City Art Board Meeting  
February 11, 2020

The following are minutes for the meeting of the City Art Board held at 10:00 a.m. on February 11, 2020 at City Hall, 700 N. Main St., Las Cruces, NM on the second floor in Las Cruces Conference Room 2007A.

MEMBERS PRESENT:
Meg Freyermuth, Chair
Rebecca Courtney, Vice Chair
Susan Frary, Secretary
Susan McNeill
Edward Schmitt
Robin Hutchins
Christina Ballew

OTHERS PRESENT:
Lorenzo Zepeda, Art Program Coordinator
Leticia Soto, Museums
Meridith McKinley, Via Partnership (via phone)
Aliza Schiff, Via Partnership (via phone)
Tony Trevino, Engineering Architecture Administrator
Sreedevi Bhathala Mohanraj, City Architect
Yvonne Flores, City Council
Greg Smith, Doña Ana Arts Council

I. CALL TO ORDER
Chair Freyermuth called the meeting to order.

II. INTRODUCTIONS
Those present introduced themselves.

III. APPROVAL OF THE AGENDA
Susan Frary moved to approve the agenda as presented. Edward Schmitt seconded the motion.

MOTION APPROVED UNANIMOUSLY.

IV. APPROVAL of JANUARY 14, 2020 MINUTES
Susan Frary stated that at the bottom of page 4, lines 43-44, the words "and possibly
reinstate the Art on Loan program" should be deleted, as she never said this.

Christina Ballew moved to approve the January 14, 2020 minutes with this amendment.
Susan Frary seconded the motion.

MOTION APPROVED UNANIMOUSLY.

V. STAFF UPDATE AND ACTION

- Meridith McKinley, Via Partnership
  - Public Art Master Plan updates
- Lorenzo Zepeda, Art Program Coordinator
  - Fire Station 3
  - Animal Service Center
  - Klein Park Project Plan
  - Annual Public Art Work Plan
  - City Hall Lobby Art update
  - Calle Abuelo Park update
  - 1,000 cranes update

Meridith McKinley discussed the comments from City Council on the Public Art Master
Plan, and recommended changes to the Plan based on these comments. Council
expressed concern that an Artists’ Roster might be too exclusive, and might not
represent the diversity of the Las Cruces population and artists. Meridith McKinley
clarified the possible uses and procedures for such a roster, stating that it would be
something the Art Board would use at limited times if necessary in the future when the
Las Cruces Public Art program is more developed and has more projects to manage.
The call to artists for this list could also be kept open indefinitely to local artists, with
applicants reviewed at least once a year to keep the applicants diverse. Council was
curious if there was a way to have a less cumbersome selection process for small
projects. Meridith McKinley clarified that the review and selection process has to be very
carefully done for fairness and transparency. She recommended adding a few
paragraphs to clarify this, and explained other ways to streamline the process, such as
using an artists’ roster. Susan Frary suggested adding the City’s standard contract to as
an appendix in the Plan. Meridith McKinley explained that would not be a good idea
since the City’s standards may change without notice to the Art Board. There is
information in the Plan informing artists that they will need to be able to contract with the
City in order to take City commissions. She had no edits to suggest on this subject.
Council was concerned that insurance might be a barrier for local artists. Meridith
McKinley mentioned that is a policy question and not something the Art Board can
control, but stated that liability insurance is a public art requirement everywhere. Chair
Freymuth clarified that this is one topic Las Cruces Public Art can use to develop artist
professionalism in Las Cruces. There were no Plan edits to suggest on this subject.

Meridith McKinley was happy to hear Councilors say they wanted public art in each of
their districts. She suggested using the Annual Public Art Work Plan to track progress
and plan future public art for all districts by looking at which districts have a deficit of
public art. There are sections in the Master Plan that explain how the Art Board can get involved in other City planning to ensure art is considered for new projects. Meridith McKinley discussed the Council’s concerns about funding and commented that the Art Board will have to be careful when allocating funds for art on new Capital Improvement Projects (CIP). Council was concerned about the term "art professionals" for Art Selection Committees, so Via Partnership removed that term and replaced it with "members of the arts community." Council discussed having different meeting times for Boards to allow more diversity of participation. Meridith McKinley had no edits to suggest for this comment. Art Board Members asked that a statement regarding diversity of the Art Board, Art Selection Committees, and artists be included in the Plan. Council asked about possible collaboration with youth and the Parks and Recreation Youth Advisory Board, so it was added into the Standard Commission Process as an option for Art Selection Committees. City Council suggested that a grant writer be identified to work with Las Cruces Public Art. There was no action needed in the Plan regarding this suggestion, but Meridith McKinley agreed with this and said the City Manager’s office could help. Council commented that Las Cruces Public Art should be working to support art districts and commercial areas, allocating resources to areas where existing plans call out a need for public art. Meridith McKinley felt that this would be dealt with during the Annual Work Plan development, and no edits were proposed. Council felt that public art should tell the history of all the neighborhoods, exploring indigenous and other histories. Meridith McKinley had no specific edits to propose on this, as the Art Board is already having this discussion, and this is discussed in the Las Cruces Stories section of the Plan.

