite District.

Recommended next steps include presenting the findings to Park and Recreation Advisory Board, explain how and why the survey was done, and what the planned art projects are in Klein Park. There was discussion of combining the budget with Parks to maximize the budget. Another recommendation is to begin a mural project as soon as possible; coordinate with Parks for location, and budget \$1,000.00 to \$10,000.00 towards that mural. The mural would last at least 10 years. Parks and Rec Advisory Board meetings are on the third Thursday of the month from 6:00 pm to 8:00 pm. There was discussion on what month would work best for the Board Members to attend a Parks and Rec Advisory Board meeting.

There was discussion on whether the money for the mural would be additional funds for Klein Park or coming out of what was already estimated; the Board needs to discuss the amount and come to an agreement. Background of previous discussions on money was discussed; previous board's thought of \$40,000.00 for the art; no mural behind the bandstand due to electrical boxes; mural inside the bandstand itself with constant restoring; etcetera. There was discussion on doing wrap around art for the various electrical boxes, and that this should last roughly 10 years. The last discussion was \$30,000.00 to \$40,000.00, but it seems the money amount has fluctuated through the years. There was discussion of going over the previous meeting minutes to hopefully get to vote on official funds instead of just earmarking. No amount has been voted on

previously and so this current Board can vote on the amount for Klein Park. Present this next meeting and then plan for a possible vote the month after, giving adequate time for the Board to completely understand the history, process, and future of the project. It may also help going to the Parks and Rec Board meeting to know what projects they are working on see what kind of money this Board may contribute.

## **VII. DISCUSSION AND ACTION**

- Public Art Honoree
- Committee updates
  - Communications
  - Research and Development
  - Public Outreach

Board Member Grey-Brown stated that she's been looking at other city programs around the country that have similar honor awards. There is good information out there and pick what applies to Las Cruces and build our own program. Board Member Howard is working on the rubric to choose the honoree. Board Member Grey-Brown will compile the information and share it with the Board on Google Docs. The Board needs more time for finessing and planning, particularly in terms of the rubric and the kind of art and artists to have people nominate. It is important to get this so the City won't be liable and be sure it is right. Member Howard stated they need more time to be ready as there were more questions than expected. Having the rubric ready for presentation would be ideal for the Board to review. There was discussion on how they can meet together without having a quorum to discuss the details; perhaps through e-mails instead of in-person.

Ceci Vasconcellos stated she's looking for content for the social media accounts and blog, a possible blog to recruit Board Members. There was discussion on items circulating; a reel on their TVs at Ice Box Picacho location which includes pictures of public art in Las Cruces as well as the website for public art. Perhaps there would be interest in having a flyer to become a member of the Art Board. Possibly give the Ice Box another slide for recruitment, and possibly partnering with other businesses in town for Board recruitment. Social media and websites is useful, but sometimes the old approach to getting the word out works. There was discussion on printing more flyers and giving them to the Board Members at the next meeting so they can circulate them.

There were no updates from Research and Development.

There has been no further discussion since the last meeting about putting together a schedule and preset dates for the workshops. A connection to Katrina will be made to hash out an annual plan for some of the events such as Farmer's Market and continue working on the workshops.

## **VIII. BOARD COMMENTS**

Board Member Howard stated that she believes they are making a good start to the new year and looks forward to finding new ways to present public art to the community. Board Member Grey-Brown stated that she hopes everyone who is ill feels better soon. She is happy they are not trying to rush the public art project. She would like to have the other positions on the Board filled with some more diversity.

David Chavez hopes to have the Klein Park project done. He also mentioned ACD (Arts and Cultural District) and that the word "Art" is not allowed in capital outlay, though they can use the word design. Design can be used in a variety of way that does include art without saying "art." And maybe a joint project can be worked on within the ACD. The ACD has to do an event and would possibly like to do an art showing, possibly a three-day event at Klein Park, fence it in and invite artists throughout the State of New Mexico and around and do a huge art show and also have this Board involved. Santa Fe has an outdoor event of folk art, Spanish art, and other things and bring in about \$15-20 million from the shows. We should be able to do the same here.

Ceci Vasconcellos stated she has high hopes for this year and would like to look at how the Board will spend the rest of the CIP money, don't need to hold onto it.

There were additional comments on high hopes for the year.

## **IX. NEXT MEETING - FEBRUARY 10, 2022**

There was discussion on whether the meeting should be in person or virtual; lots of sickness currently so the next two meetings will be virtual. There was discussion on how other boards are being held and many are still in person.

## **X. ADJOURNMENT**

  
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Chairperson