Susan Frary moved to approve Via Partnership’s proposed edits to the Public Art Master Plan. Edward Schmitt seconded the motion.

MOTION APPROVED UNANIMOUSLY.

The Public Art Master Plan will go to City Council for approval in March. Via Partnership will work on diversity language for approval by the Art Board via email, and will send the currently approved edits to the designer for inclusion in the final document. Via Partnership will work with Chair Freyermuth and Lorenzo Zepeda so they will be ready to make the presentation in March asking Council to approve the Plan.

Lorenzo Zepeda, Art Program Coordinator, and Sreedevi Bhathala Mohanraj, City Architect, presented a new possible location for art at Fire Station 3. There was originally a request for the art to be a stand-alone piece away from the building. However, they are now interested in having the art on the north tower of the building. Lorenzo Zepeda presented the schematics of the tower to show where the art could be included, and how large of an area the art could cover. Stakeholders for Fire Station 3 had agreed that the art does not have to include a sign or emblem for the fire station but it should have some relation to the work of firefighters. Susan Frary stated that it would have been better if the Art Board had been included from the beginning of the design process so they could be more prepared for the possible art locations, and the artist could then work with the architects to achieve an ideal design. Lorenzo Zepeda
explained that this is an opportunity to begin integrating art into buildings rather than having only stand-alone artwork in Las Cruces. Rebecca Courtney suggested comparing the new information with the location that was preferred at the last meeting. Bhathala Mohanraj stated that the City will provide the funding for either the pad and lighting for a separate art structure, or for the structural requirements and lighting for the tower, depending on which location is chosen for the art. Thus, the $40,000 would be allocated strictly for the artwork. The tower provides an area of approximately 8 feet by 11 feet, and the artist will have a year after completion of the building to complete the artwork. Lorenzo Zepeda would like the Call for Artists to be sent out in March 2020. Greg Smith asked about the First Responders Monument proposed by J. Joe Martinez, and there has been no further news. Lorenzo Zepeda will follow up on this.

Rebecca Courtney moved that the City Art Board approve the recommendation for art on the north tower of Fire Station 3 with the budget of $40,000 for art, and the City providing funds for structural requirements. Edward Schmitt seconded the motion.

The motion passed 6-0-1. Susan Frary abstained.

Lorenzo Zepeda gave an update on the Animal Service Center. The architects are still working on defining possible locations for artwork. The projected completion for building design is August 2020, and the contractor will be ready to begin construction at that time. Sreedevi Bhathala Mohanraj offered to bring plans to the March meeting for the Art Board to review.

Lorenzo Zepeda presented the Klein Park Project Plan, and asked if the Art Board would like to integrate community engagement and/or a mentorship program to the project. Lorenzo Zepeda reported that the Request For Qualifications (RFQ) process on most projects should take about six months. He reported that partnering with another department could allow for another department to have funds available to achieve a project. Chair Freyermuth asked the Board Members to review the Klein Park Project Plan, and email their suggestions to her and Lorenzo Zepeda for the next meeting.

Lorenzo Zepeda presented a draft of the Annual Public Art Work Plan for Board feedback. There was discussion on the I-25 interchange and roundabout construction at University Avenue. Chair Freyermuth stated that New Mexico State University will likely have art in the roundabout on their property, and the City should have art in their roundabout as well. Greg Smith stated that the Board could go to the Legislature for capital outlay funds to help with the artwork for I-25, and it would take at least a year to get any money. The estimates and descriptions for any public art projects for Fiscal Year 2021 could be sent to Lorenzo Zepeda and Chair Freyermuth by the March meeting, and discussed then.

Lorenzo Zepeda gave updates on the art for the City Hall Lobby and Calle Abuelo Park. The contracting on both projects has been backed up, and both artists are waiting on their contracts. However, they are each set up as vendors with the City, and the project installations could possibly begin in the next few months.
Lorenzo Zepeda reported on the "1,000 Cranes" memorial. City staff requested that the display be hung in Conference Room 2007A as there are no motion detector alarm systems in the room. Chair Freyermuth expressed dismay that City staff had asked for the Art Board's recommendation and then decided to make their own decision regarding the memorial's placement. As it is not public art, it should never have been brought to the Art Board in the first place. Rebecca Courtney asked about the recommendation from the City Hall Art Committee to have a "Memorial Hallway" on the mezzanine wall, and Lorenzo Zepeda said he would follow up on that.

VI. DISCUSSION AND ACTION

- City Hall Art Committee
- Procedures for Acquiring Art
- Meeting time for City Art Board

Rebecca Courtney reported that she and Edward Schmitt, as the City Hall Art Committee, suggested having a local artists' roster to purchase art from for City Hall, and determining which areas in City Hall should have art displayed. Rebecca Courtney asked the Art Board to come up with ideas of how to build the artists' roster, and estimates for a possible budget. Rebecca Courtney suggested keeping City Hall for local artists only. Chair Freyermuth reminded the Art Board of the concerns of light and temperature fluctuations in the building, and how these changes can damage certain materials. Robin Hutchins asked what is in storage that the City already owns, and it was reported that there is not much but Lorenzo Zepeda will investigate this. Susan Fray was curious about what happened to all the artwork from the old City Hall. There are many rumors about where all those pieces are and there was never an inventory done. Lorenzo Zepeda stated he would follow up on this topic.

Chair Freyermuth reminded the Art Board to become familiar with the commissioning and acquisition procedures outlined in the Public Art Master Plan, and urged Art Board Members to forward all questions from the community in regard to public art on City property to her and Lorenzo Zepeda. Christina Ballew requested a flyer or crib sheet to help tell people how to propose having their art displayed by the City. Lorenzo Zepeda mentioned that the website could be updated with that information, and the Master Plan has already included the information on how and what to donate. There was a general discussion about donation versus purchasing art pieces. Chair Freyermuth stated that they would not be able to accept every donation or purchase that is proposed, and that having a fair and transparent selection process is extremely important for the Las Cruces Public Art program.

Chair Freyermuth wished to discuss the meeting times for the Art Board, and wondered how Board Members felt about changing the time of their meetings to make it easier for a more diverse group of people to attend Art Board meetings or become members of the Art Board. Chair Freyermuth explained that it would be wonderful to have an arts teacher on the Board at some point, but with their current meeting times, a teacher would not be able to attend. Lorenzo Zepeda offered to look into available locations and times with Facilities. Chair Freyermuth explained that she did not want to vote on this.
today or make any changes unless necessary. This was in conjunction with a
discussion regarding diversifying City Art Board membership. There was a suggestion
for Councilors to encourage their constituents to turn in applications regardless of
whether or not there are openings on the Art Board. If there is already a full board at the
time an application is submitted, the application is kept on file so there can be pending
members available to be appointed by City Council if an Art Board member decides to
resign or not do a second term.

VII. BOARD COMMENTS

Susan McNeill reminded Board Members that the retired people in the community enjoy
being on the Art Board. Chair Freyermuth expressed gratitude for her service on the Art
Board.

Susan Frary mentioned that it cost her $8 to print one copy of the Arts and Cultural
District (ACD) Plan, and explained that several more copies are needed for Board
Members as reading it online is awkward and not easy for everyone. She would like the
City to pay for printing costs of the ACD Plan, as well as for the Public Art Master Plan
when it is ready. She also explained that her comments in the last meeting were
misrepresented, so she brought printouts of her email for everyone and also a copy to
be attached to the January Minutes.

Councilor Flores thanked all of the Board Members for their dedication, time, expertise,
and love of art and the community.

Greg Smith was thrilled that Councilor Flores is the new Council Representative for the
Art Board. He wants to look for ways to connect the Doña Ana Arts Council with the City
Art Board and other arts efforts in the community. The Art Board was enthusiastic about
collaborating with the Doña Ana Arts Council, and having Greg Smith attend meetings.

Lorenzo Zepeda thanked the Art Board for new tasks at work. He thanked Councilor
Flores for her comments on the importance of the Art Board’s work. He was pleased to
have Greg Smith back at Art Board meetings, and looks forward to working with the
Doña Ana Arts Council.

Chair Freyermuth thanked everyone for their time, patience, and thoughtful discussions.
She thanked Greg Smith for attending, and looks forward to collaborating with the Doña
Ana Arts Council.

Councilor Flores offered to arrange for refreshments at future Board meetings, if
desired. Board Members were very appreciative of this suggestion.

VIII. NEXT MEETING: March 10, 2020

The next meeting will be held at 10:00 a.m. on March 10, 2020 at City Hall, 700 N. Main
Street, Las Cruces, NM on the second floor in Las Cruces Conference Room 2007A.
IX. ADJOURNMENT

Susan Frary moved to adjourn and Robin Hutchins seconded the motion.

MOTION APPROVED UNANIMOUSLY.

Chairperson
FIREHOUSE 3 – Request for new art location

The Firehouse tower shown in the following images was the initially desired space for art and recommended by all stakeholders. This was rejected due to concern about timelines and integrating art to the actual building. As such, the tower would be the location of a firefighting emblem and station identifier. However, based on last month's CAB meeting and additional staff discussions, the contracted architectural firm Decker/Perich/Sabatini, agreed that art implementation directly on the firehouse was possible. Stakeholders would like to make a strong request that CAB consider recommending the tower as the location for the art commission.

Included in this packet are images and information for the RFQ. The last page notes the dimensional constraints of the art piece well as the weight limitations. The two initial images can allow artists to photomontage their work onto the tower to see it in context. Provided below is additional information based on my questions (in blue).

- **Must the artwork necessarily incorporate an emblem?** That is, can the firehouse number or title be a separate component? If this is possible, the selected artist can help find an appropriate material, font or style that works best with the architecture and art.

  o **Jason Smith / Fire Deputy Chief** – “Can the art have one focal piece and then a station or department identifier on a different side of the space? I think that is acceptable, but it would be preferred for the art to serve the purpose of identifying the station and profession as a stand-alone piece. We may have funds for other signage on the station in a different location”.

  o **Mark Paz** – “I think the RFQ should mention that conceptually the art piece should represent Firefighting, Fire Stations, or the stations number. I don’t think the artwork needs to incorporate an emblem and could just be a stylistic number alone. It could also just be a conceptual piece that somehow relates to firefighting and does not need to be an emblem or station number”.

- **Regarding the dimensional constraints, for more organic design concepts may some elements branch out beyond the indicated limits.** The main art piece would still fall within the dimensional constraints. For instance, tile elements dissipating outwards. As such, can we offer another criterion in addition to the dimensional constraints (e.g. “some elements can branch out or dissipate up to 3ft. beyond the indicated dimensional constraints”)? This should offer the artist more flexibility to visually integrate with the structure, optimize the space available and enhance visibility from a distance.

  o **Jason Smith / Fire Deputy Chief** – “I don’t have an issue with some branching out as long as the piece stays within weight, functionality of the building and safety requirements and the artist can outline specifications and how far elements would branch out”.

  o **Mark Paz** – “Regarding dimensional constraints; the area shown is where we will provide structural backing and support. Outside of this boundary, any pieces that branch out would have to be superficial and require no structural support. I think 2-3’ outside the boundary is ok. I would prefer art pieces that take the stations architecture into account and are not overly organic”.

Area allocated for Art piece:

Structural requirements:
max. 50 lbs. per square foot
Las Cruces
PUBLIC ART

Klein Park Bandstand Project Plan: DRAFT

Introduction

Commissioning Process

- New public art projects commissioned by Las Cruces Public Art (LCPA) will be site-specific commissions where an artist is selected to develop a project for Las Cruces that is informed by the context of the site. The Standard Public Art Commissioning Process will serve as a starting point for how to commission artwork, with the exact details outlined in this Project Plan.

City Art Board (CAB)

- CAB is tasked with making formal recommendations to the City Council relative to the location, acquisition and commissioning of any and all public art installations, including:
  - Reviewing and approving Project Plans.
  - Participating on Art Selection Committees.
  - Reviewing and approving artist selection and artist Concept Proposal for commissioned artworks and making a recommendation to City Council for contract approval for final design, fabrication and installation.

OVERVIEW: Klein Park Bandstand Project

- The purpose of this project plan will be to commission a high quality, permanent public art piece to be installed on the exterior wall of the Klein Park bandstand. The commissioned work should align with the goals of LCPA in addition to incorporating input from the Arts & Cultural District Coordinating Council (ACDCC) and feedback from the Historic Mesquite St. Community. As such, this public art commission will highlight Klein Park as the center of the original Las Cruces townsite; bringing attention to local history, culture and identity.

- The project plan will address the following:
  - A description of the project’s location and other information regarding the proposed siting.
  - The project goals and how the project relates to the overall vision for public art in Las Cruces.
  - Evaluation criteria against which the artist selection and Concept Proposal can be evaluated.
  - The budget and funding sources.
  - The project’s schedule.
  - Internal and external stakeholders.
  - The artist’s scope of work.
  - The artist solicitation method and artist selection method.
  - Recommended Art Selection Committee members with alternates.
  - A communications and marketing strategy.
  - A community engagement or departmental collaboration strategy.
  - Potential partners and needed agreements.
Site and Context

- Following consultation with the ACDCC and the City’s Historical Conservationist, CAB identified Klein Park as highly relevant to Las Cruces history and culture. Klein Park sits in the original townsite of Las Cruces and is adjacent to the Camino Real, which is a UNESCO World Heritage site. Furthermore, the original townsite has a direct connection to pre-Columbian settlements in the Mesilla Valley, placing Klein Park in a location whose history spans millennia and has incorporated several cultures. The park can serve as a focal point for the identity of the Las Cruces community.

- There exists a Master Plan for Klein Park (see Appendix C) which was approved by City Council in 2015. Currently, no projected date for implementation of this plan has been confirmed. However, after reviewing the Klein Park Master Plan, and with input from the Parks & Recreation Department, the bandstand on the highly visible Northwest corner of the park was identified as a structure which would not be affected by any future construction. Although the Klein Park Master Plan does anticipate opportunities for additional art installations, the bandstand is an ideal structure to begin highlighting this important location.

The map below is from the current Klein Park Master plan. It indicates the bandstand structure (in color) and the proposed changes to the rest of the park.
Goals

- **LCPA MISSION:**
  Las Cruces Public Art commissions and cares for a collection of contemporary public artworks, promotes the community’s access to and engagement with public art, and supports the growth of public art practice in Las Cruces.

- **LCPA VISION:**
  Las Cruces Public Art reinforces the fundamental link between creative expression and quality of life – shining a light on the city’s culture, creative community and creative economy; improving the visual identity of public spaces; and creating opportunities for all Las Crucens to engage with art.

- The current project aligns with the following LCPA goals. Below each goal is a list of criteria against which the project, the artist selection and the concept design will be evaluated.
  - **GOAL: Elevate Las Cruces as the Arts Capital of Southern New Mexico**– Public art will raise awareness around the many dimensions of Las Cruces’ rich cultures, heritages, and creative communities, promoting the city (the second largest city in New Mexico) as a cultural destination for both locals and visitors from farther afield.
    - Focus public art on places and ideas that are part of what makes Las Cruces and its region unique.
    - Develop public art projects that support visitorship to the Arts and Cultural District and to local arts and culture destinations.
    - Develop public art projects that support, grow and promote the local creative economy.
    - Develop public art projects that play to the strengths of the local arts community and help them develop their practice in public art.
    - Develop programs to support artists new to the public art field.
Promote and raise awareness of Las Cruces’ growing public art collection.

- **GOAL: Add Visual Interest and Beauty to the City** – City facilities, parks, and public spaces will incorporate art as a standard practice, making these places more visually interesting, attractive, and stimulating for their users and passersby. High quality design and the involvement of artists will be expected when these spaces are being renovated, constructed or envisioned.
  - Commission artwork that makes a positive impact on the overall design of public spaces and on people’s experience of the public realm.
  - Partner with Parks and Recreation, Public Works, and other City departments on community improvement and beautification projects.

- **GOAL: Activate Public Spaces** – Public art will help bring energy and engagement to places where people gather, creating vital public spaces where people want to be.
  - Focus public art on community gathering places, such as parks, community centers, and recreation centers.
  - Work with community organizations to envision public artworks that are supportive of community traditions.

- **GOAL: Make Art and Culture a Way of Life** – With time, art will be part of everyone’s everyday experience, and people of all ages and back-grounds will have opportunities to engage with artmaking and artists. Las Cruces will be known as a place that values access to the arts.
  - Develop programs that engage and educate young people.
  - Encourage artists who are doing projects in neighborhoods to include a community engagement component as part of their process.
  - Commission artists to develop projects that bring the community together, including artists who incorporate community engagement into their project development process.
  - Distribute public art throughout the city with an emphasis on projects in Las Cruces’ neighborhoods.

**Do we want a community collaboration component or a departmental partnership with a programming element?**

**Artist’s Scope of Work**

- Las Cruces Public Art seeks an artist or artist team to create a site-specific outdoor project to be designed and installed on the back wall of the Klein Park Bandstand (see images above).
  - Artwork should be large enough in scale and scope to provide a focal point for the historic Mesquite St. community and Klein Park.
  - The theme of the art should be inspired by the history, culture and worldview of the indigenous pueblo peoples of Las Cruces. Specifically, it should speak to the history of ongoing settlement along the ancient precursor trail to the Camino Real de Tierra Adentro (“Royal Road of the Interior”) as a vast pre-Columbian trade network.
  - Selected artist will be awarded $40,000 to design, fabricate and install the artwork within a year of signing the contract with the City of Las Cruces.
  - The $40,000 project amount should include all fees and expenses associated with the project, e.g., ladders, scissor-lift, scaffolding, materials, equipment, labor, certifications and permits, engineering documents, insurance, taxes, shipping, identification plaque, and written and professional photographic documentation of the completed project. There is no other funding.
  - The artwork can be made of a single or a mixed media which must be durable, long-lasting (life of the building), safe and low maintenance.
  - The artwork should meet the following environmentally safe criteria: UV/sun resistant, non-outgassing, non-toxic, non-glare, no blinking lights, no distracting sounds, and no water.
Semi-finalists will be required to present a schedule for installation and propose how installation can proceed with the least disruption to a working day.

At the artist’s expense, any required certifications for the artwork, whether electrical, civil, or structural, must be provided by a licensed practitioner in the State of New Mexico. If necessary, the artwork should be reviewed by a professional fine art conservator.

Selection Process

- The selection process (i.e. RFQ) will begin with an artist application phase, or open call for artists, through the Call For Entry (CaFE) webservice. Please see Appendix A for RFQ and concept selection timeline.

- Eligibility for qualification is open to all artists or art teams working in the United States through the CaFE call. Artists submitting qualifications should demonstrate a level of expertise and professionalism that is commensurate with the project scope and budget. No member of the current City Art Board, Art Selection Committee, or employee of the City of Las Cruces, New Mexico, may apply for this project.
  - Succinct letter of interest not longer than one page written specifically to address the needs of the project. Please explain what excites you about the opportunity, and how you may approach the project if selected as a finalist. Outline your professional qualifications.
  - A current chronological resume or curriculum vitae demonstrating relevant work experience particularly public art or privately funded commission projects. A biography or an autobiography will not fulfill the resume requirement.
  - Ten images of previously completed work which may include multiple views. Complete image citations will be required. Documentation should include artwork title, medium, height, width and depth, price or value, year of completion, and project description, including budget and commissioning agency. Please review and adhere to the image and media preparation page on café when formatting your images or videos. Tutorials can be downloaded using the links near the bottom of the page. By default, CaFE will organize the images in our submission alphabetically. If you wish to present the images to the Selection Committee in a different order, you must prioritize the images before submitting an application.
  - The Art Selection Committee is comprised of five members representing the City Art Board, City of Las Cruces and the community. Under the guidance of the City Art Board, the Art Selection Committee is responsible for submission review, selection and recommendation of the semi-finalists. Said committee is also responsible to recommend the ultimate selection of the artist/art team to be awarded the commissioned project to City Council.
  - Artists may research the project using any resource, with the exception of discussion with individual members of the Las Cruces City Staff, the Las Cruces City Art Board or Art Selection Committee. The Art Selection Committee may only discuss rankings among themselves when they meet to determine the semi-finalists.
  - The selection criteria shall include but is not limited to
    - The professional qualifications of the artist(s) as evidenced by the supporting materials,
    - Proven ability to undertake projects of the described scope,
    - Artistic merit and superior caliber craftsmanship as evidenced by the images, and
    - Suitability of submission to project intent and site.

- Up to three semi-finalists will be invited to submit a formal proposal for the projects. Additionally, the finalist presentations should include a schedule for installation and a proposal on how installation can proceed with the least disruption to a working day.
  - Semi-finalists will receive a $500.00 honorarium for a written proposal and a maquette, renderings, or 2-D representations of the proposed artwork to be completed within 60 days of the notification of selection. One site visit will be required of each semi-finalist to include a personal presentation of the artwork.
proposal to the Art Selection Committee and the public. All maquettes, renderings or representations and written proposals will become the property of the City of Las Cruces, New Mexico.

- The artist or art team ultimately awarded the commission project will be required to enter into a Professional Services Contract with the City of Las Cruces.

- An *ad hoc* art selection committee will be tasked with the above outlined selection process. The art selection committee for this project will ideally be composed of 2 art board members, 1 site owner, 3 community representatives and the City’s Historical conservationist for a total of 7 committee members. The proposed committee members include:
  - Susan Frary / CAB member
  - Susan McNeill / CAB member
  - Catherine Mathews / Landscape Architect / City of Las Cruces
  - David Chavez / ACDCC Chair / Community representative
  - Irene Oliver-Lewis / ACDCC / Community representative
  - Ed Roybal / Cacique (tribal chief) Piro-Manso-Tigua / Community Representative
  - Troy Ainsworth / Historical Conservationist / City of Las Cruces

**Project Schedule**

- The selected artist will have one year to fabricate and install their concept after it is approved by City council and the artist’s contract is signed.

- A complete timeline for fabrication and installation of the art will be included in **Appendix B** upon signing of artist’s contract and after the artist presents a schedule for installation and proposes how installation can proceed with the least disruption to a working day.

**Budget and Funding Sources**

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<th>Budget Items</th>
<th>Cost</th>
<th>Funding Source</th>
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<td>Art Commission and Installation</td>
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<td>LCPA’s existing rollover CIP funds</td>
<td>2021</td>
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<td>Artist finalist stipends (3 x $500)</td>
<td>$1,500</td>
<td>LCPA’s existing rollover CIP funds</td>
<td>2021</td>
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<td>Artist Call for Entry (RFQ process)</td>
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<td>Qol / Museums / General Fund</td>
<td>2021</td>
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<td><strong>Total Art Project Cost</strong></td>
<td><strong>$42,400</strong></td>
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**Community Engagement, Marketing and Communications**

- In addition to the CaFE webservice, which offers a platform for sharing the artist application component on a national level, the artist selection phase will also be announced locally through the following strategies:
  - The City’s PIO Department will issue a Public Service Announcement (PSA) which is then circulated to local newspapers, public radio and community bulletins.
  - The City’s Website can advertise the Call for Art as a “Hot Topic” on the City’s home page in addition to offering a link to the LCPA page.
  - If the situation permits, a query to local media can be made with the purpose of generating an news story about the upcoming project.

- Furthermore, the above strategies for marketing can also be used to highlight key milestones of the project.
For communication with internal stakeholders, the charts below define tasks and record stakeholder agreements of task completion.

**PARKS & RECREATION**

<table>
<thead>
<tr>
<th>TASK</th>
<th>Time Frame</th>
<th>Responsible Person</th>
<th>Task Complete?</th>
<th>Yes / No</th>
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Sonya Delgado / Director / Parks & Recreation

**PUBLIC WORKS**

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David Maestas / Director / Public Works

**QUALITY OF LIFE**

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Lynn Gallagher / Director / Quality of Life
KLEIN PARK BANDSTAND ART COMMISSION
RFQ and Concept Selection Timeline

APPEXEND A

MILESTONES

FY 2020-2021

- Application open 6 weeks / Initial review of candidates 4/1/20 5/17/20
- Art Selection Committee Round 1 jury process - Semi-finalist selection 6/1/20 notify candidates
- Art Selection Committee Round 2 jury process - Select 3 finalists 6/12/20 notify candidates 6/8/20 6/11/20
- Finalists develop concept proposals (60 days)
- Prepare draft contract *To be ready before 9/18/20
- Prepare Council Packet *To be submitted no later than 8/10/20
- Projected contract signing & beginning of artist's 1yr. timeline for fabrication and installation

- CAB project plan approval FEB 11
- P&R Board project plan approval FEB 20
- Council Work Session project update MAR 23
- RFQ opens through CaFE APR 1
- Finalists present to Selection Committee AUG 7
- Concept approval by CAB AUG 11
- P&R Board update AUG 20
- City Council concept approval SEP 21

TASK TIMELINE

- set up finalists as vendors 6/11/20 8/3/20
- submit upon committee's final selection 8/7/20
- Complete installation timeline provided upon signing of contract. See Appendix B